



Whistler Recruiting Marketing Plan
Wave 2: April 4 - May 15

ELEMENT	TARGETING	SIZE/LENGTH	KPI	IMPRESSIONS	April		May					
					4	11	18	25	2	9	16	23
					Awareness US							
Tremor	Behavioural Targeting: A18-35 Outdoor enthusiasts, entry level job interests, housekeepers, hotel managers, job seekers, hospitality job seekers	15-seconds	Awareness VTR	242,857								
Apex Media	In-app & Mobile Web Geo-Fencing A18-35 University/College Campuses A18-35 Mountain Resorts, Fishing Lodges, Horse Ranches, etc.	Display: 320x50, 300x250, 728x90	Awareness CTR	350,000								
		Interstitial: 320x480	Awareness CTR	194,444								
Australia												
Tremor	Behavioural Targeting: Outdoor enthusiasts, entry level job interests, housekeepers, hotel managers, job seekers, hospitality job seekers	15-seconds	Awareness VTR	242,857								
Apex Media	In-app & Mobile Web Geo-Fencing A18-35 University/College Campuses A18-35 Lodges & Luxury Resorts	Display: 320x50, 300x250, 728x90	Awareness CTR	300,000								
		Interstitial: 320x480	Awareness CTR	194,444								
UK												
Tremor	Behavioural Targeting: Outdoor enthusiasts, entry level job interests, housekeepers, hotel managers, job seekers, hospitality job seekers	15-seconds	Awareness VTR	242,857								
Apex Media	In-app & Mobile Web Geo-Fencing A18-35 University/College Campuses A18-35 Holiday Resorts (ie. The Headland, Old Course Hotel, Gold Resort & Spa St Andrews Scotland, Gleneagles Scotland, etc.	Display: 320x50, 300x250, 728x90	Awareness CTR	350,000								
		Interstitial: 320x480	Awareness CTR	194,444								
Total Impressions:				2,311,905								