



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
APO A3074

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Children and Family Development		BRANCH	DATE 2018-01-24
PROJECT CONTACT NAME Sandy Jaremchuk		CONTACT TEL (604) 660-9376	CONTACT FAX (604) 660-7037
PROJECT			
TITLE		START DATE	COMPLETION DATE
DESCRIPTION Legal notice ad in lower mainland newspaper for court		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE	AUDIENCE	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE substitution service		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
☐ Strategic Planning	☐ Paid Advertising	☐ Graphic Design Services (advertising, etc)
☐ Marketing Planning	☐ Print Materials	☐ Print Publication (reports, poster, etc)
☐ Media Planning / Media Purchasing	☐ Promotional Items	☐ Digital Publication (PDF, DVD, e-pub, etc)
☐ Website Development / Hosting	☐ Display (static or digital)	☐ Display (static or digital)
☐ Social Media Development	☐ Online Content & Advertising	☐ Information Graphics
☐ Audio / Video / Photography	☐ Other (explain)	☐ Web Design and Online Graphics
☐ Translation Services	☐ Public Service Announcement (no funding required)	☐ Promotional Items
☒ Other (explain) for court		☐ Presentation (PowerPoint, PDF)
		☐ Video / Motion Graphics
		☐ Stock Photography
		☐ Branding, New Mark Development
		☐ Signage
		☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 0.00

CONTENT ☐ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved	
PRODUCTION ☐ Online ☐ Print (STOB required)	
DISTRIBUTION ☐ Ministry ☐ BC Mail Plus (STOB required)	
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME Sandy Jaremchuk	email approval	2018-01-24
GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Kirsten Lauvaas	SIGNATURE Kirsten Lauvaas	DATE 2018-01-24
GCPE MARKETING & SUPPORT SERVICES NAME Kula Kelch	SIGNATURE Kula Kelch	DATE 2018-01-26
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | .PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CFA NO.
CPA-CEU-1718-006

Note: Form must be completed and approved before proceeding. A marketing budget must be submitted for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY: Advanced Education, Skills and Training
BRANCH: Client Engagement Unit
DATE: 2018-01-23

PROJECT CONTACT NAME: Davin Greenwell
CONTACT TEL: (778) 676-2540
CONTACT FAX:

PROJECT

TITLE: High Demand Occupations Handout - Events
START DATE: 2018-01-23
COMPLETION DATE: 2018-02-06

DESCRIPTION: A paper handout listing high demand occupations to give to attendees
SCOPE: ☒ Campaign ☒ Series ☒ Single

THEME / MESSAGE: Learn which occupations will be in demand
AUDIENCE: Youth and Job Seekers
REGION: ☒ B.C. ☒ Canada ☒ Internat'l

OBJECTIVE: Raise awareness of projected job openings for the next 10 years
IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☒ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	☐ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	☒ Graphic Design Services (advertising, etc) ☒ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Queen's Printer	65	\$ 1,655.45
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 1,655.45

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME: Renee Darksen
SIGNATURE: [Signature]
DATE: 2018-01-23

MINISTRY EXPENSE AUTHORITY NAME: Renee Darksen
SIGNATURE: [Signature]
DATE: 2018-01-23

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME: Rodney Porter
SIGNATURE: [Signature]
DATE: 2018-01-24

GCPE MARKETING & SUPPORT SERVICES NAME: K. Lesueur
SIGNATURE: [Signature]
DATE: 2018-01-29

GCPE EXPENSE AUTHORITY NAME:
SIGNATURE:
DATE:

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED: [Stamp] PRINT FORM [Stamp] CLEAR FORM [Stamp]

ref: 19.11531.11855.6509.111WBME
QP Req 1516753811290



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
CPA-CEU-1718-005

Notes: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Advanced Education, Skills & Training	BRANCH Trades Training, Strategic Planning and	DATE 2018-01-29
PROJECT CONTACT NAME Kelly Baker		CONTACT TEL (250) 356-5391
PROJECT TITLE BC Newcomers' Guides - 2017 Edition - Translations (7 languages)		COMPLETION DATE 2018-03-31
DESCRIPTION French/Punjabi/Simpl. Chinese/Trad Chinese/Tagalog/Arabic/Korean		SCOPE ☒ Campaign ☐ Series ☐ Single
THEME/MESSAGE Welcoming newcomers to BC	AUDIENCE Newcomers	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE support newcomers with on-line and hard copy guide to BC resources		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
☐ Strategic Planning	☐ Paid Advertising	☐ Graphic Design Services (advertising, etc)
☐ Marketing Planning	☒ Print Materials	☐ Print Publication (reports, poster, etc)
☐ Media Planning / Media Purchasing	☐ Promotional Items	☐ Digital Publication (PDF, DVD, e-pub, etc)
☐ Website Development / Hosting	☐ Display (static or digital)	☐ Display (static or digital)
☐ Social Media Development	☐ Online Content & Advertising	☐ Information Graphics
☐ Audio / Video / Photography	☐ Other (explain)	☐ Web Design and Online Graphics
☐ Translation Services	☐ Public Service Announcement (no funding required)	☐ Promotional Items
☐ Other (explain)		☐ Presentation (PowerPoint, PDF)
		☐ Video / Motion Graphics
		☐ Stock Photography
		☐ Branding, New Mark Development
		☐ Signage
		☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Queen's Printer	65	\$ 90,000.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 07 MINISTRY - Statutory STOB 04			TOTAL COSTS \$ 90,000.00

