



Government Communications and Public Engagement  
Work Order Request  
(Draw Down Form)



Nov 3/15 8:42am

Supplier: St. Bernadine Mission Communications Inc.

Standing Offer #SO-GCPE009

Campaign: Adoption Awareness Month 2015

Project Start Date: October 20, 2015

Delivery Date: October 29, 2015

Description of Project: To develop and produce a :30 video based on the 2014 Adoption Awareness Month campaign direction.

Description	Number of Units	Cost per Unit	Estimated Cost
<b>CLIENT SERVICES</b>			
Account Services (primary day-to-day contact)	3	\$ 120.00	\$ 360.00
Creative Director (or Agency Head)	3	\$ 120.00	\$ 360.00
Junior Account Personnel	4	\$ 80.00	\$ 320.00
<b>CREATIVE SERVICES</b>			
Art/Creative Direction	8	\$ 120.00	\$ 960.00
Copy Writing Services	3	\$ 120.00	\$ 360.00
Broadcast Development	4	\$ 120.00	\$ 480.00
Digital Design Services		\$ 110.00	\$ -
New Media Development		\$ 110.00	\$ -
Promotional Planning Services			\$ -
Research/Strategic Planning Services			\$ -
<b>PRODUCTION SERVICES</b>			
Print Production			\$ -
Broadcast Production	10	\$120.00	\$ 1,200.00
Digital/Online Production			\$ -
Promotional Executions			\$ -
Subtotal			\$ 4,040.00
<b>HARD COSTS</b>			
VO talent			\$ 850.00
Record and Sound Mix			\$ 1,450.00
Subtotal			\$ 2,300.00
<b>Total</b>			
PST if Applicable			\$0.00
<b>Total</b>			<b>\$6,340.00</b>

Please note that FINAL COSTS MAY VARY +/- 10%

To be completed by AGENCY

Docket #: GPE14-001

Authorized Signatory Approval

Print Name Mike Krafczyk

Date October 23, 2015

To be completed by Government Communications and Public Engagement

Work Order/Drawdown #: W1613

Advertising and Marketing Services Approval

Print Name

Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

Project #:

Expense Authority Approval

Print Name

Date



Government Communications and Public Engagement  
Change Order Request  
(RSO Draw Down Form)

Nov 5/15 e 8:51am

SCANNED

Supplier: St. BernadineMission Communications Inc.

Standing Offer #:

#SO-GCPE009

Campaign: Adoption Awareness Month 2015

Project Start Date: October 20, 2105

Delivery Date:

13-Nov-15

Description of Services: To add to work order W1613 to increase talent costs to run spot of TV, as well as close captioning, dubs and shipping for 1 spot.

Description	Number of Units	Cost per Unit	Estimated Cost
<b>CLIENT SERVICES</b>			
Account Services (primary day-to-day contact)			\$ -
Creative Director (or Agency Head)			\$ -
Junior Account Personnel			\$ -
<b>CREATIVE SERVICES</b>			
Art/Creative Direction			\$ -
Copy Writing Services			\$ -
Broadcast Development			\$ -
Digital Design Services			\$ -
New Media Development			\$ -
Promotional Planning Services			\$ -
Research/Strategic Planning Services			\$ -
<b>PRODUCTION SERVICES</b>			
Print Production			\$ -
Broadcast Production			\$ -
Digital/Online Production			\$ -
Promotional Executions			\$ -
<b>HARD COSTS</b>			
Talent for one 13 week broadcast cycle	1	\$750.00	\$ 750.00
Close captioning, dub creation and delivery	1	\$850.00	\$ 850.00
			\$ -
			\$ -
			\$ -
<b>SUB-CONTRACTED SERVICES</b>			
			\$ -
			\$ -
			\$ -
Sub-total			\$ 1,600.00
PST if Applicable			\$112.00
Total			\$1,712.00

Please note that FINAL COSTS MAY VARY +/- 10% ESTIMATE ONLY - INVOICE TO FOLLOW WHEN WORK COMPLETE

To be completed by AGENCY

Docket #:

GPE15-011

Mike Krafczyk

03-Nov-15

Authorized Signatory Approval

Print Name

Date

To be completed by Government Communications and Public Engagement

Work Order/Drawdown #:

W1613

Nov 3/15

Advertising and Marketing Services

Print Name

Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

Project #:

15/11/04

Expense Authority Approval

Print Name

Date



Government Communications and Public Engagement  
Work Order Request  
(Draw Down Form)



July 29/15c  
SCANNED 9:47

COMPLETED

Supplier: St. Bernadine Mission Communications

Standing Offer #

#SO-GCPE-009

Campaign: Services Campaign - Creative Materials

Project Start Date: July 23, 2015

Delive August 4th, 2015

Description of Project: To develop and finalize creative platforms for Government services for further consideration.

Description	Number of Units	Cost per Unit	Estimated Cost
<b>CLIENT SERVICES</b>			
Account Services (primary day-to-day contact)	40	\$ 120.00	\$ 4,800.00
Creative Director (or Agency Head)	30	\$ 120.00	\$ 3,600.00
Junior Account Personnel	10	\$ 80.00	\$ 800.00
<b>CREATIVE SERVICES</b>			
Art/Creative Direction	5	\$ 120.00	\$ 600.00
Copy Writing Services		\$ 120.00	\$ -
Broadcast Development		\$ 120.00	\$ -
Digital Design Services		\$ 110.00	\$ -
New Media Development		\$ 110.00	\$ -
Promotional Planning Services		\$ 110.00	\$ -
Research/Strategic Planning Services		\$ 120.00	\$ -
<b>PRODUCTION SERVICES</b>			
Print Production		\$110.00	\$ -
Broadcast Production		\$110.00	\$ -
Digital/Online Production		\$90.00	\$ -
Promotional Executions		\$90.00	\$ -
<b>HARD COSTS</b>			
<b>SUB-CONTRACTED SERVICES</b>			
Sub-total			\$9,800.00
PST if Applicable			\$0.00
Total			\$9,800.00

Please note that FINAL COSTS MAY VARY +/- 10%

STOB67

To be completed by AGENCY	Docket #:	GPE15-005
Authorized Signatory Approval	Print Name	Michael Krafczyk
		Date July 28, 2015

To be completed by Government Communications and Public Engagement	Work Order/Drawdown #:	W1608
Advertising and Marketing Services Approval	Print Name	Mary Dila
		Date July 28/15

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY	Project #:	GCPE-SERV-1516
Expense Authority Approval	Print Name	Denise Champion
		Date 2015.07.28



Government Communications and Public Engagement  
Work Order Request  
(Draw Down Form)

Sept 9/15 9:37am  
SCANNED  
COMPLETED  
ENTERED

Supplier: St. Bernadine Mission Communications Standing Offer # #SO-GCPE-009

Campaign: Services Campaign -  
Government Services Creative Materials - Additional creative platforms

Project Start Date: September 3, 2015

Delivery 10-Sep-15

Description of Project: To develop additional creative platforms and executions for further consideration.

