



SPOKANE AQUIFER JOINT BOARD

2021 DIGITAL MARKETING RECOMMENDATIONS



2021 OVERVIEW

DIGITAL MEDIA CAMPAIGN GOALS AND TIMELINES

Teachers - Feb, March, May, and October

Increase the number of teachers accessing resources at www.spokaneaquifer.org. and www.sajblearning.org

Backflow Protection - April, July, and September

Create Awareness of Backflow Protection for homes and fire hydrants during the spring season sprinkler turn-on (April) and fall blow-out times (September) and construction season (July) by increasing:

Views of the [IWAC Residential Backflow video](#) (April & Sept)

Views of the [SAJB Fire hydrant Backflow video](#) (July)

Visits to [SAJB's Backflow page](#) (April, July & Sept)

Water Conservation – June, July, August

Increase water use efficiency and decrease summer water use by accessing SAJB Community Resources (new creative will be provided)



SPOKANE AQUIFER JOINT BOARD – 2021 PARTNERSHIP RECOMMENDATION

	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT
TEACHERS	1700	1700		1700					1700
TARGETED DISPLAY & RETARGETING	800	800		800					800
SOCIAL DISPLAY	900	900		900					900
BACKFLOW PROTECTION			3100			3100		3100	
TARGETED DISPLAY & RETARGETING			500			500		500	
TARGETED VIDEO DISPLAY			1500			1500		1500	
SOCIAL DISPLAY			1100			1100		1100	
WATER CONSERVATION					1300	1300	1300		
TARGETED DISPLAY & RETARGETING					600	600	600		
SOCIAL DISPLAY					700	700	700		
TOTAL: \$20,000	1700	1700	3100	1700	1300	4400	1300	3100	1700

Terms & Conditions

- All rates are GROSS
- Current clients Net 30 or card on file
- Cancellation Policy: 30 days written notice for Advertising and 60 days written notice for Services
- Phase 3 reporting will be delivered on or before the 10th of the month.



Signature Date



TARGETED DISPLAY

The options for Display Advertising are endless, with new targeting abilities surfacing weekly! Don't be overwhelmed by all of the options. Compliment your traditional message by extending your reach to online devices. As long we can identify your audience, clearly state your objective and identify success metrics then you can let us do all the work to find the right set of eyeballs for your message!

This is an impression-based medium with three main objectives:
Building Awareness, Influencing Consideration & Driving Action.

Browser & In-app Display Options:

- Demographic Targeting
- Geographic Targeting
- Site & Keyword Retargeting
- Online Behavior Targeting
- Geofencing
- Remarketing from website or by keywords





VIDEO DISPLAY ADS

Engage new customers by showing them video ads across premium publishers. Video is an excellent medium for reaching users via desktops and mobile devices. Real-time bidding allows you to target users based on geography and online behavior.

VIDEO OPTIONS – SERVED ON WEBSITES, APPS OR IN YOUTUBE

- Pre-roll Video Ads: These video ads appear immediately before free video content on publishers like YouTube or websites like: CNN.com, Forbes, ABC Family, MLB.com, Local News Sites, and others.
- Mid-roll Video Ads: These ads appear within the content of longer videos, such as complete television episodes.
- Post-roll Video Ads: These ads appear at the end of a video.
- Non-skippable Ads: These non-skippable ads are 15 seconds or less, ensuring that prospects complete the video before continuing to their free content.
- Skippable Ads: Ads greater than 15 seconds are skippable after the first five seconds.
- In-banner Video: These videos are converted to in-banner format and size to run in standard display ad spaces.
- Targeting: Layer on targeting tactics to reach the right user at the right time. With a large enough geo, you can target users with site, search, keyword, contextual, and category targeting.*