CONTENT ☒ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved
PRODUCTION ☐ Online ☒ Print (STOB required)
DISTRIBUTION ☐ Ministry ☒ BC Mail Plus (STOB required)
OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Renee Derksen	SIGNATURE <i>Renee Derksen</i>	DATE 2018 01 29
MINISTRY EXPENSE AUTHORITY NAME Renee Derksen	SIGNATURE <i>Renee Derksen</i>	DATE 2018 01 29

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Rodney Porter	SIGNATURE <i>Rodney Porter</i>	DATE 2018 01 29
GCPE MARKETING & SUPPORT SERVICES NAME Kathryn LeSueur	SIGNATURE <i>Kathryn LeSueur</i>	DATE 2018 01 30
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9408 STN. PROV. GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED.

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

GRAND

Note: Form must be completed and approved before proceeding. All applications must be submitted first for projects over \$10,000. All projects are subject to the applicable Policy on the Ministry of Government Communications, Planning and Services Policy and Procedure Manual.

MINISTRY: Finance
BRANCH: GCPE
DATE: YYYY-MM-DD 2018-01-29

PROJECT CONTACT NAME: Kyla Kelch
CONTACT TEL: (250) 896-6348
CONTACT FAX:

PROJECT TITLE: BC Family Information Liaison Unit
START DATE: 2018-02-06
COMPLETION DATE: 2016-02-20

DESCRIPTION: Support services for families of missing and murdered indigenous women
SCOPE: ☒ Campaign ☐ Series ☐ Single

THEME / MESSAGE: AUDIENCE: British Columbians
REGION: ☒ B.C. ☐ Canada ☐ Internat'l

OBJECTIVE: To raise awareness about the support services available for families of missing and murdered indigenous women
IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES:
☐ Strategic Planning
☒ Marketing Planning
☐ Media Planning / Media Purchasing
☐ Website Development / Hosting
☐ Social Media Development
☐ Audio / Video / Photography
☐ Translation Services
☐ Other (explain):

ADVERTISING & MARKETING MATERIALS:
☒ Paid Advertising
☐ Print Materials
☐ Promotional Items
☐ Display (static or digital)
☐ Online Content & Advertising
☐ Other (explain):
☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES:
☒ Graphic Design Services (advertising, etc)
☐ Print Publication (reports, poster, etc)
☐ Digital Publication (PDF, DVD, e-pub, etc)
☐ Display (static or digital)
☐ Information Graphics
☐ Web Design and Online Graphics
☐ Promotional Items
☐ Presentation (PowerPoint, PDF)
☐ Video / Motion Graphics
☐ Stock Photography
☐ Branding, New Mark Development
☐ Signage
☐ Other (explain):

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Jungle	67	\$ 5,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ 5,000.00

CONTENT:
☐ New ☐ Update / Reprint
☐ Draft ☐ Final / Approved

PRODUCTION:
☐ Online ☐ Print (STOB required)

DISTRIBUTION:
☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER:

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME: Emily Arthur
SIGNATURE: [Signature]
DATE: YYYY-MM-DD 2018-02-29

MINISTRY EXPENSE AUTHORITY NAME: MARIE MAZZAROSSA
SIGNATURE: [Signature]
DATE: YYYY-MM-DD 2018-01-29

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME: CAROLINE MCANDREWS
SIGNATURE: [Signature]
DATE: YYYY-MM-DD 2018 01 30

GCPE MARKETING & SUPPORT SERVICES NAME: KATHRYN LESUEUR
SIGNATURE: [Signature]
DATE: YYYY-MM-DD 2018 02 05

GCPE EXPENSE AUTHORITY NAME: Robb Gibbs
SIGNATURE: [Signature]
DATE: YYYY-MM-DD 2018 02 06

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 8V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Finance		BRANCH GCPE		DATE YYYY-MM-DD 2018-02-01	
PROJECT CONTACT NAME Kathryn LeSueur			CONTACT TEL (778) 698-8674		CONTACT FAX
PROJECT					
TITLE Electoral Reform - Ethnic Media			START DATE 2018-02-01		COMPLETION DATE 2018-02-28
DESCRIPTION Public engagement regarding electoral reform			SCOPE ☒ Campaign ☐ Series ☐ Single		
THEME / MESSAGE Provide input on how BC votes		AUDIENCE British Columbians		REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE Educate BC on FPTP and PR systems & create awareness of the referen			IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No		

