

McKinney Community Development Corporation Advertising Report

- Apex Centre—Radio and digital ads will run throughout the Apex Centre.
 - 2017
 - 2018
 - 2019
- Black History Month – video
 - 2019
- *Community Impact*—A local monthly newspaper-type publication distributed to over 72,600 households the first Thursday of the month.
 - 2016—June, August, October and December
 - 2017—January, March, May, July, September, November
 - 2018—January, March, May, July, September, November
 - 2019--January, March, May, July, September, November
- *Craig Ranch Telegram*—A full-color monthly community magazine mailed free of charge to all households and businesses within Craig Ranch development and currently has a circulation of over 3,000
 - 2016—April, July, September and November
 - 2017—February, April, June, August, October, December
 - 2018—January, February, March, April, June, August, October, December
 - 2019—February, April, June, August, October, December
- Chestnut Square
 - Home Tour Book Guide
 - 2016
 - 2017
 - 2018
 - Ghost Tour Book
 - 2017
- Farm And Ranch Freedom Alliance—sponsorship of conference at MPAC
 - 2017
 - 2018
- McKinney Chamber
 - *McKinney Community and Relocation Guide and map*—Distributed to residents and newcomers shopping for homes, realtors, developers and builders and mailed directly residents in McKinney and neighborhoods throughout the area.
 - 2016—Community and Relocation Guide
 - 2017—Community and Relocation Guide and map
 - 2018—Community and Relocation Guide and map
 - 2019 – Community and Relocation Guide and map

- **McKinney Community Development Corporation cont.**
 - McKinney Online—Digital ad
 - 2017—May, June, July, August, September, October
 - 2018—May--December
 - 2019—January – April
- *McKinney Courier-Gazette*—The local weekly newspaper delivered on Sundays to 30,000 homes.
 - 2016—May—Smiles Concert Guide
- McKinney Parks and Recreation Activity Guide—A bi-annual activity guide mailed to all households in McKinney. Beginning in 2017, the guide is no longer mailed but available online and at various facilities throughout the city.
 - 2016
 - 2017
 - 2018
 - 2019
- McKinney Historic Preservation Calendar—A yearlong calendar distributed to the community.
 - 2016
 - 2017
 - 2018
 - 2019
- PSA-McKinney Sponsorship—Includes 10 x 10 banner and digital ad to be displayed inside the facility
 - May 2017-April 2018
 - May 2018-April 2019
 - May 2019-April 2020
- *Stonebridge Ranch HOA Newsletter*—A full-color monthly community magazine mailed free of charge to all households and businesses within Stonebridge Ranch development community and currently has a circulation of over 9,000
 - 2016—April, July, September and November
 - 2017—February, April, June, August, October, December
 - 2018—January, February, March, April, June, August, October, December
 - 2019—February, April, June, August, October, December
- Texas High School Lacrosse Championship – sponsorship – includes ad in program booklet advertising downtown McKinney and visibility for MCDC

MCDC retail focused advertising and events

- *BisNow*—An all-digital publication and event networking platform targeted to the commercial real estate industry. The bi-monthly newsletter has over 210K subscribers.

- **McKinney Community Development Corporation retail focus cont.**
 - 2017—September
- Recon Tradeshow Event guide—RECon is the largest global gathering of retail real estate professionals. It's an ICSC event.
 - 2018
 - 2019
- *Rednews*—A commercial real estate magazine with a monthly print and digital circulation of 60,000+. Distribution locations are throughout Texas in addition delivered to verified CRE Investors, Brokers, and Developers.
 - 2017—November, December
 - 2018—August
 - 2019—January
- *Texas Real Estate for Business Directory*—A business directory featured in the November issue of *Texas Real Estate Business*. It is a regional publication covering all aspects of commercial real estate in Texas with a circulation of 12,200. *Texas Real Estate Business* targets developers/owners, investors, brokers, tenant reps, capital sources, financial institutions, retailers, EDC's, corporate real estate executives (Fortune 1000 companies) and others allied to the field. It is distributed at top industry conferences and conventions throughout the country.
 - 2017—May

Collaborative Group Participation

- American Way in-flight advertising—advertising on all American Airline flights.
 - 2016—August, September, October and November; Mgroup participants: Communication & Marketing, MCVB, MCDC and MEDC
A 2 minute promotional video shown on 5,800 worldwide American Airline flights reaching more than 226,000 business and first class travelers. Upgraded for October and November to full cabin airing (reaching 4.6 million passengers during these two months)
 - 2018—December; Mgroup participants: Airport, Communication & Marketing, MCDC and MEDC
Inflight magazine reaches 18 million customers in December
- APA/Chet Garner – Three-minute promotion about downtown McKinney (Great Places in Texas)
 - 2018—October Mgroup participants: Communication & Marketing, MCVB, MCDC and Main Street
- Bus Tour Magazine
 - 2018 – fall feature plus web advertorial; Mgroup participants: MCVB, MCDC
- Dallas Morning News Travel Section
 - 2016—September; Mgroup participants: Communications & Marketing and MCVB
- Dmagazine—A monthly DFW magazine that distributes more than 67,000 issues through paid subscriptions, newsstands, high-end hotels and professional service offices.
 - 2017—May; Mgroup participants: Communication & Marketing and MCDC
 - 2017—Dec; Mgroup participants: Communication & Marketing, MCDC, Main Street
- Modern Luxury Magazine
 - 2017—May; Mgroup participants: Communication & Marketing and MCDC
 - 2018—November; Mgroup participants: Communication & Marketing and MCDC
 - 2019—May; Mgroup participants: Communication & Marketing and MCDC
- Pandora Radio and digital ads
 - 2017—Nov. 11-Dec. 19 promoting Home for the Holidays and Holiday Shopping; Mgroup participants: MCDC and Main Street
- Southern Living (Southwest edition)—A monthly subscription and newsstand publication with a circulation of 622,000 magazines distributed.
 - 2016—May; Mgroup participants: Communication & Marketing, MCDC and MCVB

Group cont.

- *See Texas First*—An integrated multimedia travel campaign with a four month focus in spring (circulation of 1,049,260) and fall (circulation of 975,755).
 - 2016—Spring(April – June) and fall(September—November); Mgroup participants: Communication & Marketing, **MCDC** and MCVB
 - 2017—Spring(April – June) and fall(September—November); Mgroup participants: Communication & Marketing, **MCDC** and MCVB
 - 2018—Spring(April – June) and fall(September—November); Mgroup participants: Communication & Marketing, **MCDC** and MCVB
- Trip Advisor
 - 2016—August, September: Oktoberfest; Mgroup participants: Main Street and MCVB
- USA Today
 - 2017; Mgroup participants: **MCDC** and MCVB
- *Where*
 - *Guest Book*—A hardback book featuring venues and destinations distributed in more than 22,383 hotels rooms in the DFW area. Books are updated annually and distributed in July.
 - 2017
 - 2018
 - 2019
 - *Where Magazine*—A bi-monthly magazine featuring DFW area shopping, dining, attractions, entertainment, museums, galleries and more with a circulation of 60,000 per issue.
 - 2016—bi-monthly starting in January
 - 2017—bi-monthly starting in January
 - 2018—bi-monthly starting in January
 - 2019—bi-monthly starting in January
 - *Where Map*—A DFW area map plus featured listings of what to see and do. More than 215,000 maps are distributed to concierge and information desks in the city throughout the year.
 - 2016
 - 2017
 - 2018
 - 2019