Description	Number of Units	Cost per Unit	Estimated Cost
<b>CLIENT SERVICES</b>			
Account Services (primary day-to-day contact)	12	\$ 120.00	\$ 1,440.00
Creative Director (or Agency Head)	12	\$ 120.00	\$ 1,440.00
Junior Account Personnel		\$ 80.00	\$ -
<b>CREATIVE SERVICES</b>			
Art/Creative Direction	10	\$ 120.00	\$ 1,200.00
Copy Writing Services	8	\$ 120.00	\$ 960.00
Broadcast Development		\$ 120.00	\$ -
Digital Design Services		\$ 110.00	\$ -
New Media Development		\$ 110.00	\$ -
Promotional Planning Services		\$ 110.00	\$ -
Research/Strategic Planning Services		\$ 120.00	\$ -
			\$ -
<b>PRODUCTION SERVICES</b>			
Print Production		\$110.00	\$ -
Broadcast Production		\$110.00	\$ -
Digital/Online Production		\$90.00	\$ -
Promotional Executions		\$90.00	\$ -
			\$ -
<b>HARD COSTS</b>			
			\$ -
			\$ -
<b>SUB-CONTRACTED SERVICES</b>			
			\$ -
Sub-total			\$5,040.00
PST if Applicable			\$0.00
Total			\$5,040.00

Please note that FINAL COSTS MAY VARY +/- 10%

STDB 67

To be completed by AGENCY

Docket #: GPE15-005

Authorized Signatory Approval

Print Name

Michael Krafczyk

Date Sep 4, 2015

To be completed by Government Communications and Public Engagement

Work Order/Drawdown #: W1611

Advertising and Marketing Services Approval

Print Name

Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

Project #: GCPE-SERV-1516

Expense Authority Approval

Print Name

Date



**COMPLETED**

Government Communications and Public Engagement  
Work Order Request  
(Draw Down Form)

Sept 9/15 9:31am  
**SCANNED**



Supplier: St. Bernadine Mission Communications Standing Offer # #SO-GCPE-009

Campaign: Services Campaign Government Services Creative Materials - Strategic Positioning

Project Start Date: August 21, 2015

Delivery D 31-Aug-15

Description of Project: To develop a strategic positioning statement for Government Services based on research and creative platforms for consideration and further refinement.

Description	Number of Units	Cost per Unit	Estimated Cost
<b>CLIENT SERVICES</b>			
Account Services (primary day-to-day contact)	35	\$ 120.00	\$ 4,200.00
Creative Director (or Agency Head)	18	\$ 120.00	\$ 2,160.00
Junior Account Personnel		\$ 80.00	\$ -
<b>CREATIVE SERVICES</b>			
Art/Creative Direction	15	\$ 120.00	\$ 1,800.00
Copy Writing Services	15	\$ 120.00	\$ 1,800.00
Broadcast Development		\$ 120.00	\$ -
Digital Design Services		\$ 110.00	\$ -
New Media Development		\$ 110.00	\$ -
Promotional Planning Services		\$ 110.00	\$ -
Research/Strategic Planning Services		\$ 120.00	\$ -
			\$ -
<b>PRODUCTION SERVICES</b>			
Print Production		\$110.00	\$ -
Broadcast Production		\$110.00	\$ -
Digital/Online Production		\$90.00	\$ -
Promotional Executions		\$90.00	\$ -
			\$ -
<b>HARD COSTS</b>			
			\$ -
<b>SUB-CONTRACTED SERVICES</b>			
			\$ -
	Sub-total		\$9,960.00
	PST if Applicable		\$0.00
	<b>Total</b>		<b>\$9,960.00</b>

Please note that FINAL COSTS MAY VARY +/- 10%

To be completed by AGENCY

Docket #: GPE15-005

Authorized Signatory Approval

Print Name

Michael Krafczyk

Date Sep 4, 2015

To be completed by Government Communications and Public Engagement

Work Order/Drawdown #: W1612

Advertising and Marketing Services Approval

Print Name

Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

Project #:

GPE-SERV-1516

Expense Authority Approval

Print Name

Date



**Government Communications and Public Engagement  
Work Order Request  
(Draw Down Form)**



Supplier: St. Bernadine Mission Communications

Standing Offer #

#SO-GCPE-009

Campaign: Services Campaign

Project Start Date: September 16, 2015

01-Feb-16

**Description of Project:** To develop and manage production of five :30 videos (including production and trafficking of 5 TV spots), video assets in multiple format for digital s (:6, :9, :15, :30), development of Digital Media Assets (in multiple formats), 5 x :30 radio spots, Exterior Transit Special Execution creative, development and production of print ads (as required), liaison with partner/client on sponsored content and overall project management. Covers approximately 4.5 month period from September 15, 2015 to February 1, 2016. *The Contractor will receive an immediate payment of \$155,949 for sub-contractor pre-payments. The Contractor will be required to submit proof of payment, for the sum of the pre-payments, or repayment, at the current interest rate will be required.*

Description	Number of Units	Cost per Unit	Estimated Cost
<b>AGENCY SERVICES</b>			
<b>CLIENT SERVICES</b>			
Account Services	190	\$ 120.00	\$ 22,800.00
Creative Director (or Agency Head)	340	\$ 120.00	\$ 40,800.00
Junior Account Personnel	150	\$ 80.00	\$ 12,000.00
<b>CREATIVE SERVICES</b>			
Art/Creative Direction	120	\$ 120.00	\$ 14,400.00
Copy Writing Services	65	\$ 120.00	\$ 7,800.00
Digital Design Services	160	\$ 110.00	\$ 17,600.00
<b>PRODUCTION SERVICES</b>			
Print Production	65	\$110.00	\$ 7,150.00
Broadcast Production	120	\$120.00	\$ 14,400.00
Broadcast Production	250	\$120.00	\$ 30,000.00
Digital/Online Production	120	\$110.00	\$ 13,200.00
<b>SUB-Total Agency Services</b>	1580		\$ 180,150.00
<b>HARD COSTS</b>			
<b>TV</b>			
Using Company Man as main production house- filming, editing of 5 TV spots. Music and sound design to be done at WAVE Productions. ACTRA Talent.			
Pre-Production/Wrap	1	\$45,000.00	\$ 45,000.00
Production	1	\$100,000.00	\$ 100,000.00
Talent	1	\$95,080.00	\$ 95,080.00
Equipment	1	\$32,000.00	\$ 32,000.00
Post Production	1	\$40,000.00	\$ 40,000.00
Trafficking and Close Captioning	1	\$9,000.00	\$ 9,000.00
<b>SUB-Total TV</b>			\$ 321,080.00
<b>RADIO</b>			
Using WAVE Productions as main production house. Production of 5 spots including sound design to be used in other platforms. ACTRA Talent.			
Talent	5	\$950.00	\$ 4,750.00
Production	5	\$2,600.00	\$ 13,000.00
Original Music and Sound Design (Full Buy-Out)	1	\$15,625.00	\$ 15,625.00
			\$ 33,375.00



