

GoRaleigh Marketing, Communications and Engagement Expenditures Report

Four Ad Campaign	Source	Total Amount FY 2023	TO002-AK Marketing for Bus System Expansion
Wake Weekly	1 year special editions + 3 extra	\$9,161.00	Funding from this implementation element will be used by the City of Raleigh to market and further promote the Wake Transit Plan investments it is responsible for implementing and to educate the public about the features and benefits of using transit compared to a daily commute in a single occupancy vehicle. Messaging is anticipated to feature the health, safety, fiscal, and environmental benefits of transit. The marketing effort is anticipated to highlight expanded services; shorter wait times with greater service frequency; new CNG and electric buses; among other messaging.
News and Observer	Print/Digital - 1 year	\$31,517.50	
IndyWeek	Print - 1 year	\$18,600	
Raleigh Mag	Print - 1 year	\$10,125	
La Noticia	Print - 1 year	\$42,432	
TBJ	Digital - 6 months	\$25,440	
WRAL FM	Radio - 6 months	\$28,330	
CBS 17	Digital - 1 year	\$12,000	
The Carolinian	Digital - 1 year	\$4,420	
Que Pasa	Print/Digital - 1 year	\$8,320	
GoRaleigh Bus	Installation 20 Tail Ads	\$3,162	
Lamar	Billboards	\$29,400	
Relocation Guide	1 Full Page - March 2022	\$2,835	
Mudcats	Stadium Billboards/Game Day Game/Pamphlet	\$15,000	
Total		\$240,742.50	

Busopoly			Total Amount FY 2024	Total Amount FY 2025
WRAL FM	Radio Traffic Sponsorship		\$ 24,000.00	\$ 24,000.00
CBS 17	WRAL TV Calendar Sponsor		\$ 48,000.00	\$ 48,000.00
The Carolinian	The Carolinian Digital		\$ 13,000.00	\$ 13,000.00
La Noticia	La Noticia Digital		\$ 10,000.00	\$ 10,000.00
Que Pasa	Que Pasa Digital & Print		\$ 13,000.00	\$ 14,349.96
Viamedia	Gas Station / Ubers		\$ 12,000.00	\$ 12,000.00
Triangle Digital	Triangle Digital Google		\$ 52,500.00	\$ 53,410.00
Facebook / Instagram	GoRaleigh Paid Social Media		\$ 12,000.00	\$ 24,000.00
North Hills	Beach Music & Tree Lighting North Hills		\$0	\$7,000
La Ley	Radio Weather Sponsorship		\$0	\$12,000
Hurricanes	Screens / Email / Events		\$0	\$30,000
Total			\$ 184,500.00	\$ 247,759.96

Influencer Campaign	Source				Total Amount FY 2026
WRAL FM	Radio Traffic Sponsorship				\$ 36,960.00
Channel 5	WRAL TV calendar sponsor				\$ 48,000.00
La Ley	Radio Weather Sponsorship				\$ 12,000.00
Influencers	Monthly July - Dec				\$ 29,299.00
Social Media	Facebook & Instagram				\$ 24,000.00
Hurricanes	Screens / email / events				\$ 30,000.00
Hurricanes Swag	2X Game Day gloves & rally towel				\$ 17,518.38
WRAL TV	Monthly Feb - June Commercials				\$ 59,975.00
Total					\$ 257,752.38