



SOURCE **BRAND** SOLUTIONS

*The Digital Marketing Agency of*

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## **Advertising Partnership 22-23**

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# Project Details

## Digital Display Ads

Whether you need to promote an upcoming event, product offering, or simply want to keep your organization front and center with a local audience, digital display advertising can help!

Like billboards, the secret sauce behind digital display ad campaigns comes from ad repetition. The more someone sees your ad, the stronger the brand impression/awareness and ad recall you create with that person.

However, unlike billboards, when you run a digital display ad campaign you have the ability to reach a hyper-local audience **anywhere** not just when they are on the road. Our digital ad platform works across all devices, which means that our readers literally carry us around with them in their pockets. You have the ability to connect with people while they are at the office, in a waiting room, on the sofa at home.

In addition to helping you build strong brand awareness, digital display ad campaigns also give you a secondary superpower through ad engagement. Impressions are the primary goal, but we also monitor and optimize ad campaigns for user clicks that can send a user to your website, social profile, or even call your organization from their device.

## Project Scope

- Campaign Dates: July 5 - June 30, 2023
- Platform: Richland Source
- \$8 CPM Rate:
  - CPM stands for cost-per-thousand-impressions
- 930,000 total campaign impressions:
  - An impression is not counted unless your ad is visible within a user's viewing screen
- Ad creative design services available upon request
- **ADD ON: As an advertiser, you have the ability to convert your ad campaign into audio to be featured on the Source Daily Podcast. If you wish to not participate, you can opt out using the investment table below.**

**If you are providing your own ad creatives:** Please submit a 300x250 ad size. This ad will display across all devices. If desired, you can also submit any or all of the following ad sizes:

For Desktop: 728x90 and 970x250

For Mobile: 320x50 and 320x100

Ad files must be smaller than 1 MB and can be sent as jpeg, png, html5 or gif file types.

# Your Investment

Description	CPM Rate	Qty x1,000 impressions	Subtotal
Digital Display Ads	\$8	930	\$7,440
<input type="checkbox"/> Podcast Spots (1-2 spots/mo) <u>You may opt in/out by selecting the check-mark box. Your display ad will be transformed into an audio ad and featured in the Source Daily Podcast.</u>			\$1,060
TOTAL			\$7,440

# Project Details

## Sponsored Content Articles

Story can be an incredibly powerful advertising tool. Sponsored content uses a journalistic storytelling style to demonstrate how your business solves a problem your customer is facing or meets a need they have.

We recommend an approach that sets your customer as the focus of the article rather than your business. This approach allows us to showcase your business and accomplishments in a context that matters most to your audience - how your business and accomplishments help make their life better!

People relate to people that they perceive to be like them. Articles that can demonstrate how your business helped a real customer can be incredibly persuasive. This approach also positions you as the go-to guide if the reader is facing similar obstacles as the customer in the story.

And the best part? Oftentimes readers don't realize they are reading an advertorial. The journalistic writing style feels authentic to the news reader's experience on the news platform.

## Project Scope

- Platform: Richland Source
- Target Publish Date: At your convenience - we ask for 2-3 weeks to interview, review and publish
- We will conduct up to 2 interviews -- typically done as phone interviews
- Article will be shared from the platform's Facebook page (additional social platforms may be included based on target audience)
- Every article includes a lead photo but you have the option to add additional photos within your article (up to 10 photos. Anything above 2-3 photos will be set up as a photo gallery within the article).
  - You are responsible to submit images to be used in your article
- You will receive a minimum 72-48 hour advance copy of your article and can request minor changes prior to publishing.
  - Minor changes include: Correcting technical details, tweaking a quote, removing a sentence or paragraph.
  - What it does not include: requesting a complete rewrite of the article
- You will receive a summary report approximately 14-21 days after publishing.

## Your Investment

Description	Cost Per Article	Number of Articles	Subtotal
<input type="checkbox"/> <b>Sponsored Content Article</b> You may opt in/out by selecting the check-mark box.	\$700	1	\$700
<b>TOTAL</b>			<b>\$0</b>

# The Fine Print

**Invoicing Policy - New/Returning Clients:** First-month invoices will be sent 1-2 business days after contract signing, regardless of whether one-time or monthly invoicing selected. Future monthly invoicing will occur at the end of each month. All invoices have a 30-day payment expectation unless otherwise stated.

**Invoicing Policy - Current Clients Renewing Contracts/Adding to Existing Contract:** Current-paying clients with less than a 30-day gap of service will continue to receive monthly invoices at the end of each month, regardless of whether one-time or monthly invoicing selected.

**Late Payment Policy:** Payment is due in full within 30 days of receipt of invoice unless otherwise stated or arranged. Payments exceeding 30 days will be referred to our Billing & Collections team. Payments not received within 90 days of invoice will incur a monthly 2% late payment fee.

**Early Cancellation Policy:** Notice of cancellation must be received in writing (email notice accepted) 30 days in advance of the official cancellation date. In the event of an early cancellation, any discounts or considerations received by the client over the length of the agreement will become due in full. Projects requiring labor hours, will receive a prorated invoice for the work completed to date of cancellation.

Should you choose to cancel your contract early, all outstanding balances plus any monies owed through the effective date of your cancellation (30 days after you notify us of your intent to cancel) will become due immediately. You will receive a final statement via email and USPS of your account reflecting the above within 14 days of your notice of cancellation.

**Deposits/Payment Terms Policy:** Our standard payment terms are monthly and net 30. Some projects (web design, consulting, strategy) that occur over an extended time period may be invoiced based upon project milestones or a pre-determined monthly billing plan. If using milestone billing, 25% of project value will be due prior to project kick-off. The next 50% of the project will be invoiced based upon milestones specific to the project and agreed upon by all parties. The final 25% will be invoiced upon completion of the project. See the Payment Agreement section for more details for your project invoicing terms (if applicable).

## Payment Agreement

Source Brand Solutions offers a range of invoicing options including one-time payment, monthly payments, or campaign payments.

**One-Time Payment:** Pioneer Career & Technology School District will be invoiced the full contract amount upon contract signing with a net 30 payment window.

**Monthly Payments:** Pioneer Career & Technology School District will be invoiced monthly payments through the duration of the project. Monthly total will be calculated by taking the full project investment and dividing across the total months of the campaign, even if parts of the project have not launched until later in the campaign.

**Campaign-Based Payments:** Pioneer Career & Technology School District will be invoiced for each campaign within the project as it occurs. Details on campaign timing listed below. Invoices will be sent at the start of each campaign with a net 30 payment window.

- Digital Display Ads
- Sponsored Content Article

Please indicate your billing preference below:

Please type one-time, monthly, or campaign payments

SBS uses an electronic billing system and invoices will be sent directly to your email. Please be sure to keep an eye on your spam folder just in case! **Invoices will be sent from [Stacey@carrouselproperties.com](mailto:Stacey@carrouselproperties.com)**. We encourage you to add this email to your address book to avoid missing invoices.

To ensure quick and accurate delivery, please complete the following fields below for billing:

Billing Contact Name (First/Last) -- Please Do Not Put Your Business Name Here

Billing Contact Email Address - This is where your invoice will be sent

Billing Contact Phone Number

Billing Contact Mailing Address

By signing below, I hereby acknowledge that I have completely read and fully understand the terms and conditions outlined in this document and consent to the execution of the marketing and advertising solutions selected for the agreed upon price outlined in this document.



SIGNATURE  
Greg Nickoli



SIGNATURE  
Leah Gesouras