

Checking in on the **CHECKOFF**



2024 ALABAMA BEEF CHECKOFF PROGRAM DIGITAL ADVERTISING REPORT

In 2024, digital advertising was run on a variety of platforms to reach Alabama consumers with key beef messaging. Priority ad placements focused on key consumer moments in time (American Heart Month, Valentine's Day, summer grilling season, Back to School season, football tailgating, October Beef Month and winter holidays) and college sports fans across Alabama. AL.com, social media platforms, audio streaming platforms like Spotify, and Connected TV platforms like Disney+ and Hulu, were the main placement locations for Beef. It's What's For Dinner promotions. The Alabama Beef Checkoff Program partnered with groups like Alabama Media Group (AMG) and the National Cattlemen's Beef Association to ensure advertisement reach on each advertising platform. Here are some of the results from 2024.

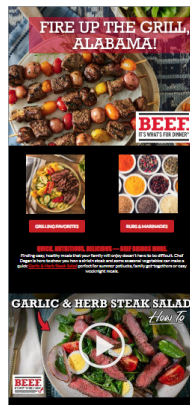
TOTAL DIGITAL ADVERTISING INVESTMENT - \$95,001



AMG Standard Display Ads on AL.com (12-month promotion, \$18,900 total) – 2,914,158

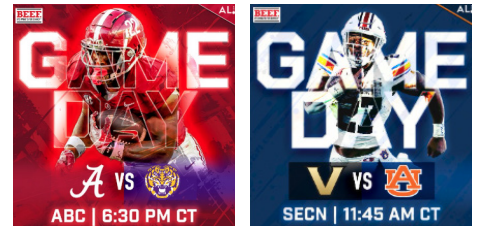
impressions (\$0.0065 per impression)

AMG Summer Grilling E-Blast sent to Alabama consumers (Summer Grilling kickoff promotion, \$2,550 total) – 34,859 emails sent (\$0.073 per email)



Alabama OL Mike Johnson (August - November promotion, \$20,000 total) – 332,805 video impressions (\$0.06 per video impression)

AMG Sports Social Media Graphics Package for Auburn Tigers and Alabama Crimson Tide Football (August - November promotion, \$12,000 total) – 12,421,834 impressions (\$0.001 per impression)



AMG Full Page Ads on AL.com (October Beef Month promotion, \$800 total) – 50,000 impressions (\$0.016 per impression)

AMG Alabama Crimson Tide and Auburn Tigers Basketball Scorecard Graphics on AL.com Sports Social Media Platforms (January and

February promotions, \$6,000 total) – 3,800,805 impressions (\$0.0016 per impression)

AMG Sports Head2Head Auburn Tigers and Alabama Crimson Tide Football Weekly Social Media Game Coverage with Simone Eli, former Auburn OL Cole Cubelic, and former



Connected TV Streaming Platform Video Ads (May - November promotion, \$24,763 total with \$15,000 specifically designated to local college football game day promotions) – 623,857 total impressions (\$0.039 per 30-second video impression)



Audio Streaming Platform Audio Ads (May - November promotion, \$9,988 total) – 416,497 total impressions (\$0.024 per audio impression)