:15 or :30 commercials, forced-view option, cost per view

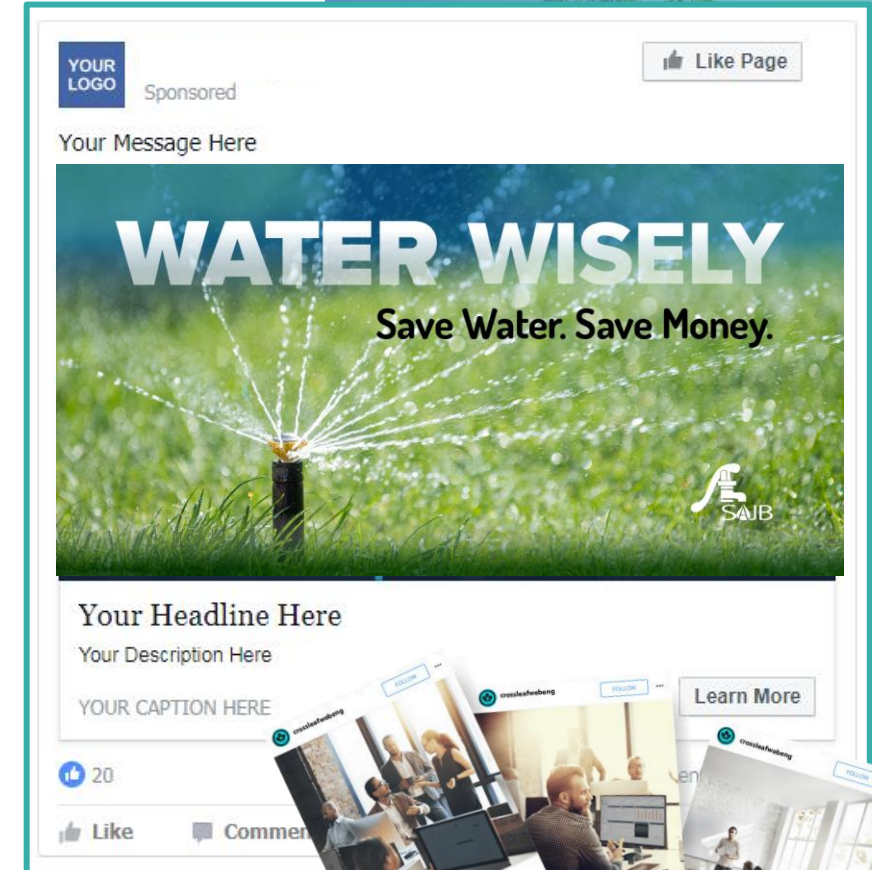
SOCIAL MEDIA ADVERTISING

Social media advertising reaches every age group, income level and gender more effectively by targeting with user-provided information.

Social media advertising helps businesses find new potential clients by using users' own shared information to identify interest. Rather than reactively targeting users who search a certain term, social media advertising proactively targets relevant users before they even begin their search. You can advertise to people by age, interests, behavior, and location. If you really know your customers, you can use Facebook advertising to engage them.

Facebook Advertising can help you get:

- Clicks to website: Get people to visit your website
- Website conversions: Promote specific conversions for your website
- Video views: Create ads that increase views on a video
- Lead generation: Collect prospect information right in the platform
- Boost page engagement & brand awareness
- Retarget people who visit your website
- Page likes: Get likes for your page and grow your audience
- And so much more!



Promo Costumes

381 West Center St.
Marion, OH 43302

Estimate

Date	Estimate #
12/3/2020	25

Name / Address
Spokane Aquifer Joint Board ATTN: Tonilee Hanson 1521 North Argonne Road, Suite C PMB 250 Spokane Valley, WA 99212

Ship To
Spokane Aquifer Joint Board ATTN: Tonilee Hanson 1521 North Argonne Road, Suite C PMB 250 Spokane Valley, WA 99212

P.O. No.	Terms	Due Date	Rep	FOB	Project	Ship date
	50% deposit, Bal...	2/11/2021	Ed	Marion, OH		8-10 Weeks
Qty	Description				Rate	Total
1	Aqua Duck character head with cooling fan					0.00
1	Muscle body shirt with logo					0.00
1	Cape					0.00
1	Muscle pants w/ brief and belt					0.00
2	Character mitts - pair					0.00
1	Character shoes w/ shoe bags					0.00
1	Complete custom Aqua Duck character costume				4,200.00	4,200.00
1	Prototype Development (pattern and design changes)				250.00	250.00
1	Duffel bag				195.00	195.00
1	ProMo Pack Cooling System with gel inserts				170.00	170.00
1	Custom shipping trunk				450.00	450.00
	Optional :					
	Muscle body shirt - \$675					
	Muscle pants w/briefs and belt - \$395					
	Character feet - \$375					
	Cape logo (Aqua Duck Defender of the Aquifer) - \$275					
	Red items are not essential.					
					Total	\$5,265.00

Signature _____