

DAYTON PUBLIC SCHOOLS
2017 SPRING ENROLLMENT CAMPAIGN
MEDIA PROPOSAL

3/22/17

Flight Dates	Media	Creative	Purchase	Cost
4/10-4/30/17	Radio	Enrollment	W21-49	\$14,427.00
Spot Due: 4/6			Anncs: 624 Stations: 7	
			TRP's: 555.0 R: 74.4% F: 7.4x	
4/10-5/7/17	Outdoor Posters	Enrollment	13 Standard Posters 2 Digital Posters (#50 Showing)	\$6,184.00
Art Due: 3/29			Digital Poster: Shoup Mill @ Riverside	
			Digital Poster: Patterson s/o Ludlow	
			Geo: Dayton School District	
			Locations: TBD	
4/3-5/7/17	Online	Enrollment	See Media Plan for Details	\$5,000.00
Art Due: 3/30	Facebook/Instagram, Display			
4/3-5/7/17	Online	Dayton Innovation	See Media Plan for Details	\$5,500.00
Art Due: 3/30	Paid Search, Retargeting, Facebook/Instagram, Display	Virtual Academy		
4/3-5/7/17	Online	Career Technology	See Media Plan for Details	\$4,250.00
Art Due: 3/30	Paid Search, Facebook/Instagram Display	Education		
			TOTAL MEDIA PROPOSED	\$35,361.00
			CREATIVE (2 Radio Scripts/2 Billboard Designs/Multiple Online Elements)	\$5,000-\$6,500
			TOTAL PROPOSAL	\$40,361-\$41,861



Media Plan



Media	Start Date	End Date	Ad Format	Impressions	Max Rate (Bid)*	Cost Type	Budget
Dayton Innovation Virtual Academy							
Paid Search	04/03/17	05/7/17	Text Ads	150	\$8.00	CPC	\$1,200
Retargeting	04/03/17	05/7/17	Image	66,687	\$4.50	CPM	\$300
Facebook	04/03/17	05/7/17	Social Post	400,000	\$5.00	CPM	\$2,000
Instagram	04/03/17	05/7/17	Social Post	62,500	\$8.00	CPM	\$500
Display	04/03/17	05/7/17	Image	500,000	\$3.00	CPM	\$1,500
							1,029,317
							\$5,500
Career Technology Education							
Paid Search	04/03/17	05/7/17	Text Ads	100,000	\$5.00	CPC	\$500
Facebook	04/03/17	05/7/17	Social Post	388,889	\$4.50	CPM	\$1,750
Instagram	04/03/17	05/7/17	Social Post	62,500	\$8.00	CPM	\$500
Display	04/03/17	05/7/17	Image	500,000	\$3.00	CPM	\$1,500
							1,051,389
							\$4,250
General Enrollment							
Facebook	04/03/17	05/7/17	Social Post	555,556	\$4.50	CPM	\$2,500
Instagram	04/03/17	05/7/17	Social Post	125,000	\$8.00	CPM	\$1,000
Display	04/03/17	05/7/17	Image	600,000	\$2.50	CPM	\$1,500
							1,280,556
							\$5,000
Total							\$14,750

Campaign Duration: 5 weeks

**CPM price is dynamic and actual (effective) rates will be determined in the bidding environment. The max rate (bid) represents the maximum bid that will be used on the platform.*

*** Items recommended but not reflected in the current totals*

Costs resulting from Targeting Data and Brand Safety (powered by Forensiq and DoubleVerify) are included in the price.

Creative Assets:

Display Ad Sizes:

160x600, 300x600, 728x90, 300x250, 320x50, 320x480

DAYTON PUBLIC SCHOOLS
2017 SPRING ENROLLMENT CAMPAIGN
MEDIA FINAL

4/6/17

Flight Dates	Media	Creative	Purchase	Cost
4/10-4/30/17	Radio	Enrollment	W21-49	\$14,427.00
Spot Due: 4/6			Anncts: 624 Stations: 7	
			TRP's: 555.0 R: 74.4% F: 7.4x	
4/10-5/7/17	Outdoor Posters	Enrollment	13 Standard Posters 2 Digital Posters (#50 Showing)	\$6,184.00
Art Due: 3/29			Digital Poster: Shoup Mill @ Riverside	
			Digital Poster: Patterson s/o Ludlow	
			Geo: Dayton School District	
			Locations: See List	
4/3-5/7/17	Online	Enrollment	See Media Plan for Details	\$5,000.00
Art Due: 3/30	Facebook/Instagram, Display			
4/3-5/7/17	Online	Dayton Innovation	See Media Plan for Details	\$5,500.00
Art Due: 3/30	Paid Search, Retargeting,	Virtual Academy		
	Facebook/Instagram, Display			
4/3-5/7/17	Online	Career Technology	See Media Plan for Details	\$4,250.00
Art Due: 3/30	Paid Search, Facebook/Instagram	Education		
	Display			
			TOTAL MEDIA PROPOSED	\$35,361.00
	CREATIVE (2 Radio Scripts/3 Billboard Designs/Multiple Online Elements)			\$5,000-\$6,500
			TOTAL PROPOSAL	\$40,361-\$41,861



Media Plan



Media	Start Date	End Date	Ad Format	Impressions	Max Rate (Bid)*	Cost Type	Budget
Dayton Innovation Virtual Academy							
Paid Search	04/03/17	05/7/17	Text Ads	150	\$8.00	CPC	\$1,200
Retargeting	04/03/17	05/7/17	Image	66,667	\$4.50	CPM	\$300
Facebook	04/03/17	05/7/17	Social Post	400,000	\$5.00	CPM	\$2,000
Instagram	04/03/17	05/7/17	Social Post	62,500	\$8.00	CPM	\$500
Display	04/03/17	05/7/17	Image	500,000	\$3.00	CPM	\$1,500
							1,029,317
							\$5,500
Career Technology Education							
Paid Search	04/03/17	05/7/17	Text Ads	100,000	\$5.00	CPC	\$500
Facebook	04/03/17	05/7/17	Social Post	388,889	\$4.50	CPM	\$1,750
Instagram	04/03/17	05/7/17	Social Post	62,500	\$8.00	CPM	\$500
Display	04/03/17	05/7/17	Image	500,000	\$3.00	CPM	\$1,500
							1,051,389
							\$4,250
General Enrollment							
Facebook	04/03/17	05/7/17	Social Post	555,556	\$4.50	CPM	\$2,500
Instagram	04/03/17	05/7/17	Social Post	125,000	\$8.00	CPM	\$1,000
Display	04/03/17	05/7/17	Image	600,000	\$2.50	CPM	\$1,500
							1,280,556
							\$5,000
Total							\$14,750

Campaign Duration: 5 weeks

** CPM price is dynamic and actual (effective) rates will be determined in the bidding environment. The max rate (bid) represents the maximum bid that will be used on the platform.*

*** Items recommended but not reflected in the current totals*

Costs resulting from Targeting Data and Brand Safety (powered by Forensiq and DoubleVerify) are included in the price.

Creative Assets:

Display Ad Sizes:

160x600, 300x600, 728x90, 300x250, 320x50, 320x480