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Joplin Marketing 2025-RFP-20 Cost Estimate Request for Information

Introduction

Thank you for the opportunity to provide additional cost proposal clarifications for the City of Joplin's EPA-funded Recycle Education & Outreach campaign. AFFIRM is thrilled to be a finalist for this important initiative, and we appreciate your clear guidance for refining and standardizing cost breakdowns. We've carefully reviewed your request and are pleased to present our updated budget, which aligns with your outlined categories while continuing to reflect the value, transparency, and strategic impact that AFFIRM consistently delivers in our public sector work. We remain enthusiastic about helping Joplin achieve meaningful, measurable change through this campaign and hope this detailed response positions us as your "lowest and best" partner for success.

1. Agency fees for professional services (provide either a blended hourly rate and total estimated number of labor hours or provide a table showing the hourly rate for each team member and estimated total labor hours each will spend on the project) to include all project management, meetings, strategy, planning, development and creative direction. Plans, reports, and other activities performed by your agency to manage this project should be accounted for in this portion of the budget. Time spent by agency staff on PR and community engagement activities should also be included here.

1. Agency Fees for Professional Services

AFFIRM is pleased to offer the City of Joplin our discounted public sector blended hourly rate of **$135.00/hour** for all agency professional services related to the Marketing and Promotions Development for the Joplin Regional Recycling Outreach Program.

This fixed agency services amount of **$125,000** over the 20-month project duration includes:

- Project management and coordination
- Strategic planning and reporting
- Creative direction and campaign development
- Meetings, presentations, and client communications
- Public relations support
- Community engagement planning and execution

At the blended hourly rate, this equates to approximately **925 agency labor hours** over the course of the project. This structure enables us to efficiently deploy senior-level talent and support staff as needed, ensuring responsive, high-quality service while maximizing the campaign's media investment.

2. Separate budget for all creative production costs. Costs for copywriting, editing, revisions, graphic design, photography, video production, printing, purchase of swag, other hard costs etc. whether the costs will be in-house or paid to 3rd party subcontractors. We understand that we have not yet developed a campaign plan specifying how many materials or creative deliverables will be required or how extensive each may be, however, please provide a recommended amount of budget to set aside for such expenses in relation to the other expense categories. Please provide a blended hourly rate for creative production labor for your in-house team staff. You do not need to provide hourly rates for 3rd party creative & production contractors, but you may provide such rates if available.

2. Creative Production Costs

AFFIRM recommends a combined allocation of **$325,000** to cover all creative development, production, printing, and distribution costs for the Joplin Regional Recycling Outreach Program. This amount includes both in-house agency labor and third-party production and printing vendors as follows:

- **In-House Creative Services (Estimated: $125,000)**
  This includes AFFIRM's concept development, copywriting, graphic design, editing, revisions, layout, project coordination, and creative direction for the campaign's assets. These services will be billed at our discounted public sector **blended hourly rate of $135.00/hour**.

- **Third-Party Production and Printing (Estimated: $200,000)**
  This includes:

    - **Professional video and audio production** for television, streaming, digital, and radio ads (including filming, editing, music, onscreen & voice talent, and studio fees).

    - **Photography and illustration** as needed for campaign visuals.

    - **Printing of outreach materials**, including brochures, mailers, posters, signage, and community event collateral.

    - **Swag and promotional items** for community engagement and public events.

    - **Shipping and distribution costs** for printed materials and giveaways.

While final deliverables will be determined in collaboration with the City of Joplin once the campaign is underway, this budget ensures sufficient resources are reserved to meet production needs while maximizing cost-efficiency and quality.

3. Remaining budget for ad placements and campaign execution: to include broadcast TV & radio, digital ads, streaming, OTT, social media, print ad placements, direct mail, out-of-home and billboards, etc. Please include a brief draft proposal for how best to allocate these funds.

3. Remaining Budget for Ad Placements and Campaign Execution

To maximize the campaign's reach and impact across the Joplin region, AFFIRM recommends a strategic and balanced media mix that blends broad-reach traditional advertising with highly targeted digital efforts. This integrated approach ensures both wide public awareness and precise engagement with key audiences, including hard-to-reach and disadvantaged communities.

Our proposed allocation is based on best practices for public-sector outreach, our experience with similar recycling initiatives, and media cost realities in the Joplin market. The following table summarizes our recommended net investment by tactic, totaling $976,000:

Media Tactic	Budget (NET)	Rationale
Television (Broadcast + OTT)	$450,000	**Highest reach medium**; combines local broadcast with streaming platforms for precise audience targeting and messaging reinforcement.
Radio (Broadcast + Streaming)	$189,000	**Cost-effective audio strategy to build frequency and broad awareness** across demographics and listening habits.
Billboards / Out-of-Home	$121,000	High-visibility placements in **traffic corridors and targeted zip codes to reach commuters and underserved populations**.
Digital Advertising	$103,500	**Includes display, pre-roll video, YouTube and other formats using behavioral, demographic, and geographic targeting** for optimal ROI and trackable performance.
Paid Social Media	$45,000	**Facebook, Instagram, and other platforms** for targeted reach, community engagement, and direct calls-to-action.
Newspaper / Community Print	$22,500	**Reinforces messaging to older and print-reliant audiences** through community newspapers, inserts and potentially direct mail campaigns.
Contingency / Bonus Placements	$45,000	**Reserved for mid-campaign adjustments**, unexpected opportunities, or high-performance tactic amplification.