Government Communications and Public Engagement  
Work Order Request  
(Draw Down Form)

Supplier: St. Bernadine Mission Communications

Standing Offer #

#SO-GCPE-009

Campaign: Services Campaign

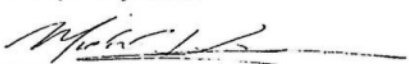
Project Start Date: September 16, 2015


01-Feb-16

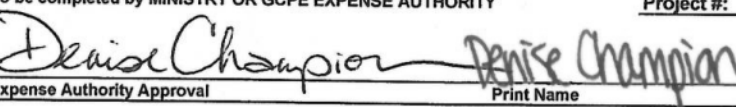
Description of Project: To develop and manage production of five :30 videos (including production and trafficking of 5 TV spots), video assets in multiple format for digital s (:6, :9, :15, :30), development of Digital Media Assets (in multiple formats), 5 x :30 radio spots, Exterior Transit Special Execution creative, development and production of print ads (as required), liason with partner/client on sponsored content and overall project management. Covers approximately 4.5 month period from September 15, 2015 to February 1, 2016. The Contractor will receive an immediate payment of \$155,949 for sub-contractor pre-payments. The Contractor will be required to submit proof of payment, for the sum of the pre-payments, or repayment, at the current interest rate will be required.

Description	Number of Units	Cost per Unit	Estimated Cost
<b>PHOTOGRAPHY</b> Still photographer on all seven shoot dates to generate quality photography for useage on digital and print, plus two days of studio work if required.	2	\$3,000.00	\$ 6,000.00
<b>SPONSORED CONTENT</b> Using Quietly to generate sponsored content Includes strategic reserve to take advantage of oppornities as they arise	1	\$39,200.00	\$ 39,200.00
<b>SUB-total Production Hard Costs</b>			\$ 399,655.00
<b>Sub-total</b>			\$579,805.00
<b>PST if Applicable</b>			\$40,586.35
<b>Total</b>			\$620,391.35

Please note that FINAL COSTS MAY VARY +/- 10%

To be completed by AGENCY	Docket #:	GPE15-003
		
Authorized Signatory Approval	Mike Krafczyk	
	Print Name	Date

To be completed by Government Communications and Public Engagement	Work Order/Drawdown #:	W1614
		
Advertising and Marketing Services Approval	Marysia	
	Print Name	Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY	Project #:	N0234
		
Expense Authority Approval	Denise Champion	
	Print Name	Date



**NOTE TO FILE**  
**Advertising Services**  
**RSO# SO-GCPE009**

**Date: November 20, 2015**

**Project Description: Services Campaign**

**Agencies Invited to Quote: N/A**

**Assigned Agency: St. Bernadine**

**Reason for Assignment:** St. Bernadine has experience with campaigns of similar subject matter and strategy and can apply that knowledge to this campaign.

**Approved by Mary Dila:**

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**Executive Director**  
**Marketing and Communications**  
**Government Communications and**  
**Public Engagement**



**Government Communications and Public Engagement  
Work Order Request  
(Draw Down Form)**



Nov 20/15 9:01am

**Supplier:** St. Bernadine Mission Communications

**Standing Offer #**

**#SO-GCPE-009**

**Campaign:** WorkBC

**Project Start Date:** September 16, 2015

**01-Feb-16**

**Description of Project:** To develop and manage production of three :30 videos (including production and trafficking of 3 TV spots), video assets in multiple format for digital s (:6, :9, :15, :30), development of Digital Media Assets (in multiple formats), 2 x :30 radio spots, Exterior Transit Special Execution creative, development and production of print ads (as required), liaison with partner/client on sponsored content and overall project management. Covers approximately 4.5 month period from September 15, 2015 to February 1, 2016.

Description	Number of Units	Cost per Unit	Estimated Cost
<b>AGENCY SERVICES</b>			
<b>CLIENT SERVICES</b>			
Account Services	50	\$ 120.00	\$ 6,000.00
Creative Director (or Agency Head)	160	\$ 120.00	\$ 19,200.00
Junior Account Personnel	60	\$ 80.00	\$ 4,800.00
<b>CREATIVE SERVICES</b>			
Art/Creative Direction	60	\$ 120.00	\$ 7,200.00
Copy Writing Services	50	\$ 120.00	\$ 6,000.00
Digital Design Services	60	\$ 110.00	\$ 6,600.00
<b>PRODUCTION SERVICES</b>			
Print Production	30	\$110.00	\$ 3,300.00
Broadcast Production	70	\$120.00	\$ 8,400.00
Broadcast Production	90	\$120.00	\$ 10,800.00
Digital/Online Production	95	\$110.00	\$ 10,450.00
	725		
<b>SUB-Total Agency Services</b>			<b>\$ 82,750.00</b>
<b>HARD COSTS</b>			
<b>TV</b>			
Using Company Man as main production house- filming, editing of 2 TV spots. Music and sound design to be done at WAVE Productions. ACTRA Talent.			
Pre-Production/Wrap	1	\$10,000.00	\$ 10,000.00
Production	1	\$103,000.00	\$ 103,000.00
Talent	1	\$15,000.00	\$ 15,000.00
Equipment	1	\$10,000.00	\$ 10,000.00
Post Production	1	\$18,000.00	\$ 18,000.00
Trafficking and Close Captioning	1	\$3,500.00	\$ 3,500.00
<b>SUB-Total TV</b>			<b>\$ 159,500.00</b>
<b>RADIO</b>			
Using WAVE Productions as main production house. Production of 3 spots including sound design to be used in other platforms. ACTRA Talent.			
Talent	2	\$950.00	\$ 1,900.00
Production	2	\$2,600.00	\$ 5,200.00
Original Music and Sound Design (Full Buy-Out)	1	\$9,375.00	\$ 9,375.00
<b>SUB-Total Radio</b>			<b>\$ 16,475.00</b>
<b>PHOTOGRAPHY</b>			



Government Communications and Public Engagement  
Work Order Request  
(Draw Down Form)

Supplier: St. Bernadine Mission Communications

Standing Offer #

#SO-GCPE-009

Campaign: WorkBC

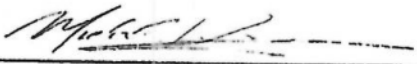
Project Start Date: September 16, 2015

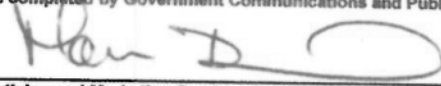
01-Feb-16

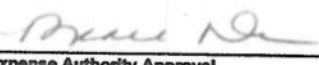
Description of Project: To develop and manage production of three :30 videos (including production and trafficking of 3 TV spots), video assets in multiple format for digital s (:6, :9, :15, :30), development of Digital Media Assets (in multiple formats), 2 x :30 radio spots, Exterior Transit Special Execution creative, development and production of print ads (as required), liason with partner/client on sponsored content and overall project management. Covers approximately 4.5 month period from September 15, 2015 to February 1, 2016.

