

1251-409 Granville Street, Vancouver, BC, V6C 1T2
604 738 6448

KIMBODESIGN

2013 - 2014 ONLINE COSTING ESTIMATE

CLIENT:	Ministry of Jobs, Tourism and Skills Training
CAMPAIGN:	Welcome BC - Adwords Campaign
CAMPAIGN DATE:	Feb 1 - Mar 31 2014
AD HEADING:	WelcomeBC
AD SIZE:	
TARGET AUDIENCE:	Domestic & International

DATE: January 25, 2014
STANDING OFFER #: SO-GCPE030
APO: A2347
CPA:
VERSION: 1
MEDIA BUYER: s22

REVISION COMMENT:

Site	Pages	Flight Date	Ad Size	CPT*	# of Weeks	Total Imp.	Total Cost
Adwords - International	China in English India in English China in Chinese India in Hindi Korea in English Philippines in English	Feb 1 - Mar 31 2014			8		108,700
Adwords - Domestic	English Hindi Chinese	Feb 1 - Mar 31 2014			8		24,360
							\$131,060.00
3% Service Fee for Media Purchased							\$3,531.80~
					Hours	Rate	
Copy Writing					85	\$	90.00 \$7,650.00~
Account Services (Primary day to day contact)					82	\$	90.00 \$7,380.00~

Approved by Ministry Expense Authority:

Approved by GCPE HQ:

Material Contact Name:

TOTAL POST: \$150,021.50

Date: Jan 5, 2014

Date: 01/30/14

Material Contact Number:

STANDING OFFER
Advertising Placement Order

APD# (Assigned by GCPE):

Blanketing GPO:
Yes No

Corrosion Monitor

Welcomer - Always

STOBPROJECT INFORMATION:**BILLING CONTACT:**

SELLING TO: Ministry Branch Mailing Address

STOB: GCPE 67 Ministry 67 ☒ 68

Name: John Stewart

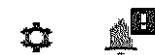
~~XXXXXXXXXXXX STAN COV~~

CPA Project No. _____

Telephone: 250-336-8545

VICTOR E. VODOV

Instructions: This Cost Estimate (Draw-Down) is subject to the terms and conditions of the Standing Offer.



Campaign activity

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Feb 1, 2014 - Mar 10, 2014

Go

60394.53

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Budgets ?	Clicks ?	Served cost ?	Overdelivery credit ?	Actual cost ?	Budget changes ?
19	95454	CA\$60,627.35	CA\$4.79	CA\$60,622.56	36
Name ?	Activity ?	Served cost (CAS) ?	Actual cost (CAS) ?		
Canada - Chinese	500 clicks	CA\$634.96	CA\$634.96		
Canada - Chinese - Simplified	255 clicks	CA\$341.08	CA\$341.08		
Canada - Chinese - Traditional	270 clicks	CA\$318.19	CA\$318.19		
Canada - Hindi	2 clicks	CA\$3.78	CA\$3.78		
China - Chinese	846 clicks	CA\$804.90	CA\$804.90		
China - Chinese - Simplified	1652 clicks	CA\$1,665.39	CA\$1,665.93		
China - Chinese - Traditional	1925 clicks	CA\$1,532.05	CA\$1,531.17		
India - Hindi	431 clicks	CA\$464.02	CA\$464.02		
Welcome BC: Canada	7465 clicks	CA\$8,518.05	CA\$8,518.05		
Welcome BC: China - Eng	17233 clicks	CA\$17,828.34	CA\$17,828.34		
Welcome BC: India - Eng	46324 clicks	CA\$22,784.04	CA\$22,783.95		
Welcome BC: Korea	3331 clicks	CA\$2,739.84	CA\$2,738.37		
Welcome BC: Philippines	15072 clicks	CA\$2,763.22	CA\$2,761.79		



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Feb 5, 2014 - Feb 8, 2014 Go

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Budgets ? 14	Clicks ? 2584	Served cost ? CA\$2,772.58	Overdelivery credit ? CA\$8.26	Actual cost ? CA\$2,764.32	Budget changes ? 0
Name ?	Activity ?	Served cost (CAS) ?	Actual cost (CAS) ?		

