



# NUECES COUNTY HOSPITAL DISTRICT

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## PROPOSED SCOPE OF WORK

As Agency of Record (AOR), MDR will provide access to an assigned account team for the ongoing informed consultation and strategy development of stated marketing initiatives and campaigns. The purpose of this service agreement is to help direct and execute best-in-class marketing for your team that is on brand, on target and on budget. Your assigned team can also help field and manage related incoming marketing requests and help respond to unforeseen instances that present marketing opportunities. By providing these on-going services, MDR essentially becomes a marketing extension of team always ensuring clear and consistent messaging. This is accompanied by an Authorization to Buy (ATB) which allows us to negotiate and purchase media on your behalf.

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<b>Professional Services</b>	<b>\$225,000</b>
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These services include but are not limited to the development of a Marketing Action Plan (MAP), brand assessment, diagnosis and direction to inform brand standards guide, brand voice and messaging, strategy and creative consult. This also includes ongoing marketing consult/support all focused on impacting key performance indicators determined by the MAP (ex. Enrollment, site visits, internal awareness, public awareness, perception)

<b>Media, Production, Materials &amp; OOH Expenses</b>	<b>\$775,000</b>
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This covers the expert strategic planning that goes into building, buying, negotiating, optimizing and reconciling media placements across digital and traditional media platforms and channels. This also covers the production of video, audio and printed assets as well as any other out-of-house expenses directly related to marketing efforts.

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**Term:** This scope is for a one-year term with an option to renew annually beginning October 1, 2024-September 30, 2025.

418 Peoples Street, Ste 400  
Corpus Christi, TX 78401  
p (361) 883-6327

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# TERMS & CONDITIONS

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## Project Delivery and Timeline Management

This agreement is for a one-year term with an option to renew annually beginning **October 1, 2024-September 30, 2025**. Project deliverable schedule details will be established between Account Strategist and client marketing contact within 30 days of project start.

## Billing and Payment

MDR will invoice monthly costs for services outlined herein due upon receipt **(12x \$18,750 = \$225,000)**. Media billing will be invoiced as they are received from vendors. If the account is not kept current, MDR reserves the right to stop all work until brought to current status.

## Media Placement

MDR earns a 15-25% management fee on all media placed/purchased up to \$3 million. Percentage varies based on mediums and will be disclosed and agreed to by both parties prior to ad placements. This management fee amount is received by billing gross media and typically covers planning, negotiating, placing, tracking, reconciling, reporting, and payment of all vendors. MDR media team negotiation and placement typically provide clients better pricing and added value as well as:

- Expertise, research and knowledge of media marketplace
- Real time analytics and reporting dashboard
- Rate and added-value negotiation
- Reconciliation ensuring all media runs as intended
- Request of make goods and/or credits when necessary
- Client time saved buying, managing, tracking, billing and reconciling.
- Identification and research of emerging media trends and opportunities
- Knowledge of new products and services to allow better tracking across all customer touch points
- Access to MDR's paid tools, platforms and subscriptions which may include dashboard analytic reporting options (some access variables contingent on media investment levels)



**Communication**

Should you cease to communicate with us during a project’s planning process for two weeks or more (whether expectedly or unexpectedly), the project will be placed on hold and moved to the bottom of the current waiting list. Should a project remain incomplete 120 days (about 4 months) from the project start date due to breakdowns in communication or client failure to provide necessary files or content, all monies against that project will be forfeited to MDR Advertising, and the project will be cancelled.

**Confidentiality**

All information in this proposal is the property of MDR Advertising. It is confidential and provided for a limited purpose. No part of this document, nor any information may be copied, transmitted, exhibited, furnished, or described to others without the consent of an authorized employee of MDR Advertising.

# AUTHORIZATION

If you approve of the costs and parameters, please confirm by reply and return the signed agreement to MDR. Thank you for the opportunity!

**Stephen Rybak**  
Principal/CCO  
MDR

**Jonny Hipp, ScD, FACHE**  
Administrator/CEO  
Nueces County Hospital District

08/05/2024

**Date**

**Date**

*This offer is good for 14 days. Pricing may be subject to change after this time.*

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