

PRICE PROPOSAL

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

CALL 211 OF DUPAGE CAMPAIGN: SCOPE OF SERVICES

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

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1/29/24

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CALL 211 OF DUPAGE COUNTY CAMPAIGN: ADVERTISING DETAILS

Flight Dates: 14 weeks (dates TBD)
Audience Target: Low-Income Households
Geographic Target: DuPage County (5 Zones)
Wheaton, Naperville, Schaumburg,
Oak Brook, Bloomingdale

Cable TV Networks: CNN, FOX NEWS, MSNBC, ESPN
- 2,450 Total (:30) Spots (490/Zone)

Premium Sports: Bulls (10 games), Blackhawks (10 games)
Illinois and/or Northwestern Hoops (5 games)
Cubs (5 games), Sox (5 games)
March Madness (3 Men & 3 Women games)
Super Bowl on Nickelodeon
- 210 Total (:30) Spots (42/Zone)

Streaming: FAST Networks (Free Ad-Supported Streaming TV) & News Content
- 1,451,978 Total (:30) Ad Impressions

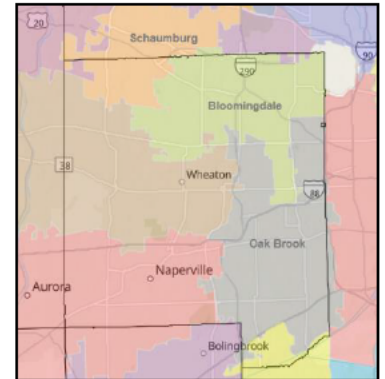
Added Value: (:30) Public Service Announcements (# TBD)
(:30) Bonus Spots (1,000 Total)*
*primarily ethnic & sports networks (Galavision, ESPN Deportes, etc.)
(:10) Network Tune-in Sponsorship (750 Total)

Investment (net): \$90,000*
*\$107,887.85 (value) less \$17,887.85 (15% discount) = \$90,000 net

Extension (Optional) More Premium Sports & Streaming (\$40,000)
NBA Reg Season (5 games), NBA Playoffs (10 games)
March Madness – Women’s Final Four (1 game)
Cubs (10 games), Sox (10 games), Blackhawks (5 games)
- 205 Total (:30) Spots (41/Zone)
FAST Networks (Free Ad-Supported Streaming TV) & News Content
- 862,745 Total (:30) Ad Impressions

Additional Added Value (:30) Public Service Announcements (# TBD)
(:30) Bonus Spots (450 total)*
(:10) Network Tune-in Sponsorship (250 Total)

Total Investment (net): \$130,000*
*\$154,946.67 (value) less \$24,946.67 (15% discount) = \$130,000 net



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