

“Sort with Heart” SB 1383 Marketing Campaign

MEDIA BUY SUMMARY



PREPARED BY:  blue strike



Sort with heart. Do your part.

Put food scraps in your green cart



FUNDED BY A
GRANT FROM **CalRecycle** 



Haz tu parte con corazón y tradición

Pon las sobras de comida en el bote verde para residuos del jardín



FINANCIADO POR UNA
SUBVENCIÓN DE **CalRecycle** 

SORT WITH HEART SB 1383 CAMPAIGN PACKAGE



TV



RADIO



Print/Digital



Social Media



Mural Install



Scribble Hill

MEDIA BUY TIMELINE



- Twenty-three 1/2h page color ads
- Four 1/2h page color ad upsizes to Full Page
- Running July 3 to December 31

FULL PAGE AD:



Sort with heart. Do your part.
PUT FOOD SCRAPS IN YOUR GREEN CART



Food is tradition. Family. Culture.
Just like Grandma used to say—nothing goes to waste. Every peel, husk, and leftover has a purpose. When we throw food in the trash, we waste more than a meal, we lose the love and labor that went into it. But when we put food scraps in the green organics cart, we honor that labor of love while protecting our future. California's SB 1383 law keeps food out of landfills, reducing pollution and turning scraps into compost that nourishes local farms and gardens.

LEARN OUR FOOD SCRAP SORTING TIPS
www.regenmonterey.org • www.srswa.org

COO ReGen Monterey **Salinas Valley Recycles.org**

FUNDED BY A GRANT FROM **CalRecycle**

ROTATING HALF PAGE ADS:



Sort with heart. Do your part.
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sortwithheart.org

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sortwithheart.org

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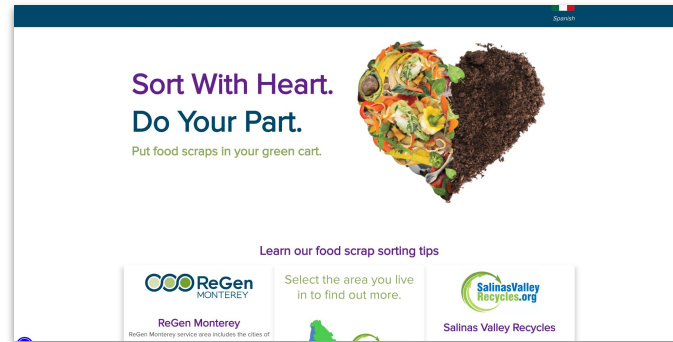


- Twenty-three MCNOW e-Newsletter ads
- Two months of MCNOW video ads
- **Value Added:**
Four MCNOW e-Newsletter ads
- **Value Added:**
Two weeks of video ads
- Running July 1 to December 31

CURRENT 400x800 NEWSLETTER AD:



CLICK-THROUGH LOCATION: sortwithheart.org



SALINAS VALLEY
Tribune.

King City
Rustler

- Twenty-three
1/3h page ads
(10" x 6.33")
- Running
July 2, 2025 to
December 3, 2025

1/3 PAGE AD:

Haz tu parte con corazón y tradición





Pon las sobras
de comida en
el bote verde
para residuos
del jardín

SalinasValley
Recycles.org

ReGen
MONTEREY

svswa.org
regenmonterey.org

FINANCIADO POR
UNA BECA DEL
CalRecycle

Bus Ad Signs



- Six MST tails
- Three English and three Spanish tails (one Spanish on the peninsula and two Spanish in South County)
- Running July 21 to December 31



ENGLISH



SPANISH



- Four 1/2h page ads
- Running June 2025 to June 2026

CURRENT ½ PAGE PRINT AD PLACEMENT:

Sort with heart. Do your part.



Put food scraps in your green cart

Every peel, husk, and leftover has a purpose. When we throw food in the trash, we waste more than a meal, we lose the love and labor that went into it. But when we put food scraps in the green organics cart, we honor that labor of love while protecting our future.

California's SB 1383 law keeps food out of landfills, reducing pollution and turning scraps into compost that nourishes local farms and gardens.

