

**Purchase Request #7
Regular Board Meeting June 28, 2016
Consideration of Approval to Renew
Contract for Media Advertising**

ADMINISTRATION RECOMMENDATION/REPORT

The District President recommends the Board of Trustees approve a renewal of the contract for media advertising from National Cinemedia LLC for Public Relations.

BACKGROUND

The media advertising is live-action, on-screen advertising in various theatres in Collin County. The on-screen advertising runs from December into August during each contract period. Reference Number (REF) 2715, to procure media advertising on behalf of Public Relations. The Board approved the original contract with National Cinemedia LLC in October 2007.

Media advertising is exempt from the competitive bidding requirements mandated by Chapter 44.031 of the Texas Education Code.

IMPACT OF THIS ACTION

Thirty-second commercials featuring successful Collin College alumni will appear at nine theatres on 142 screens for a total of more than 2.5 million impressions for 20 weeks of advertising in 2016-2017.

In-theater advertising through National Cinemedia captures an audience of prospective students and families, as well as community members at large. This investment will assist in exposing students to Collin College and may assist in recruitment by influencing their decision to attend this college. Additionally, these ad flights are designed to leave viewers with a positive impression about Collin College.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

The estimated annual expenditure for this request is \$96,650.00. This expenditure will be funded by the 2016-2017 operating budget and subsequent year's budget, subject to Board approval.

MONITORING AND REPORTING TIMELINE

The term of contract will be December 2, 2016 through August 17, 2017.

RESOURCE PERSONNEL

Lisa Vasquez

VP of Advancement

972-758-3894