

## **AGENDA**

### **ITEM # 5**

#### **NEW BUSINESS**

**OCTOBER 18, 2011**

**CONTRACT APPROVAL:  
CHOICE PROGRAM MEDIA CAMPAIGN  
BAUZÁ & ASSOCIATES**

**DR. KISHIMOTO  
MR. MEDINA**

**AMOUNT  
\$183,500**

**FUNDING SOURCE  
GENERAL BUDGET**

#### **BACKGROUND**

Bauzá & Associates will contract with the Hartford Public Schools to design and execute an informational campaign that promotes Hartford families' choice of an intra-district school.

Bauzá & Associates will provide media, marketing, advertising and public relations services and materials for the school system's intra-district Choice schools and the School Choice application and selection process through the period ending June 30, 2012.

Bauzá & Associates will produce two television commercials, two radio commercials, print advertisements, Web banners and billboards in English and in Spanish.

The contractor will also develop a media buying strategy that maximizes the reach and frequency of the messages; negotiate favorable advertising rates, place advertising on behalf of the district and coordinate all interview requests.

Bauzá & Associates, a minority-owned firm located in the city of Hartford, is a State of Connecticut contracted vendor through April 30, 2013.

#### **RECOMMENDATION**

That the Hartford Board of Education authorizes the Superintendent to approve the contract with Bauzá & Associates for the period of November 1, 2011 through June 30, 2012, at a cost not to exceed \$183,500.

## CONTRACT / CONSULTANT INFORMATION FORM

(Please include all anecdotal and assessment data that should be considered in continuing /  
renewing this contract/consultant)

NEW \_\_\_\_\_ CONTINUATION   X  

**Contract Title:** Choice Program Media Campaign

**Contact Person:** David Medina

**School/Department:** Operations

**Amount of Contract:** \$183,500.00

**Funding Source:** General Budget

Sites	Number of Students To Be Served	Number of Staff To Be Served	District Accountability Plan	Target Achievement Rate	Cost Per Unit/Student	Competitively Bid or Sole Source
38 schools	20,000 plus	n/a	S.O.P. pages 41-42			Sole Source State Contracted Vendor

**Briefly describe the purpose of the contract:**

To design and execute an informational campaign that promotes Hartford families' Choice of an intra-district school.

**Please indicate the population to be served.**

The population to be served is the parents of the more than 20,000 Hartford resident students who attend intra-district schools.

**What are the expected outcomes and benefits to HPS students?**

More students and their parents will choose to enroll in high-performing intra-district schools.

**How is success evaluated? If this is a continuation of contract, please provide the most recent evaluation.**

Success will be evaluated based on an increase in the percentage of Hartford resident students who meet the *Sheff v. O'Neill* Demand Model.

**Contract For Professional Services  
By And Between  
The Hartford Board of Education  
And  
Bauzá & Associates, LLC**

This Contract for Professional Services (the "Contract") is made and entered into as of this 1<sup>st</sup> day of November, 2011 (the "Commencement Date") by and between the **HARTFORD BOARD OF EDUCATION**, a municipal body and state agent established pursuant to Chapter IX, Section 1 of the Charter of the City of Hartford, Connecticut, having an address and place of business at 960 Main Street, 8<sup>th</sup> Floor, Hartford, CT 06103, acting herein by Christina M. Kishimoto, Superintendent, ("HBOE") and **BAUZÁ & ASSOCIATES, LLC**, a Massachusetts limited liability company, having an address and place of business at 11 Asylum Street, acting herein by Hector A. Bauza, its President ("Contractor").

HBOE and the Contractor do mutually covenant and agree as follows:

1. Scope of Services:

Contractor shall perform those professional services and provide the related materials, all as specified in the Scope of Services set forth in Exhibit A attached hereto and made a part hereof (collectively, the "Services" or "Project").

2. Term:

The term of this Contract shall commence on Nov. 1, 2011 and end on June 30, 2012 unless terminated earlier pursuant to Section 11 below (the "Term").