Welcome BC: Canada	346 clicks	CA\$469.44	CA\$469.44		
Welcome BC: China	465 clicks	CA\$457.25	CA\$457.25		
Welcome BC: India	1118 clicks	CA\$1,223.90	CA\$1,223.90		
Welcome BC: Korea	129 clicks	CA\$151.05	CA\$151.05		
Welcome BC: Philippines	172 clicks	CA\$153.24	CA\$153.24		

Date: 01/21/2014 to
 03/10/2014
Client: Government
 Communications and
 Public Engagement
Job: Feb WelcomeBC
 Adwords Campaign

Date	Task	Personnel	Detail	Hours	Service
14-01-28	admin/email/phone/	s22	Phone call re adwords/copy setup	2.00	Copy Writing
14-01-28	admin/email/phone/	pickett, kim	management	3.00	Service Fee
14-01-29	admin/email/phone/	s22	cost estimate	1.00	Account Services
14-01-29	admin/email/phone/	s22	Copy setup	2.00	Copy Writing
14-01-30	meeting	pickett, kim	meeting	2.00	Service Fee
14-01-30	meeting	s22	PM, meeting	2.00	Service Fee
14-01-30	admin/email/phone/	s22	Copy setup / meeting	2.00	Copy Writing
14-01-30	admin/email/phone/	s22	budget, cost estimate, meeting	1.00	Account Services
14-02-03	admin/email/phone/	s22	Copy setup	2.00	Copy Writing
14-02-03	admin/email/phone/	s22	Compile AdWords campaign for translation	5.00	Copy Writing
14-02-04	admin/email/phone/	s22	admin	1.50	Account Services
14-02-04	admin/email/phone/	s22	AdWords campaign	4.00	Copy Writing
14-02-05	admin/email/phone/	pickett, kim	management	2.00	Service Fee
14-02-05	admin/email/phone/	s22	Copy management	2.00	Copy Writing
14-02-07	Media Management / Reporting	s22	PM	3.00	Service Fee
14-02-11	admin/email/phone/	pickett, kim	management	2.50	Service Fee
14-02-11	admin/email/phone/	s22	Copy management	2.00	Copy Writing
14-02-12	admin/email/phone/	s22	Copy management	2.00	Copy Writing
14-02-12	admin/email/phone/	s22	Tracking	1.50	Account Services
14-02-13	admin/email/phone/	s22	Copy management	2.00	Copy Writing
14-02-14	Media Management / Reporting	s22	PM	3.00	Service Fee
14-02-14	admin/email/phone/	s22	Copy management	2.00	Copy Writing
14-02-17	admin/email/phone/	pickett, kim	management	1.50	Service Fee
14-02-17	admin/email/phone/	s22	Compile keywords for translation // email // phone	4.00	Copy Writing
14-02-19	admin/email/phone/	s22	Tracking	1.50	Account Services
14-02-20	admin/email/phone/	pickett, kim	management	2.50	Service Fee
14-02-20	admin/email/phone/	s22	AdWords Copy spreadsheet	6.50	Copy Writing
14-02-20	admin/email/phone/	s22	Report, billing	2.00	Account Services
14-02-21	admin/email/phone/	s22	Report #1	4.00	Copy Writing
14-02-21	admin/email/phone/	s22	reporting	2.00	Account Services
14-02-21	Media Management / Reporting	s22	PM	3.00	Service Fee
14-02-24	admin/email/phone/	pickett, kim	management	2.50	Service Fee
14-02-24	admin/email/phone/	s22	AdWords Report	5.00	Copy Writing
14-02-24	graphic design	s22	Report	1.50	Account Services
14-02-24	graphic design	s22	Updating WelcomeBC 2014 Online Ad Campaign PDF with Excel graphs and text	2.00	Account Services
14-02-24	admin/email/phone/	s22	Copy management	2.00	Copy Writing
14-02-25	Media Management / Reporting	s22	PM	3.00	Service Fee
14-02-25	admin/email/phone/	pickett, kim	management	2.50	Service Fee
14-02-25	admin/email/phone/	s22	AdWords Report #1	2.00	Copy Writing
14-02-25	admin/email/phone/	s22	report / track	3.50	Account Services
14-02-25	graphic design	s22	Report revisions/updates made Graphs and tables updated, replaced Typography fixed	4.00	Account Services
14-02-26	admin/email/phone/	s22	copy / admin	1.00	Copy Writing
14-02-28	Media Management / Reporting	s22	PM	3.00	Service Fee
14-02-28	admin/email/phone/	s22	Research into Hinglish for India campaign	2.00	Copy Writing
14-03-03	admin/email/phone/	s22	Copy management	1.50	Copy Writing
14-03-04	admin/email/phone/	s22	Copy management	1.50	Copy Writing
14-03-05	admin/email/phone/	pickett, kim	management	2.00	Service Fee
14-03-05	admin/email/phone/	s22	get Info for Sam, new report.	3.00	Account Services
14-03-06	project management	s22	Campaign report #2	4.50	Copy Writing
14-03-07	Media Management / Reporting	s22	PM	3.00	Service Fee
14-03-07	Media Management / Reporting	s22	Report #2	6.00	Copy Writing
14-03-07	Media Management / Reporting	s22	reporting	2.00	Account Services
14-03-07	Media Management / Reporting	Stenning, Sheldon	Spreadsheet Design > Excel into Indesign > formatting 15:02 - 16:57 16:57 - 16:58	2.50	Account Services
14-03-10	admin/email/phone/	pickett, kim	management	3.50	Service Fee
14-03-10	graphic design	s22	Review report/give feedback & directions	1.50	Account Services
14-03-10	Media Management / Reporting	s22	Report #2	3.00	Copy Writing
14-03-10	Media Management / Reporting	s22	reporting	2.00	Account Services
14-03-10	Media Management / Reporting	s22	gather info for invoicing	0.50	Account Services
14-03-10	Media Management / Reporting	Stenning, Sheldon	09:20 - 12:37 13:58 - 14:29 14:44 - 17:23	7.00	Account Services