This flexible mix positions the City of Joplin to reach diverse populations, reinforce consistent messaging, and drive measurable behavior change around recycling.

4. Highlight any markup fees charged by your agency in addition to the pass-through of hard costs for production, ad placements, etc.

4. Media Commission and Markup Fees

AFFIRM is proud to offer a **reduced public sector media commission rate of just 10%**, significantly lower than the industry standard of 15% - 20%, for both **traditional and digital media placements**. This discount reflects our commitment to helping municipal clients like the City of Joplin maximize their media budgets and achieve greater campaign impact.

All third-party production and printing costs are passed through at **no additional markup**, ensuring complete transparency and cost efficiency for all non-media hard costs.

5. Travel costs to attend at least two (2) Joplin City Council meetings. The first at the time of contract award, and the final at close of the project to report final results of the campaign to council.

5. Travel Costs

AFFIRM will not charge the City of Joplin for travel expenses related to attending the two required City Council meetings. This includes airfare, hotel, meals, and transportation. We are committed to this project and believe in investing in strong client relationships and outcomes. While we will bill only for the time spent attending and

preparing for these meetings, we view the travel itself as a contribution toward the success of this important initiative.

Expected Value Added Placements and Supporting Documents

As an additional consideration, you may choose to provide an estimated dollar value of "value added placements" which you reasonably expect to be able to obtain to the benefit of the campaign, and we can consider this as an increase to the project budget but you will have to deliver this benefit and account for it in the campaign performance reporting. Such estimate must be based on past campaign performance, and you must cite at least three campaigns which exhibited such value added and how the value was obtained thanks to the efforts of your firm. If estimates are not well-explained and do not cite at least 3 prior examples, we will not consider the estimate to be realistic.

Expected Value-Added Placements and Supporting Documentation

One of AFFIRM's core strengths is maximizing the value of our clients' media budgets through **strategic negotiation of bonus placements and public service exposure.** Thanks to strong, long-standing relationships with top media vendors, we routinely secure added-value opportunities such as **no-charge TV and radio spots, bonus impressions, extended campaign durations, premium placement upgrades, and promotional integrations, at no additional cost to our clients.**

To demonstrate the credibility of our estimates, we offer three recent campaign examples where AFFIRM successfully secured significant added-value media placements:

Southwest Ohio Regional Transit Authority (SORTA/Metro) Fiscal Year 2024–2025 Results:

From June 1, 2024 to May 31, 2025, AFFIRM secured **$279,969 in added-value media exposure** across SORTA's campaigns, including *MetroNow!*, *Your Way to Go*, and *Rewards*.

Highlights by Channel:

- **WXIX-TV Traffic Sponsorship**
  Annual morning drive traffic sponsorship with FOX19 TV
  - Ordered Spots: 944
  - Ordered GRPs: 528
  - Ordered Impressions: 2,271,432
  - **Delivered Spots: 1,868**
  - **Delivered GRPs: 896**
  - **Delivered Impressions: 3,381,652**
  - **Bonus Spots: 924**
  - **Estimated Value of Bonus: $14,088**

- **University of Cincinnati Partnership**
  Included signage at men's football and basketball games, onsite display/activation/tabling events, web advertising and C-mail blasts to students and season ticket holders
  - **Added Value: Included in-game signage running at all UC women's volleyball and basketball games inside of Fifth Third Arena (approx. 15 home games). The SORTA Metro logo is also still on the back of the basket facing the student section.**

- **Public Radio Sponsorship**
  Annual underwriting partnership with WVXU and WGUC.
  - Ordered Spots: 988

- Ordered GRPs: 176.8
- Ordered Impressions: 3,645,200
- **Delivered Spots: 1,248**
- **Delivered GRPs: 2,184**
- **Delivered Impressions: 4,659,200**
- **Bonus Spots: 260**
- **Estimated Value of Bonus: $11,538**

- **Broadcast TV**
  TV advertising ran in Q1 2025
  - Ordered Spots: 6,426
  - Ordered GRPs: 2,092.3
  - **Delivered Spots: 6,452**
  - **Delivered GRPs: 2,646**
  - **Bonus Spots Delivered: 181**
  - **Estimated Value of Bonus Spots: $33,794**