3. Compensation:

The total amount of compensation to be paid to Contractor by HBOE for Services provided by or on behalf of Contractor in accordance with this Contract shall not exceed One Hundred Eighty-Three Thousand Five Hundred and 00/100 (\$183,500) Dollars, which Contract Price shall be payable as set forth below. Contractor acknowledges and agrees that the Contract Price constitutes the full compensation to Contractor for the Services to be performed hereunder, and includes all costs and expenses to be incurred by or on behalf of Contractor in performing the Services.

Contractor shall submit numbered invoices monthly for Services rendered in accordance with this Contract. Such invoices shall include the following:

- a. Certification by the Contractor that the Services invoiced were provided;
- b. A description of the Services invoiced;
- c. A written progress report concerning provision of the Services if required by HBOE.

HBOE's obligation to make any payments for any Services rendered hereunder is expressly contingent upon Consultant having satisfactorily performed the same. Contractor agrees to meet with HBOE representatives to discuss the Contractor's performance of the Services, as HBOE deems necessary. HBOE reserves the right to delay payment, adjust payment or suspend or terminate this Contract in the event that Contractor's performance is not satisfactory or in compliance with the terms of this Contract. Payment will be made by HBOE for any Services provided in accordance with the terms hereof within thirty (30) days of its receipt of Contractor's invoice submitted in accordance with the terms of this Section 3.

#### 4. Performance Standards:

Contractor shall perform all Services in a timely manner with professional skill and competence, and in accordance with: (i) generally accepted practices of, and pursuant to a standard of care exercised by, professionals providing similar services under like circumstances; (ii) all applicable laws, rules, regulations, orders and permits of any federal, state, or local governmental or quasi-governmental entity having jurisdiction over this Contract, including but not limited to those ordinances pertaining to affirmative action and the living wage; (iii) the terms and conditions of this Contract; and (iv) any and all directives or instructions provided or issued by HBOE .

#### 5. Evaluation Standards:

Contractor and HBOE agree that they will fully cooperate with one another in the development and implementation of a system for the continuous evaluation of the Services to be provided pursuant to this Contract. HBOE reserves the sole right to evaluate the Contractor's performance pursuant to this Contract, and Contractor agrees to comply with all performance evaluation determinations made by HBOE. Contractor further agrees to comply with all reasonable recommendations regarding Contractor's performance made by HBOE as a result of such evaluation; provided, however, that HBOE agrees to provide the Contractor with any and all reports and records related to such evaluation that can be provided under applicable law. Contractor agrees that its failure to comply with reasonable recommendations of HBOE pursuant to any such evaluation shall be considered a breach of this Contract and may result in termination of this Contract.

#### 6. Anti-Discrimination and Affirmative Action:

Contractor agrees to abide by all applicable provisions of the Hartford Municipal Code, state law, and federal law regarding discrimination in employment in performing this Contract. Contractor shall not discriminate against any employee or applicant for employment because of race, color, religion, age, sex, national origin, mental or physical disability, marital status or sexual preference. Contractor shall take affirmative action to ensure that applicants are employed, and that employees are treated, without regard to their race, color, religion, age, sex, national origin, mental or physical disability, marital status or sexual preference. Such action shall include, but not be limited to the following: employment; upgrading; demotion; transfer; recruitment ; recruitment advertising; layoff; termination; rates of pay or other forms of compensation;

and selection for training and apprenticeship. Contractor shall incorporate or cause to be incorporated, the provisions of this clause in all subcontracts it enters into pursuant to this Contract.

#### 7. Personnel:

It is expressly understood and agreed that this is a Contract for Services and is not a contract of employment, so that Contractor, its subcontractors and their respective employees, agents, contractors, suppliers and representatives shall not be entitled to any employment benefits such as vacation, sick leave, insurance, or workers' compensation or retirement benefits.

