

CITY OF COLUMBUS  
2017 MONTHLY ALLOCATION  
PO #: TBD



MEDIA OUTLET	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total	Notes/Scope
<b>OPPORTUNISTIC FUNDS</b>											
Opportunistic Funds										\$0	
<b>ONLINE ADVERTISING</b>											
Google Advertising: Search & Display - Campaign Topics TBD	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$13,500	
Facebook Advertising: Promoted Posts - Campaign Topics TBD	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$4,000	
Facebook Advertising: Clicks to Website - Campaign Topics TBD	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$22,500	
<b>PUBLIC RELATIONS</b>											
Press Release - TBD			\$1,500		\$1,500					\$3,000	Includes copywriting and distributing Press Releases online, locally, regionally and nationally; Includes Reporting of media usage, publication by 3rd parties
<b>INTERACTIVE DEVELOPMENT</b>											
Interactive/PR/Research/Consulting: Services TBD	\$875	\$875	\$875	\$875	\$875	\$875	\$875	\$875	\$875	\$7,875	15 hours
Interactive/PR/Research/Consulting: Google Analytics Reporting - SEO Recommendations - Website Recommendations - Competitive Cities Analysis - Q1	\$2,275									\$2,275	Providing Google Analytics reporting on website statistics Quarterly and Live data during in-person meetings; SEO Suggestions based on Analytics; Recommended Website Improvements; Competitive Cities Analysis/Reporting
Interactive/PR/Research/Consulting: Google Analytics Reporting - SEO Recommendations - Website Recommendations - Competitive Cities Analysis - Q2				\$2,275						\$2,275	Providing Google Analytics reporting on website statistics Quarterly and Live data during in-person meetings; SEO Suggestions based on Analytics; Recommended Website Improvements; Competitive Cities Analysis/Reporting
Interactive/PR/Research/Consulting: Google Analytics Reporting - SEO Recommendations - Website Recommendations - Competitive Cities Analysis - Q3							\$2,275			\$2,275	Providing Google Analytics reporting on website statistics Quarterly and Live data during in-person meetings; SEO Suggestions based on Analytics; Recommended Website Improvements; Competitive Cities Analysis/Reporting
Interactive/PR/Research/Consulting: Google Analytics Reporting - SEO Recommendations - Website Recommendations - Competitive Cities Analysis - Q4								\$2,275		\$2,275	Providing Google Analytics reporting on website statistics Quarterly and Live data during in-person meetings; SEO Suggestions based on Analytics; Recommended Website Improvements; Competitive Cities Analysis/Reporting
Google / Facebook Campaign Set-ups		\$12,750								\$12,750	Priced at 15 campaigns: Campaigns TBD
<b>CREATIVE DEVELOPMENT</b>											
Design of Ads: Specific Campaign Ads to be designed - TBD		\$7,650								\$7,650	
<b>RECONCILIATIONS</b>											
Reconciliation of Google / Facebook Campaign Set-ups - Package Price		(\$7,500)								(\$7,500)	Multi-campaign Discount; Approx. 59% discount

AGENCY FEES (8%)											
Media Planning & Management Fees	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$360	\$320	\$2,120	Team management of all marketing, including weekly sales reporting analysis
<b>TOTALS</b>	<b>\$8,010</b>	<b>\$18,635</b>	<b>\$7,235</b>	<b>\$8,010</b>	<b>\$7,235</b>	<b>\$5,735</b>	<b>\$8,010</b>	<b>\$5,735</b>	<b>\$7,470</b>	<b>\$74,995</b>	

**NOTES:**  
Approved Budget: TBD