Description	Number of Units	Cost per Unit	Estimated Cost
Still photographer on all seven shoot dates to generate quality photography for useage on digital and print, plus two days of studio work if required.	1	\$3,000.00	\$ 3,000.00
SPONSORED CONTENT Using Quietly to generate sponsored content	1	\$30,800.00	\$ 30,800.00
SUB-total Production Hard Costs			\$ 209,775.00
Sub-total			\$292,525.00
PST if Applicable			\$20,476.76
Total			\$313,001.75

Please note that FINAL COSTS MAY VARY +/- 10%

To be completed by AGENCY	Docket #:	GPE15-003
		
Authorized Signatory Approval	Mike Krafczyk	Date
	Print Name	

To be completed by Government Communications and Public Engagement	Work Order/Drawdown #:	W1616
		
Advertising and Marketing Services Approval	Mary Dika	Date
	Print Name	Nov 19/15

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY	Project #:	CFA-CEJ-1516-004
		
Expense Authority Approval	Renee Berksen	Date
	Print Name	511WBMR





# VIZEUM CANADA INC

Suite 1205, Oceanic Plaza, 1066 West Hastings

Vancouver BC V6E 3X1 (604) 646-7282

Vizeum

## 2015 / 16 RADIO COSTING ESTIMATE :30 seconds

CLIENT: Government Communications & Public Engagement  
 CAMPAIGN: 2015 Economy & Services - Phase 1 Ethnic Radio  
 CAMPAIGN DATE: November 27th - December 22nd, 2015  
 AUDIENCE: A2554  
 UNIT: :30 Seconds  
 ROTATION: BR/DA/DR/EV

DATE: November 22nd, 2015  
 CLIENT CODE: 531219  
 PRODUCT: 16  
 CAMPAIGN #: TBD  
 APO: TBD  
 CPA: TBD  
 VERSION: Original  
 MEDIA BUYER: Caroline Newbury

REVISION COMMENT:

MARKETS	RECOMMENDED STATIONS	FLIGHT DATES	Gross :30 CPP/SPOT	Weight GRP's / Occn	COST / WEEK	# of Weeks	Total GROSS Radio	Total NET Radio
<b>VANCOUVER / LOWERMAINLAND</b>								
VANCOUVER (ASIAN)	CHMB (Cantonese, Mandarin) Cantonese - MO-SA / 6A-7P Mandarin - MO-SA / 7P-12A	November 27th - December 1st, 2015	\$58.00	8	\$464.00	1	\$464.00	\$394.40
		December 2nd - 22nd, 2015	\$58.00	38	\$2,204.00	3	\$6,612.00	\$5,620.20
	CJVB (Cantonese)	November 27th - December 1st, 2015	\$65.00	11	\$715.00	1	\$715.00	\$607.75
		December 2nd - 22nd, 2015	\$65.00	55	\$3,575.00	3	\$10,725.00	\$9,116.25
	CHKGFM (Mandarin)	November 27th - December 1st, 2015	\$65.00	6	\$390.00	1	\$390.00	\$331.50
		December 2nd - 22nd, 2015	\$65.00	28	\$1,820.00	3	\$5,460.00	\$4,641.00
	ASIAN TOTAL:						\$24,366.00	\$20,711.10
VANCOUVER (PUNJABI)	SPICE RADIO	November 27th - December 1st, 2015	\$69.00	13	\$897.00	1	\$897.00	\$762.45
		December 2nd - 22nd, 2015	\$69.00	40	\$2,760.00	3	\$8,280.00	\$7,038.00
	RED FM BREAKFAST / 7A-11A AFTERNOON DRIVE / 2P-8P	November 27th - December 1st, 2015	\$68.00	8	\$544.00	1	\$544.00	\$462.40
		December 2nd - 22nd, 2015	\$68.00	8	\$544.00	1	\$544.00	\$462.40



# VIZEUM CANADA INC.

Suite 1205, Oceanic Plaza, 1066 West Hastings  
Vancouver BC V6E 3X1 (604) 646-7282

Nov 2/15 2:36pm



## 2015/ 2016 TV COST ESTIMATE

CLIENT: Government Communications & Public Engagement  
CAMPAIGN: 2015 Economy & Services - Phase 1 TV  
CAMPAIGN DATE: November 16th - December 6th, 2015  
AUDIENCE: A25-54  
UNIT: :30s  
REVISION COMMENT:

DATE: October 29th, 2015  
CLIENT CODE: 531219  
PRODUCT: 16  
CAMPAIGN #: TBD  
APO: **A2660**  
VERSION: TBD  
MEDIA BUYER: Caroline Newbury

MARKETS	STATIONS	FLIGHT DATES	ESTIMATED GROSS CPR	WEEKLY GRP's	WEEKLY COST GROSS	NUMBER OF WEEKS	TOTAL COST GROSS	TOTAL COST NET
BC - VANCOUVER / VICTORIA								
VANCOUVER / VICTORIA (BBM People Meters)	CIVT, CHAN, CHEK, CHNM CBUT, CKVU, CIVI, CHNU SPORTSNET	Nov 16 - 22, 2015	\$575.00	350	\$201,250.00	1	\$201,250.00	\$171,062.50
		Nov 23 - Dec 6, 2015	\$575.00	300	\$172,500.00	2	\$345,000.00	\$293,250.00
VANCOUVER / VICTORIA TOTAL:							\$546,250.00	\$464,312.50
BC - INTERIOR								
KELOWNA (BBM Diary)	CHBC, CHAN1	Nov 16 - 22, 2015	\$65.00	275	\$17,875.00	1	\$17,875.00	\$15,193.75
		Nov 23 - Dec 6, 2015	\$65.00	225	\$14,625.00	2	\$29,250.00	\$24,862.50
OKANAGAN TOTAL:							\$47,125.00	\$40,056.25
KAMLOOPS / PRINCE GEORGE (BBM Diary)	CKPG, GLOBAL, CTV CFJC	Nov 16 - 22, 2015	\$60.00	275	\$16,500.00	1	\$16,500.00	\$14,025.00
		Nov 23 - Dec 6, 2015	\$60.00	225	\$13,500.00	2	\$27,000.00	\$22,950.00
KAMLOOPS / PRINCE GEORGE TOTAL:							\$43,500.00	\$36,975.00
TERRACE / KITIMAT (BBM Diary)	CFTK, CIVI-T, CHAN-T	Nov 16 - 22, 2015	\$40.00	225	\$9,000.00	1	\$9,000.00	\$7,650.00
		Nov 23 - Dec 6, 2015	\$40.00	200	\$8,000.00	2	\$16,000.00	\$13,600.00
TERRACE / KITIMAT TOTAL:							\$25,000.00	\$21,250.00
DAWSON CREEK (BBM Diary)	CJDC, CHAN-D	Nov 16 - 22, 2015	\$37.00	225	\$8,325.00	1	\$8,325.00	\$7,076.25
		Nov 23 - Dec 6, 2015	\$37.00	200	\$7,400.00	2	\$14,800.00	\$12,580.00
DAWSON CREEK TOTAL:							\$23,125.00	\$19,656.25
KOOTENAYS (BBM Diary)	CHAN1 - K	Nov 16 - 22, 2015	\$28.50	225	\$6,412.50	1	\$6,412.50	\$5,450.63
		Nov 23 - Dec 6, 2015	\$28.50	200	\$5,700.00	2	\$11,400.00	\$9,690.00
KOOTENAYS TOTAL:							\$17,812.50	\$15,140.63
Total:							\$702,812.50	\$597,390.63