#### 8. Indemnification:

The Contractor hereby agrees to defend, indemnify and hold harmless HBOE, the City of Hartford (the "City"), and their respective officers, agents and employees against all suits, claims or liabilities of every nature arising out of or as a consequence of the acts, omissions or negligence of Contractor, its subcontractors, and/or any of their respective employees, agents, contractors, suppliers, and/or representatives in performance of this Contract.

#### 9. Insurance:

Contractor shall furnish the following insurance coverage within ten (10) days of Contractor's execution of this Contract. Such coverage shall remain in full force for the duration of the Term, including all extensions thereof. All renewal certificates shall be furnished at least thirty (30) days prior to policy expiration.

HBOE and City shall be named as an additional insureds as their interests may appear (ATIMA) on all insurance required hereunder except workers' compensation insurance. Commercial general liability insurance with a broad form endorsement (including coverage for property damage) as well as endorsements for contractual liability, independent contractors, premises operations, products and completed operations and personal injury coverages insuring against damages to persons and property (including, but not limited to, loss of life), which insurance must be issued by an insurance company licensed to conduct business in the State of Connecticut with limits no less than \$1,000,000 for all damages because of bodily injury sustained by each person as the result of any occurrence and \$2,000,000 bodily injury aggregate per policy year, and limits of \$250,000 for all property damage sustained by each person as a result of any one occurrence and \$500,000 property damage aggregate per policy year, or a limit of \$2,000,000 combined single limit (CSL). All, if any, deductibles are the sole responsibility of Contractor to pay and/or indemnify.

Workers' Compensation Insurance must be maintained by Contractor in accordance with Connecticut statutes.

If the Services include transportation services, either directly or through a contract with a bus or other transportation company, the following additional insurance coverage must be provided by the firm or other entity providing such transportation services. A copy of the contract or agreement between the Contractor and the transportation company must be provided to HBOE in addition to the insurance certificate evidencing such additional insurance coverage.

Automobile Liability Insurance must be issued by an insurance company licensed to conduct business in the State of Connecticut with a limit of not less than \$500,000 for all damages because of bodily injury sustained by each person as a result of any one occurrence and \$1,000,000 bodily injury aggregate per policy year and limits of \$250,000 for all property damage sustained by each person as a result of any one occurrence and \$500,000 property damage aggregate per policy year or a limit of \$1,000,000 Combined Single Limit (CSL). All, if any, deductibles are the sole responsibility of the Contractor to pay and/or indemnify.

Abuse and Molestation Liability Insurance with an aggregated limit of not less than one million (\$1,000,000.00) dollars, and limit of five hundred thousand (\$500,000) dollars for each abuse or molestation offense, on a per occurrence basis (this insurance can be either combined with commercial general liability insurance or professional liability insurance, or included by endorsement to either of these insurances).

It is further agreed that the amount of insurance required herein does not, in any way, limit the liability of the Contractor by virtue of its promise to hold the HBOE harmless so that in the event that any claims results in a settlement or judgment in any amount above the limits set in the above sections, the Contractor shall be liable to, or for the benefit of, the HBOE, for the excess.

Contractor and HBOE hereby expressly agree that the provision of such insurance in the amounts thereof do not in any way limit Contractor's obligation under Section 8 of this Contract.

#### 10. Conflict of Interest:

The Contractor and HBOE each agree that no member of the governing body of HBOE or its designees or agents, and no other public official who exercises any function or responsibility with respect to this Contract shall have any personal or financial interest, direct or indirect during the individual's tenure or thereafter, in connection with this Contract. Contractor shall cause the immediately preceding sentence to be incorporated into all subcontracts it enters pursuant to this Contract.

