### Purchase



Marshall University Office of Purchasing

Order#

Char	nge Ro	equest	WAY.	RSHY		Marshall Driv WV 25755-41		MOTE	MEDIABUY
FY 2021	Buyer TB	Date 9/10/2	020	Account Various		P.O. Date 1/7/2019		Contract MU19MED	DIABUY
Regula	sition (Cance ar Purchase ( act Purchase End Contrac	Order			Cancellation Cancellation Increase/Decrease Unused Balance Freight Renewal Extension Error	e	Chang	n Total Amou e of Account e of Vendor	MP400000
SPI P 4752	roductions Euclid Roa ia Beach,		Vendo	r Code 833	3966155			niversity	
Item#	Quantity	T dA			otion of Change			Unit Price	Extended Price
		To include the radianuary as per to (1) TV Spend (2) Out of Home (3) Digital Spend Contingent upon and March 2021  Effective Date of	ontract a original pelow are MED ates for a he 2020 I Outdood a renewa will be f Chang	contract and on page of the pa	o all terms, conditind all authorized of 2.  G SERVICES  r, October, Novem dia Plan for the following MEDIABUY, the rather the January 2021	ber, Decembe owing items: ates for Februa contract rene	as per er, and ery 2021 wal.		
Reason fo		December, and Ja Contingent upon r	anuary a enewal d March	as per the of MU19N	, October, Novem 2020-2021 Media MEDIABUY, the ra I be included in th	a Plan. ates for	Previous To Increase Decrease New Total	s s	Open-End Open-End
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Approved:

Attorney General if required



# Marshall University 2020-2021 Media Plan

	The Definition of the Control of the	Arig 2020	Son of	U-4 5050	Ucuc aun	Dec 2020	20 Oct 2020 New 2020 Dec 2020 Jan 2021	Feb 2021	Mar 2021	An	Apr 2021
TV (:30)	Network TV - Early Morning (5a-9a)	27 3 10 17	24 31	28 5 12 19	26	2 9 16 23 30 7 14 21 28	4	1	1 8	22	29
	Charleston-Huntington			100	_						
	Bluefield-Beckley-Oak Hill										
*Buys focused on 5a-10a News	Clarksburg-Weston									-	
Retwork rogramming produces:	TOTAL Estimated TV Spend	\$0	\$27,000	\$18,000	\$0	\$0	\$0	\$0	\$0	0	0 \$0
	Outdoor										
Outdoor	Yeager Airport & Tri-State Airport Signage- *see tab				8-week flight			_			
	(3→) Outdoor Bulletins TBD								_	_	
	TOTAL Estimated OOH Spend	\$0	\$0	\$14,800	\$10,067	\$10,067	\$10,066	\$0	\$0		\$0
Digital 1	Digital Display										
	Online - Undergraduate										
	Online- Graduate										
	Business Leadership - Undergraduate										
	Business Leadership - Greaduate	_							S In S	MX PO	
	Healthcare - Undergraduate										
	Healthcare - Graduate										
	Cyber - Undergraduate										
	Cyber - Graduate										
	Traditional Students - Undergraduate										
	Aviation - Undergraduate										
	Total Estimated Digital Spend	\$0	\$32,429	\$32,429	\$32,429	\$32,429	\$32,429	\$32,429	\$32,429	29	29 \$0
	Total Estimated Spend	\$0	\$59,429	\$65,229	\$42,496	\$42,496	\$42,495	\$32,429	\$32,429	29	29 \$0

Traditional	Digital	<b>Budget Breakdown</b>
\$90,000.00	\$227,000.00	\$317,000.00
28%	72%	100%

