



KSDE Marketing Proposal

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Project: KSDE Marketing Campaign "Change Lives. Teach."

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Overall Recommendation

We have assembled pricing for different media placement outlets. We recommend we use \$2,000 for creating the slide ad for cinema placement and for all marketing consulting. That will leave us \$21,000 for media placement. If we saturate the market for two solid weeks in early May, we can do the following:

Cinema through Screenvision and AMC (National Cinemedia) for \$10,075
Broadcast on 10 -15 statewide stations through KAB for a minimum of \$5,000
Cable placement on statewide of PSAs for no cost
Newspaper banner ads for approximately \$4,505
Public Radio sponsorship can be a donation for \$1,385

TOTAL as of 1.29.09 = \$20,965

Cinema

1. Screenvision

STATIC ad programs

117 Screens , 4 week program

Regular rate = \$9,090

After discounts and preferred pricing, you save \$3,492

Net Total: \$5,598.00

2. AMC Theatres through National Cinemedia

4 week program

Regular rate = \$

After discounts, save \$

Net Total: \$4,477

Total Cinema = \$10,075



Newspapers

Web Banner Pricing per Kansas Paper

We are currently pricing all of these web papers for 2 weeks as opposed to 3 and 4 weeks in the interest of cost.

Topeka Capital Journal:

728x90 Leaderboard - \$15 cpm

a Leaderboard - 75,000 impressions over the **2 week period= \$1125**

Hays Daily News:

Home Package (Home Page, Weather, FYI)

Vertical Tile 240x125 - **\$400** (per month) - only do **per month**

Wichita Eagle:

300x250 Medium Rectangle on Home page - \$21 CPM

Medium Rectangle 75,000 impressions, **2 weeks - \$1575**

Garden City Telegram:

Banner on website - **\$200 for 3 weeks** - only do 3 weeks.

KC Star

Banner on website **\$2,000 for 2 weeks.**

Total full price cost - \$5,300

Discount - \$795

Total with discount - \$4,505

Cable

Cox Communications



We apply online to have Cox stations place PSA spots for no cost. We will not have control over the time of placements, instead, they will fill slots that are open.

Broadcast

Through Kansas Association of Broadcasters

PEP program: Kansas radio and television stations have pledged air time to the KAB Time Bank. The KAB in turn, makes this broadcast time available to sponsoring organizations at 1/3 of its value. To place a spot on 10 - 15 stations, we will need to place a minimum of \$5,000 - \$10,000. The KAB will act as the placing agency.

We are recommending you spend \$5,000 to place the PSA.

Public Radio

Kansas Public Radio

Every week, Kansas Public Radio brings the finest news, information and music to listeners across NE Kansas and NW Missouri. It's because of this unique programming that more than 80,000 listeners tune to us each week, making KPR one of the most listened-to stations in the area for people over age 25.

2 Weeks - KCUR; Science Fridays in KC listening area

F. 10 x spots/\$60 per spot w/5% discount = **\$570**

2 Weeks

M-F - 2 spots/day (1 ME, 1 ATC) = 20 spots, \$675

Sat/Sun - 1 spot/day in WE = 4 spots, \$120

TOTAL PLAN: 24 spots, \$795

KANU, 91.5 FM Lawrence, Topeka, Kansas City

KANH, 89.7 FM Emporia, Lyon County

KANV, 91.3 FM Olsburg, Junction City, Manhattan



K210CR, 89.9 FM Atchison