

The Flats at WSU marketing estimate and billing plan

April 20, 2017

The following estimate represents the spring 2017 launch package identified by WSU Housing for the initial startup to introduce, inform and market The Flats @ WSU to the WSU campus community and prospective students visiting WSU Housing. If you have any questions regarding this proposal, please don't hesitate to reach out to WSU Strategic Communications.

\$37,700 startup costs are based on the following:

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) **(Primarily done but updates as needed)**

DELIVERABLES:

\$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 trifold 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) specific to The Flats and will include floor plans and amenities for The Flats **(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

\$2,622 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)**

\$500 Half day photoshoot by professional photographer (summer-when facility is finished)

\$9,480 Writing/Artwork design/production/project management (160 hours @\$60 per hour)

PR:
\$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 employees)

\$0 Writing stories/pitching stories/follow up

*Apartment building sign fabrication cost is not included.

DIGITAL AND ADVERTISING PROPOSAL

See attached plan for hard costs for advertising The Flats at WSU locally as well as to prospective students in northeast Kansas, I-35 corridor, and to transfer students.

Cost shown on page 2 is included in the billing plan at right.

BILLING PLAN

April 20th billing: \$12,550

May 20th billing: \$12,550

June 10th billing: \$12,600

The Flats at WSU Digital and Advertising Proposal *May-July 2017* April 20, 2017

| MEDIA | DUE DATE | RUN DATE | SPECS | RATE/1 | TOTAL COST |
|---|----------|----------|--|-------------|---------------------|
| PRINT | | | | | |
| Blue Valley Today* | 5/1 | 6/14 | Full-page: 7.88" x 10.375", color. Combo ad FLATS, ADM | \$ 1,895.00 | \$ 1,895.00 |
| North Kansas City Insider* | 5/2 | 6/15 | Full-page: 7.88" x 10.375", color. Combo ad FLATS, ADM | \$ 1,895.00 | \$ 1,895.00 |
| Olathe School News* | 9/1 | 10/18 | Full-page: 7.88" x 10.375", color. Combo ad FLATS, ADM | \$ 1,895.00 | \$ 1,895.00 |
| Butler CC (The Lantern) | 5/1 | 5/8 | Full-page: color | \$ 300.00 | \$ 300.00 |
| Cowley CC (The Cowley Press) | 5/5 | 5/13 | Half-page, color | \$ 298.00 | \$ 298.00 |
| Garden City CC (Silhouette) | 4/24 | 5/4 | 6 col x 9.5", color | \$ 380.60 | \$ 380.60 |
| Hutch CC (The Collegian) | 4/26 | 5/5 | Half-page, color | \$ 180.00 | \$ 180.00 |
| Wichita Apartment Guide | 5/31 | 6/1 | Full-page: 5" x 7 3/4", color (6 mo contract) | \$ 204.00 | \$ 1,404.00 |
| Transfer/Adult Learner Orientation Program (placed by HRL) | 3/3 | 4/1 | Full-page: 1/2 FLATS, 1/2 HRL (rate waived) per Basecamp 3 Transfer Orientations/Fwd Emails 2/24 COST WAIVED | \$ 800.00 | \$ - |
| TOTAL | | | | | \$ 8,247.60 |
| <i>*Cost for ad to be shared between Adm (\$1,263) and WSIA (\$632)</i> | | | | | |
| DIGITAL | | | | | |
| Facebook (boosting posts) | 5/1 | 5/1 | | \$ 500.00 | \$ 500.00 |
| Google (Adwords) Search and Display | 5/1 | 5/1 | Estimate adjustable. Scale to performance, impressions, frequency & reach | \$ 400.00 | \$ 400.00 |
| Apartments.com | 5/1 | 6/1 | Cost is based on 3 mo contract. 6 mo (\$299/mo), 12 mo (\$255/mo) | \$ 425.00 | \$ 1,275.00 |
| TOTAL | | | | | \$ 10,422.60 |

Writing/Artwork design/prduction/project management (21.75 Hours) \$ 1,305.40

Total \$1,728.00

Costs shown here are included in the billing payment plan on page 1.