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Prepared By: Kathi Swanson, President  
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Date: April 16, 2021

proposal

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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: 2021-03 TECHNICAL PROGRAM MARKETING**

- Purpose: To increase applications in programs offered at the Collin College Technical Campus
- Target Audience: Persona: Jake - Dual enrolled career and tech seniors in Collin County Persona: Michael - Males with high school only looking for a career to help earn a better living for family
- Campaign Dates: June 01, 2021 to July 31, 2021
  
- Digital Tactics
  - Tactic 1: Geofencing Locations: Community Locations - Males
    - Community locations including auto parts stores, big box do-it-yourself, etc. to capture device IDs and serve ads; List of locations to be recommended by CLARUS and others to be determined in consultation with client
  - Tactic 2: Search: Behavioral Targeting - DIY
    - 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: Do-It-Yourself, handyman, outdoors, physically fit, hands-on
  - Tactic 3: Search: Campaign Keywords - Programs
    - Capture device IDs of individuals searching online for specific programs at College relating to the campaign and serve ads; Examples of areas for program names include: Automotive (Automotive Technology, Collision Technology), Advanced Manufacturing (Biomedical Equipment Technology, Electronic Engineering Technology, Industrial Automation), Architecture and Construction (Computer-Aided Drafting and Design (CADD), Construction Management, Construction Technology (Carpentry, Electrical, Facilities Management, Plumbing, Safety), Heating, Ventilation and Air

- Conditioning (HVAC), Interior Design, Welding, Science, Technology, Engineering and Math (STEM) (Computer Networking), Logistics and Transportation
- Tactic 4: Search: Optimized Audience - Home Improvement Maintenance
  - Capture device IDs of individuals who have searched for terms related to an audience in the last 30 days; Optimized audience: home\_improvement\_maintenance\_optimized\_audience
- Tactic 5: 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 Home improvement and DIY sites
- Tactic 6: Geofencing Locations: Career Tech High Schools
  - Community locations including local high schools which feature career and tech programs, to capture device IDs and serve ads; List of locations to be recommended by CLARUS and others to be determined in consultation with client
- Tactic 7: 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
- Social Media Tactics
  - Tactic 1: Facebook/ Instagram
    - 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: Adults, 18 to 44, interested in DIY in the Collin County service area. (runs 06-01-2021 to 07-31-2021)
  - Tactic 2: Snapchat (impressions)
    - Bidding on Top Snap Only Ads; Place ads for the campaign using targeted behavioral and demographic characteristics matching the target audience; Target Audience: Adults, 18 to 44, interested in DIY in the Collin County service area Estimated Dates: June 1, 2021 to July 31, 2021 (runs 06-01-2021 to 07-31-2021)
- Online Streaming Tactics
  - Tactic 1: Spotify
    - Place 30 second audio ads targeting ages 18 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), if applicable; Facebook/ Instagram specification sheet will be provided; 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	850,000	\$9.00	\$7,650.00
Spotify Cost	400,000	\$40.00	\$16,000.00
Facebook Instagram	150,000	\$18.00	\$2,700.00
Snapchat	175,000	\$13.00	\$2,275.00
<b>TOTAL AD BUDGET</b>	<b>\$28,625.00</b>		
<b>TOTAL BUDGET</b>	<b>\$28,625.00</b>		

**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