\* Television: Stations require written notice 4 weeks prior to campaign start date, and first 4 weeks are non-cancelable



**VIZEUM CANADA INC.**  
 Suite 1205, Oceanic Plaza, 1066 West Hastings  
 Vancouver BC V6E 3X1 (604) 646-7282

**2015/ 2016 TV COST ESTIMATE**

CLIENT: Government Communications & Public Engagement  
 CAMPAIGN: 2015 Economy & Services - Phase 1 TV  
 CAMPAIGN DATE: November 16th - December 6th, 2015  
 AUDIENCE: A25-54  
 UNIT: :30s  
 REVISION COMMENT:

DATE: October 29th, 2015  
 CLIENT CODE: 531219  
 PRODUCT: 16  
 CAMPAIGN #: TBD  
 APO: #200  
 VERSION: TBD  
 MEDIA BUYER: Caroline Newbury

STATIONS	FLIGHT DATES	ESTIMATED GROSS CPM	WEEKLY GRP's	WEEKLY COST GROSS	NUMBER OF WEEKS	TOTAL COST GROSS	TOTAL COST NET
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Approved by Ministry Expense Authority:

Approved by GCPE:

Material Contact Name:

Date: Nov 21/15  
 Date: Nov 21/15  
 Mike Kafetzkye St. Bernardine  
 Material Contact Number: 604 646-0001

APO# (Assigned by GCPE):

Blanket APO: Yes ☒ No ☐

BILLING CONTACT:

Name:

DAVID STEWART

Email: GCPE.Financeselling@qulbc.ca

Campaign Name: 2015 Economy & Services - Phase 1 TV

BILLING TO: Ministry Branch Mailing Address

STOB/PROJECT INFORMATION:

STOB: GCPE 67

Ministry 67

68

CPA/Project No. NO234

Instructions: This order is to be authorized by Government Communications and Public Engagement. This order is subject to the terms and conditions of the contract agreement with the Agency of Record (AOR).

\*\*GCPE to fax signed estimate to 604-646-7299\*\*

TOTAL NET TELEVISION: \$597,390.63



# VIZEUM CANADA INC.

Suite 1205, Oceanic Plaza, 1066 West Hastings

Vancouver BC V6E 3X1 (604) 646-7282

## 2015/ 2016 TV COST ESTIMATE

Vizeum

CLIENT: Government Communications & Public Engagement  
 CAMPAIGN: 2015 Economy & Services - Phase 1 Ethnic TV  
 CAMPAIGN DATE: November 30th - December 23rd, 2015  
 AUDIENCE: A25-54  
 UNIT: :30s  
 REVISION COMMENT:

DATE: November 25th, 2015  
 CLIENT CODE: 531219  
 PRODUCT: 16  
 CAMPAIGN #: TBD  
 APO: TBD  
 VERSION: TBD  
 MEDIA BUYER: Caroline Newbury

STATIONS	DAYPART	FLIGHT DATES	ESTIMATED GROSS CPR	WEEKLY GRP's	WEEKLY COST GROSS	NUMBER OF WEEKS	TOTAL COST GROSS	TOTAL COST NET
<b>SOUTH ASIAN</b>								
SONY TV	Western Prime Time (Hindi/English)	November 30th - December 20th, 2015	\$70.59	27	\$1,905.93	3	\$5,717.79	\$4,860.12
	Western Prime Time (Hindi/English)	December 21st - 23rd, 2015	\$70.59	8	\$564.72	1	\$564.72	\$480.01
ZEE TV	Western Prime Time (Punjabi/Hinglish)	November 30th - December 20th, 2015	\$100.00	27	\$2,700.00	3	\$8,100.00	\$6,885.00
	Western Prime Time (Punjabi/Hinglish)	December 21st - 23rd, 2015	\$100.00	8	\$800.00	1	\$800.00	\$680.00
ATN B4U	Western Prime Time (Hindi/English)	November 30th - December 20th, 2015	\$29.41	20	\$588.20	3	\$1,764.60	\$1,499.91
	Western Prime Time (Hindi/English)	December 21st - 23rd, 2015	\$29.41	6	\$176.46	1	\$176.46	\$149.99
ATN STAR PLUS	Western Prime Time (Hindi/English)	November 30th - December 20th, 2015	\$76.47	33	\$2,523.51	3	\$7,570.53	\$6,434.95
	Western Prime Time (Hindi/English)	December 21st - 23rd, 2015	\$76.47	10	\$764.70	1	\$764.70	\$650.00
ATN - Alpha Punjabi	Western Prime Time (Punjabi)	November 30th - December 20th, 2015	\$41.18	20	\$823.60	3	\$2,470.80	\$2,100.18
	Western Prime Time (Punjabi)	December 21st - 23rd, 2015	\$41.18	5	\$205.90	1	\$205.90	\$175.02
ATN - GET PUNJABI	Western Prime Time (Punjabi)	November 30th - December 20th, 2015	\$17.65	20	\$353.00	3	\$1,059.00	\$900.15
	Western Prime Time (Punjabi)	December 21st - 23rd, 2015	\$17.65	5	\$88.25	1	\$88.25	\$75.01
ATN - CRICKET PLUS	Western Prime Time (Hindi/English)	November 30th - December 20th, 2015	\$17.65	20	\$353.00	3	\$1,059.00	\$900.15
	Western Prime Time (Hindi/English)	December 21st - 23rd, 2015	\$17.65	5	\$88.25	1	\$88.25	\$75.01
AAPKA COLOR	Western Prime Time (Hindi/English)	November 30th - December 20th, 2015	\$58.83	28	\$1,647.24	3	\$4,941.72	\$4,200.46
	Western Prime Time (Hindi/English)	December 21st - 23rd, 2015	\$58.83	6	\$352.98	1	\$352.98	\$300.03
PTC PUNJABI	Western Prime Time (Punjabi)	November 30th - December 20th, 2015	\$25.00	20	\$500.00	3	\$1,500.00	\$1,275.00
	Western Prime Time (Punjabi)	December 21st - 23rd, 2015	\$25.00	5	\$125.00	1	\$125.00	\$106.25
OMNI TV	MO-FR 6:30pm-7pm (Punjabi)	November 30th - December 20th, 2015	\$85.00	14	\$1,190.00	3	\$3,570.00	\$3,034.50
	MO-FR 6:30pm-7pm (Punjabi)	December 21st - 23rd, 2015	\$85.00	4	\$340.00	1	\$340.00	\$289.00
	MO-FR 8pm-8:30pm (Punjabi)	November 30th - December 20th, 2015	\$403.75	5	\$2,018.75	3	\$6,056.25	\$5,147.81
	MO-FR 8pm-8:30pm (Punjabi)	December 21st - 23rd, 2015	\$403.75	3	\$1,211.25	1	\$1,211.25	\$1,029.56