### Online Programs: \$35,550 Budget 2020-2021 Digital Media Plan **Marshall University**



## 2020-2021 Digital Media Plan **Marshall University**



Business & Leadership Programs: \$35,550 Budget

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		9/1/20	9/1/20	9/1/20	9/1/20	9/1/20	9/1/20	Start Date	
		2/28/21	2/28/21	2/28/21	2/28/21	2/28/21	2/28/21	End Date	
Allen and the left of		United States	United States	United States	United States	United States	United States	Geo / Market	
And the second second		Standard Image Ad Carousel Ads	Standard Image Ad Carousel Ads	Standard Image Ad Carousel Ads	Native Ad Units Text Ad + Image Specs TBD	Native Ad Units Text Ad + Image Specs TBD	Native Ad Units Text Ad + Image Specs TBD	Ad Units	
		Facebook NewsFeed Re-Targeting	Facebook NewsFeed - Graduate	Facebook NewsFeed - Undergraduate	Site Re-Targeting	Behavioral Targeting - Gradaute	Behavioral Targeting - Undergraduate	Tactic Type	
		Reaching Consumers who have visited Marshall edu or the Facebook page but have not converted	Targeting Adults working in nursing, non-profit, philanthropies, local/state/federal government, military social services, or education and are interested in completing their degree	Adult students age 18-30 with interest in Attending College within the next year online AND interest in business or leadership	Re-engaging with site visitors who have not converted	Targeting Adults working in nursing, non-profit, philanthropies, local/state/federal government, military social services, or education and are interested in completing their degree	Adult students age 18-30 with Interest in Attending College within the next year online AND interest in business or leadership	Placement Note	
		СРМ	сРМ	СРМ	СРМ	СРМ	СРМ	Unit Price Type	
	4,081,283	150,000	330,667	764,000	1,272,727	1,125,000	438,889	Impressions	
	\$8.71	\$20.00	\$15.00	\$10.00	\$5.50	\$8.00	\$9.00	Gross CPM	
	\$35,550	\$3,000	\$4,960	\$7,640	\$7,000	\$9,000	\$3,950	Budget	



2020-2021 Digital Media Plan HealthCare Programs: \$35,550 Budget

	9/1/20	9/1/20	9/1/20	9/1/20	9/1/20	9/1/20	Start Date	
	2/28/21	2/28/21	2/28/21	2/28/21	2/28/21	2/28/21	End Date	
	United States	United States	United States	United States	United States	United States	Geo / Market	All infor
	Standard Image Ad Carousel Ads	Standard Image Ad Carousel Ads	Standard Image Ad Carousel Ads	Native Ad Units Text Ad + Image Specs TBD	Native Ad Units Text Ad + Image Specs TBD	Native Ad Units Text Ad + Image Specs TBD	Ad Units	mation contained in this docume
	Facebook NewsFeed Re-Targeting	Facebook NewsFeed - Gradaute	Facebook NewsFeed - Undergraduate	Site Re-Targeting	Behavioral Targeting - Graduate	Behavioral Targeting - Undergraduate	Tactic Type	ent is confidential and pro
	Re-engaging with site visitors who have not converted	Adults /non-traditional students looking to complete their bachelors degree in healthcare	Adults age 18-30 with Interest in Healthcare field AND an interset in online education	Re-engaging with site visitors who have not converted	Adults /non-traditional students looking to complete their bachelors degree in healthcare	Adults age 18-30 with Interest in Healthcare field AND an interset in online education	Placement Note	All information contained in this document is confidential and proprietary to SPI and the intended recipient. All numbers are estimates.
	СРМ	СРМ	СРМ	СРМ	СРМ	СРМ	Unit Price Type	All numbers a
4,550,501	150,000	1,058,824	955,000	1,272,727	620,000	493,750	Impressions	re estimates.
27.61	\$20.00	\$8.50	\$8.00	\$5.50	\$8.00	\$8.00	Gross CPM	
323,220	\$3,000	\$9,000	\$7,640	\$7,000	\$4,960	\$3,950	Budget	



Cyber Programs: \$47,400 Budget

All information contained in this document is confidential and proprietary to SPI and the intended recipient. All numbers are estimates

	9/1/20	9/1/20	9/1/20	9/1/20	9/1/20	9/1/20	Start Date	
	2/28/21	2/28/21	2/28/21	2/28/21	2/28/21	2/28/21	te End Date	
	United States	Within 500 miles of Marshall University	Within 500 miles of Marshall University	United States	Within 500 miles of Marshall University	Within 500 miles of Marshall University	Geo / Market	
	Standard Image Ad Carousel Ads	Standard Image Ad Carousel Ads	Standard Image Ad Carousel Ads	Native Ad Units Text Ad + Image Specs TBD	Native Ad Units Text Ad + Image Specs TBD	Native Ad Units Text Ad + Image Specs TBD	Ad Units	
	Facebook NewsFeed Re-Targeting	Facebook NewsFeed - Gradaute	Facebook NewsFeed - Undergraduate	Site Re-Targeting	Behavioral Targeting - Graduate	Behavioral Targeting - Undergraduate	Tactic Type	
	Re-engaging with site visitors who have not converted	Adult students age 21-40 wth a bachelor's degree AND interest in IT or IT career	Adults with Interest in IT, cyber-related fields, app/game development, information security, information systems, digital forensics, or data analytics	Re-engaging with site visitors who have not converted	Adult students age 21-40 wth a bachelor's degree AND interest in IT or IT career	Adults with interest in IT, cyber-related fields, app/game development, information security, information systems, digital forensics, or data analytics	Placement Note	
	CPM	CPM	СРМ	СРМ	CPM	сРМ	Unit Price Type	
5,569,282	357,000	1,091,700	1,364,625	1,298,182	752,400	705,375	Impressions	
\$8.51	\$20.00	\$10.00	\$8.00	\$5.50	\$7.50	\$8.00	Gross CPM	
\$47,400	\$7,140	\$10,917	\$10,917	\$7,140	\$5,643	\$5,643	Budget	



