

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: 2021-02 UNDEREMPLOYED ADULTS

- Purpose: To encourage the underemployed adults in Collin County to upgraded skills at the College and apply
- Target Audience: Adults 22 to 40 who do not have an associate degree and have worked in hospitality and retail occupations and were most impacted during COVID with respect to job loss and income losses. Persona: Michael 22-49, career and tech, high school only Natalie
- Campaign Dates: June 01, 2021 to July 31, 2021
- Digital Tactics
 - Tactic 1: Geofence Homes - Name: Underemployed Adults
 - Target individual homes in service area with individuals, no high school degree, employed in lower income industries: retail, hospitality, etc less than \$40,000 income, ages 22-40; Estimated number of homes: 6,359
 - 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 jobs, new jobs, employment
 - Tactic 3: Search: Optimized Audience jobs careers
 - Capture device IDs of individuals who have searched for terms related to an audience in the last 30 days; Optimized audience: jobs_careers_optimized_audience
 - Tactic 4: Search: Website Conquesting
 - Capture device IDs of individual visiting websites related to the campaign by the target audience; List of websites to be recommended by CLARUS, such as Monster, Indeed, TX Unemployment benefits, etc.
 - Tactic 5: 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: Underemployed Adults
 - Place 30 second audio ads targeting ages 22 to 40 in service area with less than an associate degree
- 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), if applicable; 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 Campuses and Centers of Collin College
 - 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	1,526,160	\$9.00	\$13,735.44
Spotify Cost	200,000	\$40.00	\$8,000.00

Tactics	Lists	Cost	Totals
List Purchase Cost	1 list	\$826.68	\$826.68

TOTAL AD BUDGET	\$22,562.12
TOTAL BUDGET	\$22,562.12

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