# IZEUM CANADA INC.

Suite 1205, Oceanic Plaza, 1066 West Hastings

Vancouver BC V6E 3X1 (604) 646-7282

## 2015/ 2016 TV COST ESTIMATE

Nov 25/15 c 1:16pm



CLIENT: Government Communications & Public Engagement  
 CAMPAIGN: *Services Campaign* Phase 1 Ethnic TV  
 CAMPAIGN DATE: November 30th - December 23rd, 2015  
 AUDIENCE: A25-54  
 UNIT: :30s  
 REVISION COMMENT:

DATE: November 25th, 2015  
 CLIENT CODE: 531219  
 PRODUCT: 16  
 CAMPAIGN #: TBD  
 APO: *A2668*  
 VERSION: TBD  
 MEDIA BUYER: Caroline Newbury

STATIONS	DAYPART	FLIGHT DATES	ESTIMATED GROSS CPR	WEEKLY GRP's	WEEKLY COST GROSS	NUMBER OF WEEKS	TOTAL COST GROSS	TOTAL COST NET
<b>SOUTH ASIAN TOTAL TOTAL:</b>							<b>\$48,527.20</b>	<b>\$41,248.12</b>
<b>CHINESE</b>								
FAIRCHILD TV <i>Cantonese</i>	Prime time rotation (3A: 6pm - 11pm)	November 30th - December 20th, 2015	\$335.00	40	\$13,400.00	3	\$40,200.00	\$34,170.00
	Prime time rotation (3A: 6pm - 11pm)	December 21st - 23rd, 2015	\$335.00	8	\$2,680.00	1	\$2,680.00	\$2,278.00
TALENTVISION <i>Mandarin</i>	Prime time rotation (3A: 6pm - 11pm)	November 30th - December 20th, 2015	\$195.00	30	\$5,850.00	3	\$17,550.00	\$14,917.50
	Prime time rotation (3A: 6pm - 11pm)	December 21st - 23rd, 2015	\$195.00	6	\$1,170.00	1	\$1,170.00	\$994.50
<b>CHINESE TOTAL:</b>							<b>\$61,600.00</b>	<b>\$52,360.00</b>
<b>Total:</b>							<b>\$110,127.20</b>	<b>\$93,608.12</b>

\* Television: Stations require written notice 4 weeks prior to campaign start date, and first 4 weeks are non-cancelable

Approved by Ministry Expense Authority:

Approved by GCPE:

Material Contact Name:

*Denise Champion*  
*Watt*  
*Mike Chakraborty e Response*

Material Contact Number:

TOTAL NET TELEVISION: **\$93,608.12**

Date: *Nov 25/2015*

Date: *Nov 25/15*

### AGENCY OF RECORD Advertising Placement Order

APO# (Assigned by GCPE): *A2668*

Blanket APO:  
Yes \_\_\_ No \_\_\_

Campaign Name: *Services Campaign - Ethnic TV*  
 BILLING TO: *Ministry Branch Mailing Address* *Phase 1*

### STOB/PROJECT INFORMATION:

STOB: GCPE 67 ☒ Ministry 67 ☐ 68 ☐

CPA/Project No. *N0234*

### BILLING CONTACT:

Name: *Dawn Stewart*

Email: *GCPE.Financebilling@gov.bc.ca*

Instructions: This order is to be authorized by Government Communications and Public Engagement. This order is subject to the terms and conditions of the contract agreement with the Agency of Record (AOR).



# VIZEUM CANADA INC

Suite 1205, Oceanic Plaza, 1066 West Hastings

Vancouver BC V6E 3X1 (604) 646-7282

Nov 25/15 2:16pm



Vizeum

## 2015 / 16 RADIO COSTING ESTIMATE :30 seconds

CLIENT: Government Communications & Public Engagement  
 CAMPAIGN: *Services Campaign* Phase 1 Ethnic Radio  
 CAMPAIGN DATE: November 27th - December 22nd, 2015  
 AUDIENCE: A2554  
 UNIT: :30 Seconds  
 ROTATION: BR/DA/DR/EV

DATE: November 22nd, 2015  
 CLIENT CODE: 531219  
 PRODUCT: 16  
 CAMPAIGN #: TBD  
 APO: *A2669*  
 CPA: TBD  
 VERSION: Original  
 MEDIA BUYER: Caroline Newbury

REVISION COMMENT:

MARKETS	RECOMMENDED STATIONS	FLIGHT DATES	Gross :30 CPP/SPOT	Weight GRP's / Occn	COST / WEEK	# of Weeks	Total GROSS Radio	Total NET Radio
	<b>RED FM</b>							
	BREAKFAST / 7A-11A	November 27th - December 1st, 2015	\$68.00	27	\$1,836.00	3	\$5,508.00	\$4,681.80
	AFTERNOON DRIVE / 2P-8P	December 2nd - 22nd, 2015	\$68.00	27	\$1,836.00	3	\$5,508.00	\$4,681.80
PUNJABI TOTAL:							\$21,281.00	\$18,088.85
ETHNIC RADIO TOTAL:							\$45,647.00	\$38,799.95

\* PLEASE NOTE / CANCELLATION REQUIREMENTS : Radio stations require written cancellation notice of 14 days prior to the start of all campaigns.\*

TOTAL NET RADIO: \$38,799.95

Approved by Ministry Expense Authority:

*Denise Champion*

Date:

*Nov 25/15*

Approved by GCPE:

*Mike*

Date:

*Nov 25/15*

Material Contact Name:

*Mike chadhay e Response Advertising*

Material Contact Number:

### AGENCY OF RECORD

Advertising Placement Order

Blanket APO:

Yes \_\_\_ No \_\_\_

Campaign Name:

*Services Campaign - Ethnic Radio*

STOB/PROJECT INFORMATION:

BILLING CONTACT:

BILLING TO: Ministry Branch Mailing Address

STOB: GCPE 67 ☒ Ministry 67 ☐ 68 ☐ Name: *Dawn Stewart*

CPA/Project No. *N0234* Email: *GCPE.Finance.Billing@gov.bc.ca*

Instructions: This order is to be authorized by Government Communications and Public Engagement. This order is subject to the terms and conditions of the contract agreement with the Agency of Record (AOR).