## 11. Contractor Default.

### 11.1 Events of Default

Any of the following occurrences or acts shall constitute an Event of Default under this Contract:

- (i) Whenever Contractor shall do, or permit anything to be done, whether by action or inaction, contrary to any of the covenants, agreements, terms or provisions contained in this Contract which on the part or behalf of Contractor are to be kept or performed, and Contractor fails to correct any such breach within ten (10) days after Contractor's receipt of written notice of such breach from HBOE; or
- (ii) If any determination shall have been made by competent authority such as, but not limited to, any federal, state or local government official, or a certified public accountant, that Contractor's management or any accounting for its funding, from whatever source, is improper, inadequate or illegal, as such management or accounting may relate to Contractor's performance of this Contract; or
- (iii) whenever an involuntary petition shall be filed against Contractor under any bankruptcy or insolvency law or under the reorganization provisions of any law of like import, or a receiver of Contractor or of or for the property of Contractor shall be appointed without the acquiescence of Contractor, or whenever this Agreement or the unexpired balance of the term would, by operation of law or otherwise, except for this provision, devolve upon or pass to any person, firm or corporation other than Contractor or a corporation in which Contractor may be duly merged, converted or consolidated under statutory procedure, and such circumstance under this subparagraph shall continue and shall remain undischarged or unstayed for an aggregate period of sixty (60) days (whether or not consecutive) or shall not be remedied by Contractor within sixty (60) days; or
- (iv) whenever Contractor shall make an assignment of the property of Contractor for the benefit of creditors or shall file a voluntary petition under any bankruptcy or insolvency law, or whenever any court of competent jurisdiction shall approve a petition filed by Contractor under the reorganization provisions of the United States Bankruptcy Code or under the provisions of any law of like import, or whenever a petition shall be filed by Contractor under the arrangement provisions of the United States Bankruptcy Code or under the provisions of any law of like import, or whenever Contractor shall desert or abandon the Project; or

- (v) If any competent authority shall have determined that Contractor is in default of any federal, state or local tax obligation; or
- (vi) Pursuant to Resolutions passed by the City's Court of Common Council on March 4, 1996 and January 13, 1997, if Contractor or any of its principals are in default of any tax or other financial obligations which are owed to the City. Default shall be considered to have occurred under this subsection when any payment required to be made to City is more than thirty (30) days past due.

## 11.2 Election of Remedies

If any Event of Default hereunder shall have occurred and be continuing, HBOE may elect to pursue any one or more of the following remedies, in any combination or sequence:

- (i) Take such action as it deems necessary, including, without limitation, the temporary withholding or reduction of payment;
- (ii) Suspend Project operation;
- (iii) Require Contractor to correct or cure such default to the satisfaction of HBOE; and/or
- (iv) Terminate this Contract for cause in accordance with Section 12 hereof.

The selection of any remedy shall not prevent or prohibit HBOE from pursuing any other remedy and shall not constitute a waiver by HBOE of any other right or remedy.

## 12. Termination of Contract

### 12.1 Termination for Cause

Upon the occurrence of any Event of Default, as set forth in Section 11.1 hereof, HBOE may terminate this Contract by giving five (5) days' written notice thereof to Contractor.

### 12.2 Termination for Non-availability of Funds

In the event HBOE shall not have funds available for the Project, HBOE may terminate this Contract following written notice thereof to Contractor.

### 12.3 Termination at Will

HPA or Contractor may terminate this Contract at any time by giving thirty (30) days' prior written notice thereof to the other party.

12.4 Payment upon Termination

In the event this Agreement is terminated pursuant to Sections 12.2 or 12.3 above and unless Contractor is in default hereunder, HBOE shall make full payment to Contractor for all Services performed in accordance with this Contract up to and including the date of termination within sixty (60) days of such date of termination and presentation of Contractor's invoices therefore in accordance with Section 3 above.

13. Amendment:

This Contract may be amended or modified only by a writing duly executed by the parties to this Contract.

14. Subcontracts:

Contractor may subcontract a portion of the Services to be provided under this Contract with the prior written consent of HBOE; provided, however, that HBOE shall not be liable for the payment of any wages or other expenses to such subcontractors.