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☒ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)		ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☒ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) Public Service Announcement (no funding required)		GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)	
--	--	--	--	--	--

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Vizeum	67	\$ 25,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Captus	67	\$ 10,000.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 68	TOTAL COST \$ \$ 35,000.00

CONTENT ☒ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved	
PRODUCTION ☒ Online ☐ Print (STOB required)	
DISTRIBUTION ☒ Ministry ☐ BC Mail Plus (STOB required)	
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
GCPE MARKETING & SUPPORT SERVICES NAME Kathryn LeSueur	SIGNATURE <i>Kathryn LeSueur</i>	DATE 2018-02-06
GCPE EXPENSE AUTHORITY NAME Robb Gibbs	SIGNATURE <i>Robb Gibbs</i>	DATE 2018-02-06

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

GPA NO.
A3095

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Ministry of Children and Family Development		BRANCH RGH-Vancouver Youth Services		DATE YYYY-MM-DD 2018-02-21	
PROJECT CONTACT NAME Reena Panchmatia		CONTACT TEL. (604) 660-6868		CONTACT FAX (604) 660-6999	
PROJECT TITLE Substitutional Service		START DATE 2018-02-22		COMPLETION DATE 2018-02-27	
DESCRIPTION Vancouver Sun Ad for Substitutional Service		SCOPE ☒ Campaign ☐ Series ☐ Single			
THEME / MESSAGE		AUDIENCE		REGION ☒ B.C. ☐ Canada ☐ International	
OBJECTIVE Notify Parent to attend court regarding proceedings		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No			

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☐ Marketing Planning
- ☐ Media Planning / Media Purchasing
- ☐ Website Development / Hosting
- ☐ Social Media Development
- ☐ Audio / Video / Photography
- ☐ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)

☐ Public Service Announcement
(no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☐ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, posters, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67			MINISTRY - Statutory STOB 68
			TOTAL COSTS \$0.00

CONTENT

- ☐ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME Gary Milford	SIGNATURE 	DATE 2018-02-21

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME B. Lauvaas	SIGNATURE 	DATE YYYY-MM-DD 2018 02 21
GCPE MARKETING & SUPPORT SERVICES NAME Kathryn LeSueur	SIGNATURE 	DATE YYYY-MM-DD 2018-02-22
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

A3085

CPA NO.

RHB

Note: Form must be completed and approved before proceeding. A marketing plan must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and the regular Manual.

MINISTRY

Ministry of Children and Family Dev't

BRANCH

Family Services

DATE YYYY-MM-DD

2018-02-14

PROJECT CONTACT NAME

Kim Gunn

CONTACT TEL

(604) 660-2141

CONTACT FAX

(604) 660-5346

PROJECT

TITLE

Legal Advertising

START DATE

2018-02-16

COMPLETION DATE

2018-02-20

DESCRIPTION

Court Notice

SCOPE

☒ Campaign ☒ Series ☐ Single

THEME / MESSAGE

1 weekend ad

AUDIENCE

REGION

☒ B.C. ☐ Canada ☐ Internat'l

OBJECTIVE

Wall

IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN?

☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☐ Marketing Planning
- ☐ Media Planning / Media Purchasing
- ☐ Website Development / Hosting
- ☐ Social Media Development
- ☐ Audio / Video / Photography
- ☐ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☒ Other (explain) *Newspapers (Province)*
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☐ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			

GCPE / MINISTRY - Discretionary STOB 67

MINISTRY - Statutory STOB 68

TOTAL COST \$
\$ 0.00

CONTENT

☐ New ☐ Update / Reprint
☐ Draft ☐ Final / Approved

PRODUCTION

☐ Online ☐ Print (STOB required)

DISTRIBUTION

☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME

Kim Gunn

SIGNATURE

[Signature]

DATE YYYY-MM-DD

2018-02-14

MINISTRY EXPENSE AUTHORITY NAME

JAS - Gile

SIGNATURE

[Signature]

DATE YYYY-MM-DD

2018-02-14

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME

Kirsten Lauvaas

SIGNATURE

[Signature]

DATE YYYY-MM-DD

2018 02 15

GCPE MARKETING & SUPPORT SERVICES NAME

KATHRYN Lesieur

SIGNATURE

[Signature]

DATE YYYY-MM-DD

2018-02-16

GCPE EXPENSE AUTHORITY NAME

SIGNATURE

[Signature]

DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.
A3097

Note: Form must be completed and approved before proceeding. A marketing budget must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY **FLNRO & RD** BRANCH **VANDERHOOF** DATE **YYYY-MM-DD**
2018-02-14