- **Radio (General Market & Ethnic Stations)**
  Radio advertising ran throughout the fiscal year on both ethnic and top ranked Cincinnati stations.
  - Ordered Spots: 14,574
  - Ordered GRPs: 3,527
  - **Delivered Spots: 15,451**
  - **Delivered GRPs: 3,931**
  - **Bonus Spots Delivered: 4,912**
  - **Estimated Value of Bonus Spots: $136,772**

- **Digital/OTT/Streaming Media**
  Online advertising included online display, streaming audio, online video, OTT/CTV, digital out of home, iHeart streaming audio and podcasting.
  - Ordered Impressions: 21,285,223
  - **Delivered Impressions: 22,731,636**
  - **Bonus Impressions: 1,446,413**
  - **Estimated Value of Bonus: $14,867**

- **Out-of-Home (Digital Boards, UC Kiosks, Orange Barrel)**
  Outdoor advertising included UC kiosks, digital outdoor billboards and Orange Barrel media digital boards and kiosks across downtown Cincinnati
  - Overall Ordered Impressions: 70,303,399
  - **Overall Delivered Impressions: 82,821,559**
  - **Overall Bonus Impressions: 12,518,160**
  - **Estimated Value of Bonus Impressions: $61,879**

- **Print Advertising**
  Print advertising for SORTA included La Vanguardia Hoy, The Cincinnati Herald, and The News Record.
  - Publications ran online display ads as added value on top of our paid insertions totaling an **estimated 28,923 impressions valued at $6,000**

- **Email & Retargeting (MetroNow! Launch Campaign)**
  Three email marketing deployments ran in support of the new MetroNow! zone that launched in Pleasant Run and Forest Park, OH.
  - Emails Deployed: 600,000
  - Ordered Display and Social Retargeting Impressions: 716,751

- **Delivered Display and Social Retargeting Impressions: 787,180**
  - **Bonus Retargeting Impressions: 70,429**
  - **Estimated Value of Bonus Impressions: $1,031**

Wisconsin Department of Health Services 988 Suicide & Crisis Lifeline Media Summary Year 2

For year two of the Wisconsin Department of Health Services 988 Suicide & Crisis Lifeline media campaign's budget was $1,108,753 and **received the following added value totaling $306,961.41 equaling 28% of their paid schedul**e back in added value:

- A total of 3,975 bonus spots aired through September 2023 worth an estimated $167,925
- Adams Outdoor delivered 19,304 digital out of home bonus views worth an estimated $2,605.41
- Lamar advertising delivered out of home bonus impressions equivalent to $22,831 in additional media exposure
- The Fox6 digital buy included 5,020 impressions on top of our paid schedule worth $113,600

Henry Vilas Zoo 2024 Mid-Year Campaign Summary

The Henry Vilas Zoo's 2024 mid-year campaign's budget was $41,175.88 and received the following **added value totaling $8,761 equaling 21% of their paid schedule** back in added value:

- Radio buys received 296 bonus spots on top of the paid schedule worth an estimated $6,270
- An additional e-newsletter was negotiated with Madison Family on top of our paid schedule worth an estimated $266
- Digital ads also ran in six e-newsletters at no additional charge to increase awareness of the zoo. Estimated value of $1,375
- Online display ads on MadisonFamily.com delivered 86,598 additional impressions on top of our paid schedule at no additional charge! Estimated value of $850
- The digital out of home campaign delivered 538 additional impressions on top of our paid schedule at no charge.

Additional Examples

In addition to the detailed case studies provided above, AFFIRM has consistently delivered meaningful added value in a wide range of public-sector campaigns. Below are two more recent examples that demonstrate our continued success in generating bonus placements and extended exposure at no additional cost to our clients:

- Wisconsin Department of Transportation 2024 Drive Sober or Get Pulled Over Media Campaign Summary
- Dane County Regional Airport 2023 Travel Upgrade Media Summary

Our Added-Value Commitment to the City of Joplin

Based on consistent historical performance, AFFIRM conservatively estimates we will secure **20–25% in added-value media** for the City of Joplin's campaign. On a net paid media investment of **$976,000**, this equates to an **estimated $195,000–$244,000 in additional media exposure,** at no extra cost to the City.

These placements will be documented, reported, and tied directly to the campaign's core outreach goals. AFFIRM will advocate for:

- **No charge TV/radio spot bonus placements**
- **Free weather/news/traffic sponsorships**
- **Streaming audio or podcasting extensions**
- **Bonus cross-platform digital impressions**
- **Community activations at major events**, for example with media partners, venues, and universities
- **Cross-promotions,** contests, email features

- **Onsite activations, including free food and refreshments,** during major civic and sporting events

All added-value placements will reinforce the campaign's recycling education goals and **measurably increase reach and impact across Joplin's diverse audiences.**

Concluding Remarks

We are excited about the potential to support this important EPA-funded initiative and confident that our **extensive recycling marketing experience, efficient cost structure, and proven ability to deliver measurable value** will make us the ideal agency to help advance the City's recycling education and outreach goals. We look forward to the next steps and stand ready to begin.