

6354 Wayne Rd.  
Alliance, NE 69301  
p.308.762.2665  
f.308.762.2836  
claruscorporation.com



Prepared For: Steve Matthews  
Vice President, External Relations  
stevematthews@collin.edu  
972-599-3139

Collin College  
Attn: Accounts Payable  
PO Box 8021  
McKinney, TX 75070-8021  
01-0237

Prepared By: Kathi Swanson, President  
kathi@claruscorporation.com  
308.762.2565

Date: April 16, 2021

proposal

---

Thank you for the opportunity to prepare a proposal for your digital advertising campaign. Please review this proposal, and if no changes are needed, please sign and return to us.

**CAMPAIGN NAME: 2021-01 HIGH SCHOOL SENIORS**

- Purpose: To increase the applications of high school seniors for Fall 2021 semester
- Target Audience: High school seniors and parents in Collin County. Personas to be included: Natalie, Rajesh, Sara
- Campaign Dates: May 01, 2021 to June 30, 2021
  
- Digital Tactics
  - Tactic 1: Geofencing Addresses: High School Seniors
    - Targeting of addresses from purchased list, High School seniors, targeting 17 to 19 year olds, to capture IDs and serve ads; List estimate: 8,400; For purchased list, College will receive a copy of list for use in marketing.
  - Tactic 2: Geofencing Addresses: Parents
    - Targeting of addresses from purchased list (in tactic 1), High School Seniors, targeting adults 45-64, parents will receive a separate ad, to capture IDs and serve ads; List estimate: 8,400; For purchased list, College will receive a copy of list for use in marketing.
  - Tactic 3: Site Retargeting/ Remarketing
    - Capture device IDs of individuals visiting the landing page for the campaign, retarget, and serve ads; Pixel provided by CLARUS must be installed by the College on the specific landing page
  - Tactic 4: Connected TV: High School Seniors
    - Deliver connected TV video ads on CTV devices (TVs connected to the internet, smart TVs Roku, Hulu, Xbox, etc.); Specific zip codes will be targeted to focus on high school senior households in Collin County, Texas

- Social Media Tactics
  - Tactic 1: TikTok (impressions): 25 And Younger
    - Place ads for the campaign using targeted behavioral and demographic characteristics matching the target audience; Collin County residents ages 25 and younger; Audience size: 25,605 (runs 05-01-2021 to 06-30-2021)
  - Tactic 2: Facebook/ Instagram: Parents
    - Place ads for the campaign using targeted behavioral and demographic characteristics matching the target audience; Mobile and Desktop Newsfeed, Instant Articles, Desktop Right Column, Marketplace, Instagram Feed and Stories, Messenger Inbox; Single Image or Slideshow recommended; Target Audience: Parents of High School Seniors in Collin County (runs 05-01-2021 to 06-30-2021)
  - Tactic 3: Snapchat (impressions): High School Students
    - Bidding on Top Snap Only Ads; Place ads for the campaign using targeted behavioral and demographic characteristics matching the target audience; Target Audience: High School seniors in Collin County (runs 05-01-2021 to 06-30-2021)
- Campaign Parameters
  - Geotargeting
    - The location within which the desired target audience resides and ad delivery is limited within this location: Collin County, Texas
  - Creative
    - College provides ads: Static ad formats (png, gif, jpg, or jpeg) in six sizes (300x50, 320x50, 320x480, 300x250, 728x90, 160x600); Video ad formats are 15 or 30 second video ads in mp4 format; College provides landing page URL to CLARUS
  - Conversion Zone
    - A conversion zone will be established to track physical, real world visits to campus(es) (or other chosen zone) by those who have received an ad for the campaign; Conversion zone(s) will be Collin College Campuses and Centers
  - Viewthrough Conversions
    - Visits to website from ad recipients will be tracked; anyone who receives the ad and visits the College's website within 30 days will be reported (universal pixel placement required)
  - Device Types
    - All types: Mobile, Desktop and Laptop, Tablets, Connected TV (video only)
  - Browser Types
    - All
  - Cross Device Retargeting
    - Yes
  - Operating Systems
    - All
  - Reporting
    - CLARUS provides: 24/7 Campaign Dashboard Access and end-of-campaign reporting; Application and Enrollment matching to lists; Special reports as requested

**Budget**

Tactics	Impressions	CPM	Totals
Digital Campaign Cost	1,008,000	\$9.00	\$9,072.00
Connected TV Cost	100,000	\$47.00	\$4,700.00
TikTok	100,000	\$18.67	\$1,867.00
Facebook Instagram	85,000	\$18.00	\$1,530.00
Snapchat	400,000	\$13.00	\$5,200.00



Tactics	Lists	Cost	Totals
List Purchase Cost	1 list	\$3,362.80	\$3,362.80

TOTAL AD BUDGET	\$25,731.80
TOTAL BUDGET	\$25,731.80

Billing: For campaigns of one month or less, client will be billed at the end of the campaign with proof of impressions delivered. For campaigns of more than one month duration, client will be billed monthly with proof of impressions delivered.

proposal



proposal

PROPOSED BY CLARUS Corporation:

Signed:  Date: 04-16-2021

Kathi J. Swanson, President  
CLARUS Corporation

ACCEPTED BY:

The above specifications and price are hereby accepted. My signature constitutes the authority for acceptance of this proposal.

Signed By: \_\_\_\_\_ Date: \_\_\_\_\_  
Collin College