

TECHNICAL PROPOSAL

Effectv
2001 York Road
Oak Brook, IL 60523
(847) 420-5749
Grady Logan
Grady_Logan@Comcast.com

COVER LETTER

January 29, 2024

Gina Stafford
Administrator of Intake & Referral
DuPage County
421 N. County Farm Road
Wheaton, IL 60187

Dear Gina Stafford:

This cover letter is in reference to CALL 211 of DuPage local public relations campaign. Effectv will execute a fourteen (14) week campaign that provides:

- Local DuPage County advertisements
- Advertisements via cable and streaming services
- Custom advertising solution
- 24/7 advertising schedule
- Thirty second advertising units
- Measurable and effective data
- Management of advertising campaign on multiple broadcasting stations

I have received all addendums stated in the bid document.

Thank you very much for the opportunity for consideration.

Sincerely,

Signature on
File

1/29/24

Grady Logan
Account Executive
Effectv

Enclosure

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FIRM QUALIFICATONS

- a) Effectv, the advertising sales division of Comcast, is the leading cable TV and broadband service provider in DuPage county and Chicagoland, with over 2 million household subscribers in the market.
- b) Effectv is an audience delivery company. We use our rich first-party data from our massive subscribers to help target audiences (geographically) across cable TV, streaming, and video on demand.
- c) Access to first-party subscriber data allows for more precise audience and geographic targeting. Unlike radio and broadcast TV networks (i.e. ABC, CBS, FOX, NBC, WGN, etc.), whose geographic reach extends well beyond DuPage County, Effectv cable TV and streaming advertising can specifically target audiences (i.e. low-income households) in DuPage County – thus significantly reducing wasteful spending outside of your service area. Inclusion of FAST (Free Ad-Supported Streaming TV) streaming inventory allows for reach of low-income households that are streaming content/shows for free.
- d) Past/current work experience includes public sector entities – including Illinois Department of Public Health, DuPage County Health Department and DuPage County.
- e) W-9 Form (attached)
- f) References
 1. 2020 Census campaign, DuPage County, Joan Olson, Chief Communications Officer, joan.olson@dupagecounty.gov, 630-407-6015
 2. Covid-19 campaign, DuPage County Health Department, Kim Siebert, Assistant Director of Communications, ksiebert@dupagehealth.org, 630-221-7215
 3. RSV, Covid, Flu Vaccine campaign, Illinois Department of Public Health, Marge Pistulka, Senior Media Buyer, Spurrier Group, mpistulka@spurriergroup.com, 513-407-2728

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KEY QUALIFICATIONS

The following experienced team members of the Effectv Account Team will be assigned to manage your account throughout the entire campaign, pre- and post-campaign management:

Grady Logan
Account Executive – strategic campaign planning
Oak Brook, Illinois
16 Years Experience/Years with Effectv
10 Accounts

Mahendra Jagani
Campaign Manager – campaign fulfillment
Naperville, Illinois
10 Years Experience/20 Years with Effectv
10 Accounts

Marc Leuthart
Local Sales Manager – senior level campaign assistance
Oak Brook, Illinois
40 Years Experience/21 Years with Effectv
45 Accounts

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PROJECT UNDERSTANDING

Effectv harnesses the scale and quality of Comcast data (derived from the millions of households in Chicagoland that subscribe to Comcast cable TV and/or broadband service). This deterministic data helps identify target audiences with greater precision; inform more effective campaign planning; and report transparent campaign performance metrics across platforms.

- a) Effectv is a multiscreen TV provider, giving clients access to premium inventory programming (including local sports – like the Chicago Cubs, Sox, Bulls & and Blackhawks) at scale across live, on demand, and streaming TV (OTT, TVE, CTV, etc.). Advertiser partners are able to access over 11,000 TV programs from over 170 networks across all platforms and devices.
- b) Effectv offers a full set of reporting and measurement tools that enable advertising partners to evaluate campaign performance across devices. Further, attribution capabilities allow for correlation campaign performance to key business outcomes such as online activity.
- c) If, for any reason, all or a portion of an Ad is not distributed in accordance with the campaign as ordered, Ads may be automatically rescheduled without prior advertiser notice. If the ads cannot be rescheduled, Comcast shall provide a refund of the time charges equal to the amount of money proportionally assignable to such Ads not distributed.
- d) In the event of a problem, Effectv Account Team will notify Gina Stafford in writing via email – to determine a mutually agreeable resolution.

