## **Purchase**



Marshall University Office of Purchasing

Order#

Char	nge Ro	equest	MAK			Marshall Dr , WV 25755-		MU19N	MEDIABUY
FY 2020	Buyer	Date 12/1	1/2019	Accou	nt	P.O. Date 1/7/2019		Contract MU19MED	IABUY
Regula	sition (Cance ar Purchase ( act Purchase End Contrac	Order			Document Action  ☐ Cancellation  ☐ Increase/Decreas  ☐ Unused Balance  ☐ Freight  ☐ Renewal  ☐ Extension Error	e	Change	n Total Amou e of Account e of Vendor I	
SPI F 4752 Virgir	Production Euclid Ro nia Beach	oad , VA 23462	. Vend	or Code	## 0220664EE	BOG	Unit Name & Marshall Ur Office of Pu One John M Huntington,	niversity Irchasing Iarshall Driv	
Ph# 757-	Quantity	Fax			# 833966155 cription of Change			Unit Price	Extended Price
		To include ra 2019-2020 M (1) TV Spen (2) Out of Ho (3) Digital Sp Effective Date	e contra s contair rs, as pe Me ates for N dedia Pla d ome / Ou pend	ct accordined in the refer the information of the langer o		nd all autho on page 2. Ianuary as p	per the		
Reason fo		o include rates ne 2019-2020 N			December, and Janu	uary as per	Previous To	stal \$	Open-End
							Decrease	\$	
							New Total	\$	Open-End
				$\bigcap$	0 151	I M	0	2/12/	li o

Approved:

Date

Attorney General if required

Date



## Marshall University 2019-2020 Media Plan

		INIG	SHAIL CH	Watshall Chiversity Luis-Lucu	0707-61	INCAIG LIGHT	1911			
		Oct 2019	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	April 2020	May 2020	Total
TV (:30)		30 7 14 21	28 4 11 18	30 7 14 21 28 4 11 18 25 2 9 16 23 30 6 13 20	_	27 3 10 17 24	24 2 9 16 23	30 6 13 20	2 9 16 23 30 6 13 20 27 4 11 18 25	
	Charleston-Huntington									
	Bluefield-Beckley-Oak Hill									
*Buys focused on 5a-10a News	Clarksburg-Weston									
Network Programming/ broadcast & cable	TOTAL Estimated TV Spend	\$0	\$16,130	\$23,807	\$0	\$0	\$0	\$0	\$0	\$39,937
Outdoor	Yeager Airport & Tri-State Airport Signage- *see tab									
	Charleston -#K1083									
	Huntington- #2143				space avail a	added value				
	Parkersburg- #P6015									
	Shinnston-#A5008									
	TOTAL Estimated OOH Spend	50	\$17,485	\$10,997	\$5,071	\$0	S0	\$0	\$0	\$33,553
Digital	Digital Display									
	Digital SEM									
	YouTube									
	Digital Social									
	Total Estimated Digital Spend	\$0	\$25,714	\$25,714	\$25,714	\$0	\$0	\$0	\$0	\$77,143
	Total Estimated Digital Impression	0	2,919,614	2,919,614	2,919,614	0	0	0	0	8,758,842
	Total Estimated Spend	\$0	\$59,329	\$60,519	\$30,785	\$0	\$0	\$0	\$0	\$150,633
	Total Estimated Impressions	0	4,522,432	5,051,659	3,096,023	0	0	0	0	12,670,114