# Traditional Undergraduate Programs: \$61,100 Budget

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	9/1/20	9/1/20	9/1/20	9/1/20	9/1/20	Start Date	
	3/31/21	3/31/21	3/31/21	3/31/21	3/31/21	End Date	
	Within 500 miles of Marshall University	United States	Within 500 miles of Marshall University	United States	Within 500 miles of Marshall University	Geo / Market	
	Text Ads	Standard Image Ad Carousel Ads	Standard Image Ad Carousel Ads	Native Ad Units Text Ad + Image Specs TBD	Native Ad Units Text Ad + Image Specs TBD	Ad Units	
	Google Adwords	Facebook NewsFeed Re-Targeting	Facebook NewsFeed - Undergraduate	Site Re-Targeting	Behavioral Targeting - Undergraduate	Tactic Type	
	Persona actively searching for Marshall University, Undergradaute Programs, and college admissions	Re-engaging with site visitors who have not converted	Teens age 16-19 with interest in attending college within the next year	Re-engaging with site visitors who have not converted	Teens age 16-19 with interest in attending college within the next year	Placement Note	
	CPC	CPM	CPM	CPM	CPM	Unit Price Type	
4,836,713	5,110	549,900	814,667	1,999,636	1,465,400	Impressions	
\$12.63	\$4.00	\$20.00	\$9.00	\$5.50	\$5.00	Gross CPM	
\$61,100	\$24,440	\$10,998	\$7,332	\$10,998	\$7,332	Budget	



# Aviation Programs: \$11,850 Budget

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Start Date	Start Date End Date	Geo / Market	Ad Units	Tactic Type	Placement Note	Unit Price Type	Impressions	Gross CPM	Budget
9/1/20	1/31/21	Within 500 miles of Marshall University	Native Ad Units Text Ad + Image Specs TBD	Behavioral Targeting - Undergraduate	Adults with interest in aviation and aerospace fields including transportation & logistics, mechanics and piloting, or previous/current military	СРМ	533,250	\$8.00	\$4,266
9/1/20	1/31/21	United States	Native Ad Units Text Ad + Image Specs TBD	Site Re-Targeting	Re-engaging with site visitors who have not converted	СРМ	284,400	\$10.00	\$2,844
9/1/20	1/31/21	Within 500 miles of Marshall University	Standard Image Ad Carousel Ads	Facebook NewsFeed - Undergraduate	Adults with Interest in aviation and aerospace fields including transportation & logistics, mechanics and piloting, or previous/current military	СРМ	189,600	\$15.00	\$2,844
9/1/20	1/31/21	United States	Standard Image Ad Carousel Ads	Facebook NewsFeed Re-Targeting	Re-engaging with site visitors who have not converted	СРМ	94,800	\$20.00	\$1,896
							1,102,050	\$10.75	\$11,850
	10.0								



