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Prepared By: Kathi Swanson, President
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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: 2021-04 BAT CYBERSECURITY

- Purpose: To increase applications and enrollment in the Collin College BAT Cybersecurity program
- Target Audience: Individuals that may have an associate degree in IT programs to earn a degree in cybersecurity.
Persona: Patricia 30-49-year-old adult, moving up in a career or a new career, looking to advance her skills in IT.
- Campaign Dates: June 01, 2021 to July 31, 2021
- Digital Tactics
 - Tactic 1: Geofencing Addresses: IT Grads
 - Targeting of addresses from College list, Collin College IT graduates from the last two years, to capture IDs and serve ads; List estimate: 3,000
 - Tactic 2: Search: Campaign Keywords
 - Capture device IDs of individuals searching online for terms relating to the campaign and serve ads: List of keywords to be recommended by CLARUS, such as IT, cybersecurity, potential careers and fields based on cybersecurity
 - Tactic 3: Search: Behavioral Targeting
 - Capture device IDs of individuals searching online for terms that will relate to the audience characteristics of the individuals you are trying to reach, not necessarily related to the specific campaign: Individuals with an interest in computers, gaming, IT degrees, living in the Collin County service area
 - Tactic 4: 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

- Online Streaming Tactics
 - Tactic 1: Spotify
 - Place 30 second audio ads targeting ages 25 to 45 in service area
- Campaign Parameters
 - Geotargeting
 - The location (region/ area/ zip codes) 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), Facebook/ Instagram specification sheet will be provided; College provides landing page URL to CLARUS
 - List Formats (List Provided By College)
 - College will provide a csv or Excel file with the following headers in the order listed: StudyID (number to represent the name of the student) OR student First Name, Last Name, Address 1, Address 2, City, State, Zip (5 digit), Hours Enrolled (if used for enrollment matching); File can be uploaded to a secure FTP site
 - 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; Special reports as requested

Budget

Tactics	Impressions	CPM	Totals
Digital Campaign Cost	500,000	\$9.00	\$4,500.00
Spotify Cost	150,000	\$40.00	\$6,000.00

TOTAL AD BUDGET	\$10,500.00
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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

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