

The Flats at WSU Marketing

Please submit payment by April 12, 2017

INVOICE

BRAND CREATION:

\$3,000 Brand development (48 hours @ \$60) **(Done)**
1 survey for feedback and to generate excitement (2 hours @ \$60 per hour)

WEBSITE:

\$4,800 Website development (80 hours @\$60 per hour) **(Delivered)**

DELIVERABLES: (HARD COSTS HERE ARE FOR PRINTING/RETRACTABLE BANNERS/SIGNS)

\$1,300 6,000 full color inserts highlighting floor plans/amenities. Will go into existing Housing pocketfolders given to all prospective housing students **(Delivered in March)**

\$600 500 full color/full bleed brochures (oversized tri-fold brochure 6x11) specific to The Flats and will include floor plans and amenities for The Flats **(Delivered in March)**

\$120 200 full color/full bleed postcards (oversized) for March Admissions recruitment event **(Delivered in March)**

\$3,550 8 retractable banner stands with 8 full color graphics cassettes printed on popup material located in the following campus locations: **(Delivered in March)**
(1) Shocker Hall, (1) Shocker Hall Dining, (1) Fairmount Hall,
(2) Rhatigan Student Center, (1) Heskett Center, (1) Ablah Library, (1) Marcus Welcome Center

\$2,630 3 mesh fencing signs (5 ft x 72ft) for construction site to create awareness and excitement and to drive prospects to website/telephone to learn more **(Delivered in March)**

\$9,100 (141 hours @\$60 per hour) This cost is for writing/artwork design/production/project management for all of the projects listed above

PUBLIC RELATIONS:

\$0 Twitter, Facebook graphics, graphic for WSU Today (goes to WSU faculty/staff/employees) ShockerBlast (goes to all WSU students), Campus Connections (goes to Airbus, Starbucks and Youth Entrepreneurs employees) **(ongoing)**

\$0 Writing stories/pitching stories/follow up **(ongoing)**

DIGITAL CAMPAIGN:

\$12,600 3 month (May, June, July) digital campaign based on various targeting such as key word search, retargeting from apartment searching in Wichita, geofencing.

Total: \$37,700 Broken into 3 payments (April, May, June)

Amount now due: \$12,550

Please submit payment by April 12, 2017 to
Wichita State University Strategic Communications
1845 Fairmount St.
Wichita KS 67260-0022

BILLING PLAN

- April 12th billing: \$12,550
- May 20th billing: \$12,550
- June 10th billing: *\$12,600

****June billing will be removed if digital plan is not executed.***