\$227,000.00	\$5,159.00	\$24,684.00	\$26,397.00	\$11,790.00	\$52,990.00	\$52,990.00	\$52,990.00	Totals
		THE STATE OF	Constitution of the second		The state of the s		The second second	
\$24,440.00	\$2,064.00	\$2,064.00	\$2,063.00	\$1,230.00	\$5,673.00	\$5,673.00	\$5,673.00	Total SEM Spend
\$24,440.00	\$ 2,064.00	\$ 2,064.00	\$ 2,063.00	\$ 1,230,00	\$ 5,673,00	\$ 5,673,00	\$ 5,673.00	SEM Undergradaute
		CONTRACTOR OF SECTION	The second second		The same of the sa	1/3/16/2016/E	STATE OF THE STATE OF	
\$108,924.00	\$1,547.50	\$12,433.00	\$13,119.00	\$5,624.50	\$25,400.00	\$25,400.00	\$25,400.00	Total Social Spend
\$1,896.00	S The second	3 -	\$ 274.00	\$ 155.00	\$ 489,00	\$ 489,00	\$ 489.00	Aviation Retargeting
\$2,844.00	\$	5	\$ 412.00	\$ 233,00	\$ 733.00	\$ 733.00	\$ 733,00	Aviation
\$10,998.00	\$ 928.50	\$ 928.50	\$ 928.50	\$ 553.50	\$ 2,553.00	\$ 2,553,00	\$ 2,553.00	Undergraduate Retargeting
\$7,332.00	\$ 619.00	\$ 619.00	\$ 619.00	\$ 369.00	\$ 1,702.00	\$ 1,702.00	\$ 1,702.00	Undergraduate
\$7,140.00	9	\$ 905.00	\$ 905.00	\$ 359.00	\$ 1,657.00	\$ 1,657,00	\$ 1,657,00	Cyber Programs - Retargeting
\$10,917.00	5	\$ 1,384.50	\$ 1,384.50	\$ 549.00	\$ 2,533.00	\$ 2,533,00	\$ 2,533,00	Cyber Program Students Graduate
\$10,917.00	6	盎	\$ 1,384,50	\$ 549,00	\$ 2,533.00	\$ 2,533,00	\$ 2,533,00	Cyber Program Students Undergradaute
\$3,000.00	8	1000	\$ 380.50	\$ 151.00	\$ 696.00	\$ 696,00	\$ 696,00	Healthcare Online Students - Retargeting
\$9,000.00	69	\$ 1,140.00	\$ 1,140.00	\$ 453.00	\$ 2,089.00	\$ 2,089.00	\$ 2,089.00	Healthcare Online Students - Graduate/Non-Trad
\$7,640.00	6		\$ 969,00	\$ 383.00	\$ 1,773.00	\$ 1,773,00	\$ 1,773.00	Healthcare Online Students - Undergraduate
\$3,000.00	5		\$ 380.50	\$ 151.00	\$ 696,00	\$ 696,00	\$ 696.00	Business Leadership Retargeting
\$4,960.00	4		\$ 629.00	\$ 249,00	\$ 1,151,00	\$ 1,151,00	\$ 1,151.00	Business Leadership Online Students - Graduate/Non-Trad
\$7,640.00	69	\$ 969.00	\$ 969.00	\$ 383.00	\$ 1,773.00	\$ 1,773.00	\$ 1,773.00	Business Leadership Online Students - Undergraduate
\$5,000.00	\$	\$ 634.50	\$ 634.50	\$ 251.00	\$ 1,160.00	\$ 1,160.00	\$ 1,160.00	Online Students - Retargeting
\$9,000.00	\$	100	\$ 1,140.00	\$ 453,00	\$ 2,089.00	\$ 2,089,00	\$ 2,089.00	Online Students - Graduate
\$7,640.00	9	\$ 969.00	\$ 969.00	\$ 383,00	\$ 1,773.00	\$ 1,773,00	\$ 1,773.00	Online Students - Undergraduate
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\$3,950.00	9 6	500.00	500,00	00.881	3 917.00	8 917,00	\$ 155.00	Healthcare Online Students - Undergraduate
\$7,000.00	9 6	-	\$ 886.50	352.00	\$ 1,625.00	\$ 1,625,00	\$ 1,625.00	Business Leadership Retargeting
\$9,000.00			5 1,140.00	\$ 453,00	\$ 2,089.00	\$ 2,089,00	\$ 2,089.00	Business Leadership Online Students - Graduate/Non-Trad
\$3,950.00	60		\$ 500.00	\$ 199.00	\$ 917.00	\$ 917,00	\$ 917.00	Business Leadership Online Students - Undergraduate
\$5,000.00	6		\$ 634.50	\$ 251.00	\$ 1,160.00	\$ 1,160,00	\$ 1,160,00	Online Students - Retargeting
\$4,960.00	6	\$ 629.00	\$ 629.00	\$ 249.00	\$ 1,151,00	\$ 1,151.00	\$ 1,151.00	Online Students - Graduate
\$3,950.00	6	00	\$ 500.00	\$ 199.00	\$ 917.00	\$ 917.00	\$ 917.00	Online Students - Undergraduate
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