

**Spokane River Forum Proposed Scope of Work  
Spring 2020 SRRTTF PCB Toxics Media Campaign**

**Funding Request:** \$15,000 per Attachment A. \$2,000 for additional creative needs regarding video, digital display ads or waste directory web site that may emerge. Total funding not to exceed \$17,000. The Forum will receive SRRTTF education and outreach committee approval before expending up to \$2,000 to meet additional creative development.

**Target Audiences and Messages**

Proper disposal of the following products that may contain inadvertent PCBs will be the focus of media campaign messaging:

<u>Product</u>	<u>Audience</u>
1) Automotive: oil, antifreeze and coolant	Consumers and DIYs
2) Fluorescent light ballast replacement	Consumers, DIYs, remodeling contractors
3) Paint pigments	Consumers, DIYs, remodeling contractors
4) Caulks: tile, tube, shower	Consumers, DIYs, remodeling contractors
5) Printing: ink and toner cartridges	Consumers, small business

For all media buys, the Spokane-Coeur d'Alene region can be targeted. Social media audiences will be further targeted to particular age groups or types, e.g.—contractors, DIYs, voters, etc.

**Media Buy**

Per Attachment A, the following media buys will occur:

Radio: 30 second ads will play on 103.1 KCDA, 98.8KKZY Classic Rock 35-65, and 98.1 KISC 35-65. The Spokane/Kootenai metro reach is 48% with ads being heard, on average, 6.9 times.

Digital Ads and Pre-Roll: In the Spokane/Kootenai metro area, a combination of digital and video pre-roll ads will be placed on target audience frequented web sites, mobile applications, and Facebook. Adds will be targeted at audiences noted above. In addition, geo-fencing will be used to target mobile application users within 1/10<sup>th</sup> of a mile of designated retail stores. An estimated 462,000 impressions (total times seen) by users will occur.

**Asset Creation**

Radio: 60 second ads created in 2019 will be updated to 30 second ads. Media buy covers cost of producing ads.

Digital Display and Facebook Ads: The Forum will update existing ads for usage as an in-kind contribution.

Pre-roll video: The vendor and Forum will select a third party to produce 15 and 30 second pre-roll videos based on b-roll video provided by the Forum. Attachment A includes a preliminary cost for production.

**Funding**

The SRRTTF will fund the media buy. The Forum will fund campaign administration, creative development, collecting analytics and reporting.

## Attachment A

## Summary Media Buy for SRTTF SRF Spring Media Campaign

Campaign Dates	5 Weeks 4/13 - 5/11
<b>Radio Stations</b>	103.1 KCDA 25-40; 98.8KKZY Classic Rock 35-65; 98.1 KISC 35-65
persons reached	127,000
Ages	25-54
Frequency	6.9
Streaming Audio Impressions	50,000
Reach: 25-54 demo	48%
Gross Impressions	935,000
Matching	Full Non-Profit match on all paid spots
Cost	\$5,961.00
Pre-roll Video Impressions (on TV Home Station)	Cost and reach is same whether placement is digital ad or pre-roll.
Cost	
Digital / Display	
Audience Targeting Impressions	80,000
Cost	\$1,200.00
Social Targeting Facebook Impressions	40,000
Cost	\$800.00
Mobil App Display Location Geofencing 1/10th mile Impressions	127,000
Cost	\$1,524.00
Mobil App Display Behavioral Targeting Impressions	215,000
Cost	\$4,515.00
Total Digital Impressions	462,000
Total Digital Cost	\$8,039.00
Production, writing	no cost
Static ad creation	no charge
video ad creation	\$1,000
<b>Total Impressions</b>	<b>1,397,000</b>
<b>Total Budget</b>	<b>\$15,000.00</b>