154.00 x 90 = 13,860.00

Custom: Mar 11, 2014 - Mar 21, 2014

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[Location](#)

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Date: 13/11/2014 to 03/31/2014
Client: Government Communications and Public Engagement
Job: Feb WelcomeBC Adwords Campaign

Date	Task	Personnel	Hours	Service
03 11 2014	admin/email/phone/	s22	1.50	Copy Writing
03 11 2014	admin/email/phone/	pickett, kim	2.50	Account Services
03 11 2014	admin/email/phone/	s22	2.75	Account Services
03 12 2014	admin/email/phone/	s22	1.25	Copy Writing
03 12 2014	project management	pickett, kim	1.50	Account Services
03 13 2014	project management	s22	1.50	Account Services
03 13 2014	admin/email/phone/	s22	0.35	Copy Writing
03 13 2014	admin/email/phone/	s22	3.50	Account Services
03 14 2014	admin/email/phone/	s22	2.00	Copy Writing
03 14 2014	admin/email/phone/	s22	3.00	Copy Writing
03 14 2014	admin/email/phone/	s22	1.50	Account Services
03 17 2014	admin/email/phone/	s22	0.50	Copy Writing
03 17 2014	admin/email/phone/	pickett, kim	3.75	Account Services
03 18 2014	admin/email/phone/	s22	0.75	Copy Writing
03 18 2014	Media Management / Reporting	s22	1.50	Account Services
03 19 2014	admin/email/phone/	pickett, kim	1.50	Account Services
03 19 2014	admin/email/phone/	s22	1.00	Copy Writing
03 19 2014	admin/email/phone/	s22	1.00	Copy Writing
03 20 2014	admin/email/phone/	s22	2.25	Account Services
03 20 2014	admin/email/phone/	s22	2.00	Copy Writing
03 20 2014	Media Management / Reporting	s22	1.00	Account Services
03 21 2014	admin/email/phone/	s22	0.50	Copy Writing
03 24 2014	admin/email/phone/	pickett, kim	2.75	Service Fee
03 25 2014	admin/email/phone/	s22	1.00	Copy Writing
03 25 2014	admin/email/phone/	s22	3.50	Account Services
03 26 2014	admin/email/phone/	pickett, kim	1.75	Account Services
03 26 2014	admin/email/phone/	s22	0.50	Copy Writing
03 27 2014	admin/email/phone/	Hsu, Christy	2.75	Account Services
03 28 2014	admin/email/phone/	s22	0.50	Copy Writing
03 28 2014	admin/email/phone/	s22	2.00	Account Services
03 31 2014	Media Management / Reporting	s22	3.00	Account Services
04 01 2014	admin/email/phone/	pickett, kim	3.50	Account Services

58.35 ✓