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ReGen Monterey Supplemental Marketing Plan

MONTEREY COUNTY
WEEKLY
PRINT | WEB | MOBILE



- Six week print/digital campaign running January 1 to February 15, 2026
- Full page in *Eat + Drink* magazine 2026
- Three half-page ads on alternating weeks in the *Weekly*
- Six weeks of video ads on
- MCNow - three weeks of newsletter ads on opposite weeks of print ads





- 24 ads or 120,000 impressions to run during the Saturday AM News
- 40 ads or 400,000 impressions to run during the Morning News





- 48 ads or 494,400 impressions to run during Spanish News/Novelas
- 50 ads for the "Run of the Station"





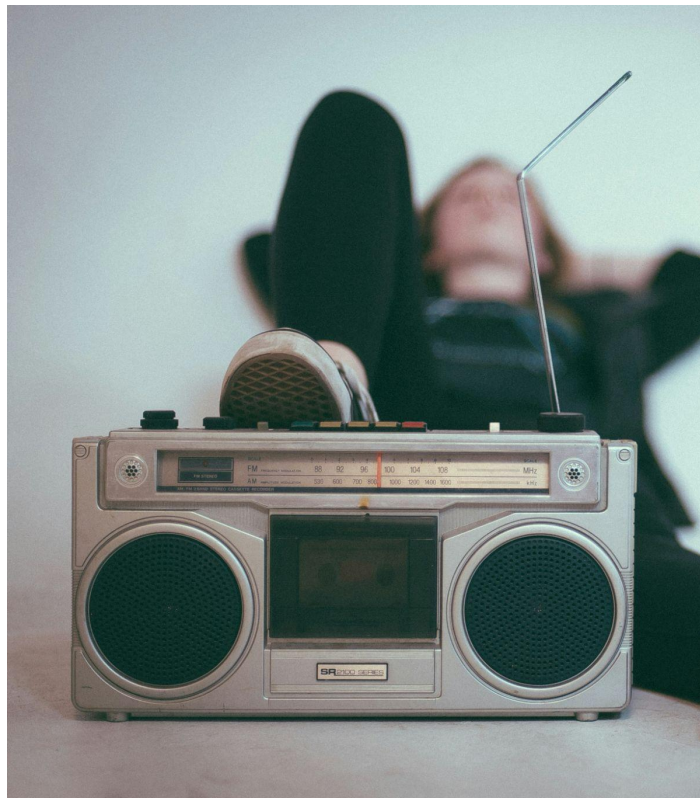
- 60 15-sec. underwriting announcements
- Running for 6 weeks starting July 2025

BONUS:

- 60 15-sec. announcements on KAZU Classical Stream (Mon-Sun, 7am–9pm)
- 12 15-sec. announcements on 90.3 KAZU – BTA (Mon-Sun, 5am–9pm)



“SUPPORT FOR KAZU COMES FROM A CALRECYCLE GRANT, REGEN MONTEREY, AND SALINAS VALLEY RECYCLES— REMINDING RESIDENTS TO ‘SORT WITH HEART – DO YOUR PART.’ PUT FOOD SCRAPS IN THE GREEN CART. SKIP THE LANDFILL—MAKE COMPOST INSTEAD. MORE AT “SORT WITH HEART DOT ORG”



- 60 ads or 18,000 impressions to run 30-sec. English ads
- Additional exposure on Pub Talk, social media, and web banners



**CLICK TO LISTEN
TO RADIO SPOT**



→ 100 ads or 55,000 impressions
to run 30-sec. Spanish ads



**CLICK TO LISTEN
TO RADIO SPOT**



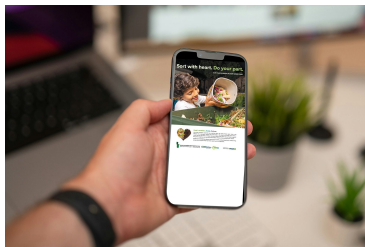
- 90 ads or 54,000 impressions to run 30-sec. English/Spanish ads
- 80 ads or 44,000 impressions to run 30-sec. English/Spanish ads

RADIO - KLOK 99.5/99.9 Greenfield/Carmel Valley



- 100 ads or 60,000 impressions to run 30-sec. Spanish ads
- 100 ads or 40,000 impressions to run 30-sec. Spanish ads

PROGRAMMATIC ADS



Display

With Dominant Display, we'll utilize content, behavioral, search, and site retargeting to **deliver ads to the right audience at the right time.**



Preroll

Pre-Roll videos are 15–30 second clips that play before online video content, **appearing on top-tier sites such as Yahoo!, ESPN, and TMZ.**



STV Premium

Streaming TV Premium delivers video ads in subscription-based, ad-supported environments, **including platforms like HGTV, TLC, ESPN, and more.**

SHARE PARTNERSHIP SPOTLIGHTS AND HEIRLOOM TIPS




regenmonterey #SortWithHeart

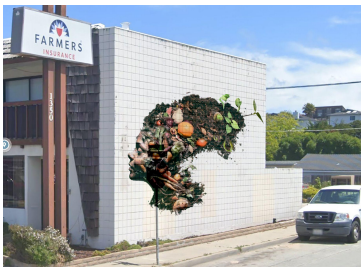
LOCAL PARTNERSHIP SPOTLIGHT: HAPPY GIRL KITCHEN

Sort With Heart Community Outreach: Any family heirloom food scrap sorting tips you would like to share?