**KIMBO Design Inc.**  
1251-409 Granville Street, Vancouver, BC, V6C 1T2  
604 738 6448



Nov 5/15 e 8:49am  
**KIMBODESIGN**

# 2015 - 2016 ONLINE COSTING ESTIMATE

CLIENT: Government Communications and Public Engagement  
CAMPAIGN: Adoption Awareness Campaign - BC - Facebook  
CAMPAIGN DATE: 11.09.15 - 12.07.15  
AD UNITS: Video Views & Website Click Ads  
TARGET AUDIENCE: BC, Ages 19-64, Male & Female, Adoption & Parenting  
PROJECT DESCRIPTION: Strategy, Set-Up, Management & Post Campaign Reporting  
REVISION COMMENT:

DATE: 11.03.15  
STANDING OFFER # SO-GCPE 030  
APO: A2661  
CPA:  
VERSION:  
MEDIA BUYER: Kim Pickett

Site	Product	Flight Date	Ad Size	CPM	# of Weeks	Total Cost
Facebook Advertising	Video Views & Website Click Ads	11.09.15 - 12.07.15	Desktop & Mobile Newsfeed	\$7.00	4	\$ 34,920.00
<b>Set-Up, Management &amp; Reporting</b>						
Account Services					Hours	Rate \$
Art/Creative Direction					10	90 \$ 900.00
Media Planning/Buying					7	110 \$ 770.00
Online Ad Production					10	70 \$ 700.00
Creative Director or Agency Head					7	90 \$ 630.00
					8	125 \$ 1,000.00
<b>3% Service Fee for Media Purchased</b>						\$ 1,080.00

\*\*Please note that FINAL COSTS MAY VARY +/- 10%\*\*

Approved by Ministry Expense Authority: Devin Champion  
Approved by GCPE HQ: Kevin Watt  
Material Contact Name: Kevin Watt

TOTAL COST: \$ 40,000.00  
Date: Nov. 4, 2015  
Date: November 4, 2015

Material Contact Number: \_\_\_\_\_

STANDING OFFER Advertising Placement Order		APO# (Assigned by GCPE): A2661	Campaign Name: Adoption Awareness - Facebook Ads
STOB/PROJECT INFORMATION: STOB: GCPE 67 <input checked="" type="checkbox"/> Ministry 67 <input type="checkbox"/> 68 <input type="checkbox"/> CPA/Project No. _____		BILLING CONTACT: Name: Dawn Stewart Email: GCPE.FinanceBilling@gov.bc.ca	BILLING TO: Ministry Branch Mailing Address Please email invoice

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



**KIMBO Design Inc.**  
1251-409 Granville Street, Vancouver, BC, V6C 1T2  
604 738 6448  
**2015/2016 ONLINE COSTING ESTIMATE**

**KIMBODESIGN**



Nov 19/15 8:55am

**CLIENT:** Government Communications & Public Engagement  
**CAMPAIGN:** Services Campaign - Online  
**CAMPAIGN DATE:** 11.19.15 - 12.31.15  
**DESCRIPTION:** British Columbia, 19+

**DATE:** 11.18.15  
**STANDING OFFER #** SO-GCPE-030  
**APO:** A2665  
**CPA:**  
**MEDIA BUYER:** Kim Pickett

**REVISION COMMENT:**

Site	Product	Flight Date	Number of Days in Market	Daily Budget	Total Cost
Facebook & Instagram Advertising	Video Views & Website Clicks	11.19.15 - 12.31.15	43	\$1,969.30	\$84,680.02
Twitter Advertising	Video Views & Promoted Tweets	11.19.15 - 12.31.15	43	\$378.71	\$16,284.46
Niche Advertising	Display, SEM & Pre-Roll	11.19.15 - 12.31.15	43	\$3,294.80	\$141,676.32
Response Advertising	Chinese, South Asian & Filipino	11.19.15 - 12.31.15	43	\$796.19	\$34,236.15
3% Service Fee for Media Purchased					\$8,338.08
<b>Campaign Reporting</b>					
Account Services			Hourly Rate	Hours	\$5,005.00
Creative Director or Agency Head			\$90.00	20	\$1,800.00
Junior Account Personnel			\$125.00	15	\$1,875.00
			\$70.00	19	\$1,330.00
<b>Strategy, Set-Up &amp; Management for all Media</b>					
Account Services			Hourly Rate	Hours	\$45,000.00
Creative Director or Agency Head			\$90.00	70	\$6,300.00
Media Planning / Buying			\$125.00	65	\$8,125.00
Copy Writing Services			\$70.00	71	\$4,970.00
Concept Development			\$90.00	48	\$4,320.00
Digital Design Services			\$125.00	65	\$8,125.00
Online Ad Production			\$110.00	64	\$7,040.00
			\$90.00	68	\$6,120.00
<b>Subtotal</b>					<b>\$335,220.01</b>

\*\*Please note that FINAL COSTS MAY VARY +/- 10%\*\*

Approved by Ministry Expense Authority:

Approved by GCPE HQ:

Material Contact Name:

**TOTAL COST:** \$335,220.01

Date: Nov 18/15

Date: Nov 18/15

Material Contact Number:

<b>STANDING OFFER</b> Advertising Placement Order		APO# (Assigned by GCPE): A2665		Blanket APO: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		Campaign Name: Services Campaign - Online	
<b>STOB/PROJECT INFORMATION:</b>		<b>BILLING CONTACT:</b>		<b>BILLING TO: Ministry Branch Mailing Address</b>			
STOB: GCPE 67 <input checked="" type="checkbox"/> Ministry 67 <input type="checkbox"/> 68 <input type="checkbox"/>		Name: Dawn Stewart		PO Box 9094 SM Port Cart			
CPA/Project No. N0234		Email: GCPE.Finance.Billing@gov.bc.ca		Victoria BC V8W 9V1			

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



**KIMBO Design Inc.**  
1251-409 Granville Street, Vancouver, BC, V6C 1T2  
604 738 6448

Nov 25/15 2 8:45am



**KIMBODESIC**

**2015/2016 ONLINE COSTING ESTIMATE**

CLIENT:  
CAMPAIGN:  
CAMPAIGN DATE:  
DESCRIPTION:

Government Communications & Public Engagement  
Services Campaign - Online Sponsored Content  
11.20.15 - 03.31.16  
British Columbia, 19+

DATE: 11.20.15  
STANDING OFFER # SO-GCPE-030  
APO: A2666  
CPA:  
MEDIA BUYER: Kim Pickett

REVISION COMMENT:

Site	Product	Flight Date	Number of Weeks in Market	Total Cost
Sponsored Content Advertising	Vancouver Is Awesome	11.20.15 - 03.31.16	19	\$10,000.00
Sponsored Content Advertising	VanCityBuzz	11.20.15 - 03.31.16	19	\$10,000.00
3% Service Fee for Media Purchased				\$600.00
Media Planning / Buying & Management				
Account Services		Hourly Rate	Hours	\$6,005.00
Creative Director or Agency Head		\$90.00	22	\$1,980.00
Media Planning / Buying		\$125.00	21	\$2,625.00
		\$70.00	20	\$1,400.00
Subtotal				\$26,605.00

\*\*Please note that FINAL COSTS MAY VARY +/- 10%\*\*

Approved by Ministry Expense Authority:

*Devin Champion*

TOTAL COST: \$26,605.00

Date: 2015-11-23

Approved by GCPE HQ:

*How D*

Date: Nov 20/15

Material Contact Name:

Material Contact Number:

STANDING OFFER  
Advertising Placement Order

APO# (Assigned by GCPE): A2666

Blanket APO: Yes ☒ No ☐ Campaign Name: Services - Online sponsored content

STOB/PROJECT INFORMATION:

STOB: GCPE 67 ☒ Ministry 67 ☐ 68 ☐

BILLING CONTACT:

Name: Dawn Stewart

BILLING TO: Ministry Branch Mailing Address

CPA/Project No. N0234

Email: GCPE.FinanceBilling@gov.bc.ca

Please email invoices

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



**NOTE TO FILE  
New Media Services  
RSO# SO-GCPE030**

**Date: November 20, 2015**

**Project Description: Services Campaign**

**Agencies Invited to Quote: N/A**

**Assigned Agency: Kimbo Design**

**Reason for Assignment:** KIMBO Design was selected for this campaign in order to maximize the value received for the campaign budget. KIMBO Design is the supplier with the lowest cost on the list of standing offers for new media placement/advertising services.

**Approved by Mary Dila:**

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**Executive Director  
Marketing and Communications  
Government Communications and  
Public Engagement**



**KIMBO Design Inc.**  
1251-409 Granville Street, Vancouver, BC, V6C 1Y2  
604 738 8448  
2016/2016 ONLINE COSTING ESTIMATE

**KIMBODESIGN**



Nov 6/15 2:49pm

<b>CLIENT:</b>	Jobs Tourism and Skills Training	<b>DATE:</b>	11.06.15
<b>CAMPAIGN:</b>	WorkBC - Online	<b>STANDING OFFER #</b>	60-GCPE-030
<b>CAMPAIGN DATE:</b>	11.09.15 - 12.31.15	<b>APO:</b>	A2664
<b>DESCRIPTION:</b>	British Columbia, 19+	<b>CPA:</b>	
	Youth & Students	<b>MEDIA BUYER:</b>	Kim Pickett
	Parents & Influencers		
	Job Seekers & Career Changers		
	Teachers & Career Influencers		

**REVISION COMMENT:**

Line	Product	Flight Dates	Location of Purchase Market	Cost / Budget	Total Cost
Facebook & Instagram Advertising	Video Views & Website Clicks	11.09.15 - 12.31.15	40	\$1,511.87	\$67,936.82
Twitter Advertising	Video Views & Promoted Tweets	11.09.15 - 12.31.15	40	\$247.81	\$11,299.28
Niche Advertising	Display, SEM & Pre-Roll	11.09.15 - 12.31.15	40	\$1,503.00	\$73,280.78
LinkedIn Advertising	Online Display	11.09.15 - 12.31.15	40	\$233.84	\$10,747.44
2% Service Fee for Media Purchased					\$5,871.08
<b>Campaign Reporting</b>					\$5,005.00
Account Services		Hourly Rate	Hours		\$1,800.00
Creative Director or Agency Head		\$125.00	15		\$1,875.00
Junior Account Personnel		\$70.00	18		\$1,390.00
<b>Strategy, Set-Up &amp; Management for all Media</b>					\$30,025.00
Account Services		Hourly Rate	Hours		\$4,680.00
Creative Director or Agency Head		\$125.00	42		\$5,250.00
Media Planning / Buying		\$70.00	63		\$4,410.00
Copy Writing Services		\$80.00	25		\$2,250.00
Concept Development		\$125.00	27		\$3,375.00
Digital Design Services		\$110.00	53		\$5,830.00
Online Ad Production		\$80.00	47		\$4,230.00
<b>Subtotal</b>					\$224,065.34

\*Please note that FINAL COSTS MAY VARY +/- 10%\*

Approved by Ministry Expense Authority: [Signature]  
Approved by GCPE HQ: [Signature]  
Material Contact Name: \_\_\_\_\_

**TOTAL COST:** \$224,065.34

Date: Nov 6/15

Material Contact Number: \_\_\_\_\_

<b>STANDING OFFER</b> Advertising Placement Order	<b>APO# (Assigned by GCPE):</b> A2664	<b>Standing Offer:</b> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	<b>WorkBC - Online</b>
<b>STOB PROJECT INFORMATION:</b>	<b>BILLING CONTACT:</b>	<b>BILLING TO: Ministry Branch Mailing Address</b>	
<b>STOB:</b> GCPE 67 Ministry 67 66	<b>Name:</b> Dawn Stewart		
<b>CPA/Project No:</b> CRA-CEU-1516-004	<b>Email:</b> GCPE.Finance.Billing@gov.bc.ca		

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



**KIMBO Design Inc.**  
1251-409 Granville Street, Vancouver, BC, V6C 1T2  
604 738 6448  
2015/2016 ONLINE COSTING ESTIMATE

**KIMBODESIG**



CLIENT: Jobe Tourism and Skills Training  
CAMPAIGN: WorkBC - Online Sponsored Content  
CAMPAIGN DATE: 11.20.15 - 03.31.16  
DESCRIPTION: British Columbia, 19+

DATE: 11.20.15  
STANDING OFFER #: SO-GCPE-030  
APO: A2667  
CPA: Kim Pickett  
MEDIA BUYER: Kim Pickett

REVISION COMMENT:

Site	Product	Flight Date	Number of Weeks in Market	Total Cost
Sponsored Content Advertising	Outbrain Media	11.20.15 - 03.31.16	19	\$10,000.00
Sponsored Content Advertising	Vancouver Is Awesome	11.20.15 - 03.31.16	19	\$25,000.00
Sponsored Content Advertising	VanCityBuzz	11.20.15 - 03.31.16	19	\$31,000.00
3% Service Fee for Media Purchased				\$1,980.00
Media Planning / Buying & Management				
Account Services		Hourly Rate	Hours	\$8,005.00
Creative Director or Agency Head		\$90.00	22	\$1,980.00
Media Planning / Buying		\$125.00	21	\$2,625.00
		\$70.00	20	\$1,400.00
Subtotal				\$73,985.00

\*\*Please note that FINAL COSTS MAY VARY +/- 10%\*\*

TOTAL COST: \$73,985.00

Approved by Ministry Expense Authority:

Approved by GCPE HQ:

Material Contact Name:

Date: 11/24/2015

Date: Nov 20/15

Material Contact Number:

STANDING OFFER  
Advertising Placement Order

APO# (Assigned by GCPE): A2667

Blanket APO: Campaign Name  
Yes No WorkBC - Online Sponsored Content

STOB/PROJECT INFORMATION:

STOB: GCPE 67 Ministry 67 68

CPA/Project No: CPA-CEU-1516-004 / 511WBK

BILLING CONTACT:

Name: Dawn Sewart

Email: GCPE.Finance@billing.ecov.bc.ca

BILLING TO: Ministry Branch Mailing Address

Please email invoices

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