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PRICE

Please see detailed PRICE PROPOSAL (attached)

- a) PRICE PROPOSAL includes rates for 14-week advertising schedule
- b) PRICE PROPOSAL includes rates for all solutions available at Effectv

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File

1/29/24

SECTION 9 - PROPOSAL FORM

(PLEASE TYPE OR PRINT THE FOLLOWING INFORMATION)

Full Name of Offeror	Effectv
Main Business Address	2001 York Road
City, State, Zip Code	Oak Brook, IL 60523
Telephone Number	847-420-5749
Fax Number	n/a
Proposal Contact Person	Grady Logan
Email Address	Grady_Logan@Comcast.com

The undersigned certifies that he is:

- the Owner/Sole Proprietor
 a Member of the Partnership
 an Officer of the Corporation
 a Member of the Joint Venture

herein after called the Offeror and that the members of the Partnership or Officers of the Corporation are as follows:

Grady Logan _____
 (President or Partner)

_____ (Vice-President or Partner)

_____ (Secretary or Partner)

_____ (Treasurer or Partner)

Further, the undersigned declares that the only person or parties interested in this Proposal as principals are those named herein; that this Proposal is made without collusion with any other person, firm or corporation; that he has fully examined the proposed forms of agreement and the contract specifications for the above designated purchase, all of which are on file in the office of the Procurement Manager, DuPage Center, 421 North County Farm Road, Wheaton, Illinois 60187, and all other documents referred to or mentioned in the contract documents, specifications and attached exhibits, including Addenda No. _____, _____, and _____ issued thereto;

Further, the undersigned proposes and agrees, if this Proposal is accepted, to provide all necessary machinery, tools, apparatus and other means of construction, including transportation services necessary to furnish all the materials and equipment specified or referred to in the contract documents in the manner and time therein prescribed.

Further, the undersigned certifies and warrants that he is duly authorized to execute this certification/affidavit on behalf of the Offeror and in accordance with the Partnership Agreement or by-laws of the Corporation, and the laws of the State of Illinois and that this Certification is binding upon the Offeror and is true and accurate.

Further, the undersigned certifies that the Offeror is not barred from proposing on this contract as a result of a violation of either 720 Illinois Compiled Statutes 5/33 E-3 or 5/33E-4, proposal rigging or proposal-rotating or as a result of a violation of 820 ILCS 130/1 et seq., the Illinois Prevailing Wage Act.

The undersigned certifies that he has examined and carefully prepared this proposal and has checked the same in detail before submitting this proposal, and that the statements contained herein are true and correct.

If a Corporation, the undersigned further certifies that the recitals and resolutions attached hereto and made a part hereof were properly adopted by the Board of Directors of the Corporation at a meeting of said Board of Directors duly called and held and have not been repealed, nor modified and that the same remain in full force and effect. (Offeror may be requested to provide a copy of the corporate resolution granting the individual executing the contract documents authority to do so.)

Further, the offeror certifies that he has provided services comparable to the items specified in this contract to the parties listed in the reference section below and authorizes the County to verify references of business and credit at its option.

Finally, the offeror, if awarded the contract, agrees to do all other things required by the contract documents, and that he will take in full payment therefore the sums set forth in the cost schedule.

PROPOSAL AWARD CRITERIA

This proposal will be awarded to the most responsive, responsible vendor meeting specifications based upon the highest score compiled during evaluation of the proposals outlined in the selection process.

The Contractor agrees to provide the service described above and in the contract specifications under the conditions outlined in attached documents for the amount stated.

Signature on File

Account Executive

(Signature and Title)

CORPORATE SEAL
(If available)

PROPOSAL MUST BE SIGNED FOR CONSIDERATION

Subscribed and sworn to before me this 29 day of January _____ AD, 2024

Signature on File

My Commission Expires: _____
(Notary Public)