"PICKLES! Fresh refrigerator pickles are a great way to preserve any vegetables that are in your fridge that are wilting. Simply chop up your vegetables to the size you would like to consume them. Put them in a container. Put in any spices you would like to try out. Then you can simply pour over a pickle brine. You can even reuse a pickle brine from a previous batch. Just vinegar, water and salt according to taste. Then pop in your fridge until it is infused with delicious brine for about one week. Enjoy!" — @happygirlkitchen

 Got your own heirloom food-saving wisdom? Share it with us using #GreenCartGenerations and #SortWithHeart #EstoSiVale and then tag us!

ReGen Mural by Hanif Panni



Location Lead:

1350 Fremont Blvd, Seaside, CA

Install Timeline:

Late August to Mid-September

PARTNER:



APPROVED BY:



Hanif Panni
BLUESTRIKE2 25

ReGen Mural by Hanif Panni



Location Lead:
Greenfield
Community Center at
Patriot Park

Install Timeline:
Mid-September to
Early October

PARTNER:



Hanif Panni
BLUE STRIKE



PREPARED BY:

SCRIBBLE HILL WITH ENID B. RYCE

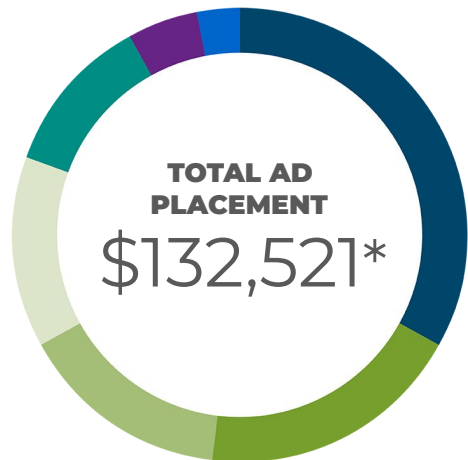


California State University
MONTEREY BAY

- CSUMB professor and published author Enid Ryce partnership
- Student art project to include Scribble Hill message construction sourced from environment friendly materials
- **INSTALL TIMELINE:** Fall Semester
- **LOCATION:** Scribble Hill Sand Dune, Sand City, CA

CAMPAIGN BUDGET OVERVIEW • \$245,516

MEDIA BUY BREAKDOWN



- **NEWSPAPER PRINT ADS:** \$35,249
- **PROGRAMMATIC ADS:** \$20,000
- **TV SPOTS:** \$15,880
- **DIGITAL ADS:** \$14,350
- **RADIO SPOTS:** \$12,160
- **MAGAZINE ADS:** \$5,382
- **BUS AD SIGNS:** \$3,000

* Does not include production/coordination costs that were covered under the grant

Newspaper Print Ads Total: \$35,249

MC Weekly • \$23,322

Rustler & SV Tribune • \$6,877

ReGen Supplemental MC Weekly • \$5,050

Art Installations Total: \$26,500

Arts Council for Monterey County • \$24,000
(plus \$2,500 ReGen wall cleaning/repainting)

Programmatic Ads Total: \$20,000

ReGen Monterey Ads

Dominant Display • \$4,000

Pre-Roll Videos • \$4,000

Streaming TV Premium Videos • \$4,000

Salinas Valley Recycles Ads

Dominant Display • \$2,500

Pre-Roll Video • \$2,500

Streaming TV Premium Video • \$3,000

TV Spots Total: \$15,880

KSBW (NBC/ABC) • \$8,680

KSMS (Univision) • \$7,200

Digital Ads Total: \$14,350

MCNow e-News • \$7,475

ReGen Supplemental MCNow e-News • \$1,125

ReGen Videos Ads • \$2,750

Salinas Valley Recycles Videos Ads • \$3,000

Radio Spots Total: \$12,160

KRML • \$2,000

KAZU • \$2,060

KDON • \$3,600

KPRC (La Preciosa) • \$2,500

KLOK/KSES (La Tricolor) • \$2,000

Magazine Ads Total: \$5,382

Edible Magazine • \$5,382

Bus Ad Signs Total: \$3,000

MST Tails • \$3,000

Production & BSE Coordination Total: \$112,995

Ad Placement Unspent Balance • \$9,730

MAG ONE Video Production Costs • \$13,200

Blue Strike Coordination & Production Costs • \$90,065



Thank you.

PREPARED BY:  **blue strike**

Questions?