15. Disclaimer of Third Party Beneficiary:

Nothing contained in this Contract shall be deemed to confer upon any person any right as a third party beneficiary of this Contract. Nor shall Contractor, its employees, representatives, assigns, or subcontractors be deemed agents or employees of HBOE or the City.

16. Records:

Contractor agrees to establish and maintain fiscal control and accounting procedures to assure proper accounting for all funds paid by HBOE to Contractor pursuant to this Contract. Contractor further agrees to maintain all records and documents respecting this Contract and performance of this Contract until an audit acceptable to HBOE has been completed and all questions arising there from have been resolved, or until three (3) years after disbursement of the final payment under this Contract has been made, whichever occurs first.

All costs and expenditures incurred by the Contractor pursuant to this Contract shall be supported by properly executed payrolls, time records, invoices, vouchers, receipts, leases, or similar documentation. Contractor shall make available all records and documents relating in any way to performance of this Contract for examination by HBOE or its designee during normal business hours as often as deemed necessary by HBOE.

17. Reports and Records:

Contractor shall furnish HBOE with such reports and other information concerning the Services performed pursuant to this Contract as may be required by HBOE from time to time. All information, reports and other documents prepared by the Contractor in performance of this Contract shall be the sole and exclusive property of HBOE, and shall not be made available to any individual or organization without the prior written consent of HBOE.

18. Copyright:

No reports or other documents produced pursuant to this Contract shall be the subject of any copyright or other intellectual property right of Contractor.

19. Assignment:

Contractor shall not assign or transfer any interest in this Contract without the prior written consent of HBOE.

20. Severability:

If any provision of this Contract is held invalid, the remainder shall not be affected if such remainder would continue to conform to the terms of applicable law.

21. Governing Law:

This Contract shall be governed by and construed, interpreted and enforced in accordance with the laws of the State of Connecticut and the City's Municipal Code without regard or resort to conflict of laws principles.

22. Notices:

All notices, approvals, demands, requests, or other documents required or permitted under this Contract shall be deemed properly given if hand delivered or sent by express mail courier service or United States registered or certified mail, postage prepared, as follows:

To HBOE: Hartford Board of Education  
960 Main Street  
Hartford, CT 06103  
Attn: David Medina, Director of External Communications

To the Contractor: Bauzá & Associates, LLC  
11 Asylum Street  
Hartford, CT 06103  
Attn: Hector A. Bauzá, President

To Corporation Counsel:  
550 Main Street  
Room 210  
Hartford, CT 06103

23. Purchasing Agent:

One copy of all reports produced in the performance of this Contract shall be delivered by the Contractor to HBOE's Purchasing Agent.

24. Entire Agreement:

This Contract contains the entire understanding between the parties hereto and supersedes any and all prior understandings, negotiations, and agreements, whether written or oral, between them respecting the subject matter of this Contract.

25. Non-Waiver:

Any failure of HBOE or Contractor to insist upon strict compliance by the other with the terms of this Contract shall not be deemed a waiver of their respective rights under this Contract. Each party shall have the right to insist upon strict compliance with this Contract by the other, and neither party shall be relieved of any obligation to comply with this Contract, by reason of the failure of the other to comply with or otherwise enforce the provisions of this Agreement.

IN WITNESS WHEREOF, HBOE and Contractor have executed this Contract as of the Commencement Date.

Witness

HARTFORD BOARD OF EDUCATION

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
By: Dr. Christina M. Kishimoto  
Superintendent

Date: \_\_\_\_\_

Witness

BAUZÁ & ASSOCIATES, LLC

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
By: Hector A. Bauzá  
President

Date: \_\_\_\_\_

Approved As to Form and Legality

\_\_\_\_\_  
Corporation Counsel

Date \_\_\_\_\_

**EXHIBIT A**  
**SCOPE OF SERVICES**



# ***Agency Proposal for Hartford Public Schools***

“Choice Marketing” Campaign





## Introduction

We are looking forward to the possibility of working with Hartford Public Schools to develop its new “Choice Marketing” media campaign. It is our philosophy that successful business relationships are founded upon integrity, trust and excellence in service. It is our mission to enable companies delivering services to establish and project a leadership image that reflects their business goals. Our client’s success is our success; and not vice versa. And so, we are proud to present the following proposal for your review and consideration.

