



DATA SHEET
Agenda Item No. 14.

Meeting Date: April 5, 2018

Agenda Item:

Authorize Executive Director to enter into a price agreement with Audience Group for media advertising related to the District's Water Conservation and Watershed Protection education and outreach programs.

| | | | |
|--|--|---|--|
| Placement: | <input checked="" type="checkbox"/> Consent | <input type="checkbox"/> Individual Consideration | <input type="checkbox"/> Executive Session |
| Vote: | <input checked="" type="checkbox"/> Non-Weighted | <input type="checkbox"/> Weighted Capital | |
| Recommending Department: Administration | | | |

Background:

To help advance the District's Water Conservation and Watershed Protection Programs, the District is proposing to purchase online media advertising through Audience Group. The proposed online advertising campaign will be similar to the campaigns over the last two years and will continue to promote the "Water My Yard" Program, as well as other water conservation and watershed protection tips and information.

The online ads will be similar to the one on the right, which we featured in last year's campaign. Advertising will occur during the summer months (June, July and August).

Financial:

The total cost for the proposed agreement is \$60,000 for the 3-month period. Funding is included in the current FY18 Water Conservation and Watershed Protection Budgets.

Recommendation:

Staff recommends approval of the proposed agreement with Audience Group in the amount of \$60,000.

Enclosures:

Proposed agreement with Audience Group.



Submitted By: 
Jason Pierce, Manager of Customer Contracts / Support Services

Date: March 30, 2018



CLIENT ORGANIZATION: Upper Trinity Regional Water District ADVERTISER: UTRWD 18 ISSUE DATE: 3/28/2018

| FLIGHT DATES | CAMPAIGN | UNIT SIZE | CPM | Impressions | COST (NET) |
|--------------------------------|--|-----------|--------|-------------|------------|
| 6/1/2018-8/31/2018 | Mobile_ Contextual Audience Targeting | IAB Sizes | \$4.00 | 9,000,000 | \$ 36,000 |
| 6/1/2018-8/31/2018 | Display_ Contextual Audience Targeting | IAB Sizes | \$3.75 | 4,800,000 | \$ 18,000 |
| 6/1/2018-8/31/2018 | Retargeting | IAB Sizes | \$4.75 | 1,263,158 | \$ 6,000 |
| TOTAL CONTRACTED AMOUNT | | | | 15,063,158 | \$60,000 |

NOTES

Behavioral / Contextual Targeting - Male 20-60, Texas area, Males based websites and outdoors sites, men interested in sports and homebuilding
 Geo-Targeting: Texas (list of zip codes not yet recieved)

AGREEMENT

This Agreement is entered by and between AUDIENCE GROUP and Upper Trinity Regional Water District
 IAB Standard Terms & Conditions 4.0 apply
 48-hr cancellation notice
 T&Cs apply under MSA between AUDIENCE GROUP and Upper Trinity Regional Water District
 Payment Terms: Net 30

AUTHORIZED SIGNATURE

Client Signature _____ Audience Group Signature _____
 Print Name _____ Amy Kingston _____
 Date _____ 3/28/18 _____