



DATA SHEET
Agenda Item No. 9.

Meeting Date: May 4, 2017

Agenda Item:

Authorize Executive Director to enter into a price agreement with Spongecell 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 Spongecell, which has coordinated the District's online advertising over the previous two years. The online advertising 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 FY17 Water Conservation and Watershed Protection Budgets.

Recommendation:

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

Enclosures:

Proposed agreement with Spongecell.



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

Date: April 28, 2017



NEW YORK CITY
1460 Broadway
New York, NY 10036
212 220 8995

INSERTION ORDER

CLIENT ORGANIZATION	ADVERTISER	ISSUE DATE
Upper Trinity Regional Water District	Upper Trinity Regional Water District	4/26/17

CLIENT INFO

DIRECT CONTACT	BILLING / FINANCE
Name: Blake Alldredge Phone: Address: Email: balldredge@utrwd.com	Jason Pierce Email: jpierce@utrwd.com

SPONGECCELL INFO

SALES	BILLING / FINANCE	CLIENT SERVICES
Name: David Robbins Phone: 312 239 6809 x 711 Email: lawndavid@spongecell.com	Julia Basin 212.220.8995 x 862 Email: jb@.spongecell.com	Katie Miller 212.220.8995 x 825 Email: katie.miller@spongecell.com

NOTES

FLIGHT DATES	CAMPAIGN NAME	CAMPAIGN DETAILS	COST BASIS	RATE	BILLING CURRENCY	IMPRESSIONS	TOTAL COST
6/1/2017 - 8/31/2017	UTRWD 2017	Mobile Contextual Audience Targeting	CPM	\$ 4.00	USD	9,000,000	\$36,000.00
6/1/2017 - 8/31/2017	UTRWD 2017	Display Contextual Audience Targeting	CPM	\$ 3.75	USD	4,800,000	\$18,000.00
6/1/2017 - 8/31/2017	UTRWD 2017	Spongecell Retargeting	CPM	\$ 4.75	USD	1,263,158	\$6,000.00
Total							\$60,000

INVOICING DETAILS:

Spongecell, Inc. invoices are Net 30 days.
Flat fees are billed as a one-time invoice the month following campaign launch. Payment on flat fee invoices is expected in full within the agreed upon terms.
Creative services will be charged once production work has commenced. In the case of cancellation, client agrees to pay production fee in full. If not otherwise stated, production fee is \$5,000. This minimum will be billed within three months of signing the IO, if impressions have not run.
Any updates, including refreshes or re trafficking, are subject to an additional cost agreed upon by both parties.

For all Media campaigns, pricing is based on a dynamic CPM and impression volume will fluctuate based on media cost. Final impression count may exceed IO counts.

AGREEMENT

This Agreement is entered by and between Spongecell, Inc, a Delaware corporation ("Spongecell"), with corporate offices at 261 Madison Avenue, 12th Floor, New York, NY 10016, and

("Customer"). IAB Standard Terms & Conditions 3.0 apply: http://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf. The undersigned hereby acknowledges that the information appearing above, including Addendum below, is correct and hereby authorizes Spongecell, Inc. or its designee(s) to begin work, and to run one or more campaigns (if applicable).

ADDENDUM: Section VII of IAB Standard Terms & Conditions 3.0

In instances where Spongecell is not the party directing media purchases for the campaign(s) specified in the Details section (above), the impression levels specified on this insertion order are estimates, as Spongecell does not dictate or control the number of ad requests that are sent to its servers from the websites in which ads appear. Invoices will be created using actual impressions, per metrics derived from Spongecell's ad-tracking servers. Unless otherwise agreed upon in writing, the Customer is responsible for paying incremental ad serving charges beyond the estimated amount of impressions specified in the Details section, at the applicable rate ('over-delivery fees'). All new Media customers are required to complete a New Vendor Form prior to IO signatures. Please reach out media@spongecell.com if one has not been completed.

AUTHORIZED SIGNATURE

Client Signature

Print Name

Date

DocuSigned by:
Julia Basin
60F27C8753AC46C...
Spongecell Signature

Julia Basin

Print Name

4/26/2017

Date