We are providing a proposal that focuses on a few key areas:

- First, is to develop a creative platform for delivering a unified message that resonates with parents seeking a choice for their children that is consistent with the HPS Choice value proposition.
- Second, is to develop a media campaign based on the creative platform that will deliver our message in various mediums to our target audiences.
- Third, is to develop an active and sustained public relations program that builds awareness, trust and preference for HPS schools as well as educates parents on the choice process.

Our experience and knowledge of the HPS system and its objectives as well as our history of satisfied clients will help ensure that Bauzá & Associates will bring you key and valuable insights with respect to strategically communicating to your audiences. Our relationships with key business, community and civic leaders; as well as our exceptional relationships with influential media will also ensure you reach your objectives.

Our proposal includes a discussion of the following subjects:

Proposal Specification – Scope of Services and costs

Budget Guidelines Summary



## SCOPE OF SERVICES

### **A. Creative and Message Development**

Bauza & Associates will develop a credible and effective creative platform and messages for the campaign that is based on HPS' emphasis area of its portfolio of high performing schools. Bauzá & Associates excels in its ability to create integrated advertising platforms that connect with consumers and differentiate from competitors. The creative platform would encompass the key messages for each of the two phases of the campaign.

We would recommend a campaign platform that integrates traditional avenues such as television, radio, outdoor/billboards, collateral such as posters or postcards and web banners.

The platform would include:

- Rationale and insights for reaching the target audiences
- Effective themes and messages
- Television story boards in English and Spanish (with English back translations)
- Radio scripts in English and Spanish (with English back translations)
- Print ad mock ups in English and Spanish (with English back translations)
- Outdoor/billboard ad mock up in English and Spanish (with English back translations)
- Micro-website mock up in English and Spanish (with English back translations)
- Web banner mock ups in English and Spanish (with English back translations)
- Collateral material mock up in English and Spanish (with English back translations)



## SCOPE OF SERVICES

### **B. Production**

As a full-service agency, we are experienced and equipped at making our campaigns come to life. Once the creative platform is approved and the scripts are finalized, we would move into the production phase of the campaign. This would consist of producing:

1. Television commercials (based on selected creative and strategy) in English and Spanish for each phase of the campaign.
2. Radio commercials (based on selected creative and strategy) in English and Spanish for each phase of the campaign.
3. Print ads (based on selected creative) in English and Spanish for each phase of the campaign.
4. Internet ads (based on selected creative) in English and Spanish for each phase of the campaign.
5. Collateral (based on selected creative and collateral strategy approval) in English and Spanish for each phase of the campaign.
6. Outdoor/billboard ads (based on selected creative and collateral strategy approval) in English and Spanish for each phase of the campaign.
7. Microsite design and copy for the campaign in English and Spanish for the choice campaign.

### **C. Media Planning and Buying**

We are recommending a media budget of \$95,000 to cover both phases of the campaign to purchase space on select TV and radio stations, newspapers, websites, billboard locations, etc. based on the strategy of reaching parents in the Hartford area. We would develop a specific media plan based on this budget that will ensure our message has maximum reach and maximum frequency. Bauza & Associates has exceptional relationships with all the critical media outlets for this campaign and will leverage those relationships to obtain maximum value for the media budget. More specifically, we would maximize the value of the media budget through bonus spots and collaborations with the media.

Once the media plan is presented and approved, Bauza & Associates would provide media buying services to include developing insertion orders to reserve our space, track/monitor the media to ensure our campaign runs as ordered, ensuring make goods are received in the event something doesn't run as ordered, and reconciling and paying media invoices.



## SCOPE OF SERVICES

### **D. Public Relations**

Bauzá & Associates would build a public relations program and develop approaches for Hartford Public Schools to tangibly demonstrate its commitment and leadership in the Hartford area. Public relations will play an important role in a successful marketing communication approach and differentiating HPS as well as for developing preference and educating our target audience.

Bauzá & Associates would assist HPS' communication staff with media queries as well as generating earned media results in the English and Spanish media related to this campaign. Managing the media, developing opportunities, and ensuring key messages are delivered are keys to an effective public relations program. Specifically, we would:

- Analyze public relations problems and opportunities and make appropriate recommendations.
- Plan a public relations program that represents your company, its people, products and services to target publics and news media consistent with your goals and objectives.
- Produce corporate and product-specific communications materials, marketing support publicity and other communications within the scope of the agreed-upon budget (i.e. press releases, articles).
- Develop key messages for communicating to the media.
- Recommend newsworthy activities and that will extend the impact of your services and programs.
- Represent you to the news media, as your authorized agent, when necessary.
- Provide media relations support to include media training, interview preparation, interview support, etc.
- Develop market-specific media lists and formulate strategies for developing & enhancing relationships with influential media organizations.
- Pitch and conduct follow-up activities to help ensure media coverage.
- Monitor news media coverage and report as necessary.
- Obtain earned media results and provide clips of results and provide English translations for results in the Spanish-language media.
- Provide crisis communication support and training as necessary.
- Regularly report on work-in-progress and achievements through status reports.



## Budget – Creative and Production

Creative & Production		
Item	Total	Notes
Creative Adaptation	\$6,000	Develop creative platform as indicated in scope of services A
English TV Production	\$14,000	2 :30 second TV English spots, one for each phase on the campaign. The cost includes filming, editing and production.
Spanish TV production	\$14,000	2 :30 second Spanish TV spots, one for each phase on the campaign. The cost includes filming, editing and production.
English radio Production	\$6,000	2 :30 second English radio spots, one for each phase on the campaign. The cost includes talent, studio time, editing and production.
Spanish radio production	\$6,000	2 :60 second Spanish radio spots, one for each phase on the campaign. The cost includes talent, studio time, editing and production.
Web banners	\$2,000	Develop two web banners, one for each phase of the campaign. The cost includes re-sizing each banner for each online media outlet purchased.
Print ads	\$3,000	Develop print ad in English and Spanish , one each for each phase of the campaign. The cost includes re-sizing for different print media outlets.
Outdoor Production	\$2,000	Develop two outdoor billboards, one for each phase of the campaign. The cost includes re-sizing each billboard for each online media outlet purchased.
	<b>\$53,000</b>	



## Budget – Microsite

Web Development		
Item	Total	Notes
Web design	\$4,000	Design micro-site for the campaign
Web copy	\$3,500	Write and produce copy for microsite in English and Spanish
	<b>\$7,500</b>	

Public Relations		
Item	Total	Notes
Media Relations	\$7,000	40 hours of public relations services divided between the two phases of the campaign
	<b>\$7,000</b>	



## Budget – Media and Agency Fees

Media		
Item	Total	Notes
Media Planning Fee	\$4,000	Agency fee for media planning, media strategy and negotiations
Gross Media	\$95,000	
	<b>\$99,000</b>	
Agency Fees		
Item	Total	Notes
Account Management	\$7,500	35 hours of agency time to manage the account
Creative Supervision	\$7,500	35 hours of creative director time to supervise all production
Traffic	\$2,500	25hours of traffic
	<b>\$17,000</b>	

## Total Budget

Total Budget	
Item	Total
Creative and Production	\$53,000
Microsite	\$7,500
Media Budget	\$99,000
Public Relations	\$7,000
Agency Fees	\$17,000
	<b>\$183,500</b>