PROJECT CONTACT NAME **KAREN TATE, RANGE OFFICER** CONTACT TEL. **(250) 567-6363** CONTACT FAX **(250) 567-6370**

PROJECT TITLE **VANDERHOOF CROWN RANGE PESTICIDE USE APPLICATION** START DATE **2018-02-14** COMPLETION DATE **2018-03-31**

DESCRIPTION SCOPE
☐ Campaign ☐ Series ☐ Single

THEME / MESSAGE AUDIENCE REGION
☐ B.C. ☐ Canada ☐ Internat'l

OBJECTIVE **Blanket APO for statutory ads** IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN?
☐ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
☐ Strategic Planning	☒ Paid Advertising	☐ Graphic Design Services (advertising, etc)
☒ Marketing Planning	☐ Print Materials	☐ Print Publication (reports, poster, etc)
☐ Media Planning / Media Purchasing	☐ Promotional Items	☐ Digital Publication (PDF, DVD, e-pub, etc)
☐ Website Development / Hosting	☐ Display (static or digital)	☐ Display (static or digital)
☐ Social Media Development	☐ Online Content & Advertising	☐ Information Graphics
☐ Audio / Video / Photography	☐ Other (explain)	☐ Web Design and Online Graphics
☐ Translation Services		☐ Promotional Items
☐ Other (explain)	☐ Public Service Announcement (no funding required)	☐ Presentation (PowerPoint, PDF)
		☐ Video / Motion Graphics
		☐ Stock Photography
		☐ Branding, New Mark Development
		☐ Signage
		☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign		68	
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Prediction			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 68	
		TOTAL COST \$	
		\$ 0.00	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME **Karen Tate, Range Officer** SIGNATURE *K Tate* DATE **YYYY-MM-DD**
2018-02-14

MINISTRY EXPENSE AUTHORITY NAME **Heather Wiebe, Resource Manager** SIGNATURE *H Wiebe* DATE **YYYY-MM-DD**
Feb 14/18

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME **V Thomas** SIGNATURE *V Thomas* DATE **YYYY-MM-DD**
Feb 14, 2018

GCPE MARKETING & SUPPORT SERVICES NAME **Kyla Kelch** SIGNATURE *K Kelch* DATE **YYYY-MM-DD**
March 7, 2018

GCPE EXPENSE AUTHORITY NAME SIGNATURE DATE

GCPE MARKETING & SUPPORT SERVICES | P.O. BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

GPA NO.

Note: This form must be completed and submitted to the Communications Project Approval Unit by the project manager. It is not to be submitted to the Communications Project Approval Unit by the project manager. It is not to be submitted to the Communications Project Approval Unit by the project manager.

MINISTRY Public Safety & Solicitor General	BRANCH Emergency Management BC	DATE 2018-02-13
PROJECT CONTACT NAME Jennifer McLarty		CONTACT TEL. (250) 217-0950
PROJECT TITLE Partners in Preparedness		COMPLETION DATE 2018-03-31
DESCRIPTION A retail initiative to promote emergency preparedness		SCOPE ☒ Campaign ☐ Series ☐ Single
THEME / MESSAGE Disaster readiness	AUDIENCE General Public	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Increase British Columbians' level of personal preparedness.		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☒ Strategic Planning
- ☒ Marketing Planning
- ☐ Media Planning / Media Purchasing
- ☐ Website Development / Hosting
- ☐ Social Media Development
- ☐ Audio / Video / Photography
- ☐ Translation Services
- ☒ Other (explain)
See RFP for detail.

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
- ☒ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☒ Other (explain)
See RFP for detail
- ☐ Public Service Announcement
(no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☒ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☒ Other (explain)
See RFP for detail

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other	Suburbia Studios	60	\$ 75,000.00

GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68

TOTAL COST \$
\$ 75,000.00

CONTENT

- ☐ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☒ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

STOB (for printed materials) 6509

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Jennifer McLarty	SIGNATURE 	DATE 2018-02-13
MINISTRY EXPENSE AUTHORITY NAME Jennifer McLarty	SIGNATURE 	DATE 2018-02-13

GCPE APPROVALS

GCPE/MINISTRY COMMUNICATIONS DIRECTOR NAME Patricia Leidl	SIGNATURE 	DATE 2018-02-16
GCPE MARKETING & SUPPORT SERVICES NAME KATHRYN LESNEUR	SIGNATURE 	DATE 2018-02-22
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Finance	BRANCH GCPE	DATE 2018-02-19
PROJECT CONTACT NAME Matt McLean	CONTACT TEL. (250) 812-6589	CONTACT FAX
PROJECT		
TITLE Post-Budget 2018	START DATE 2018-01-22	COMPLETION DATE 2018-03-31
DESCRIPTION Helping inform British Columbians of new programs/services in the budget		SCOPE ☒ Campaign ☐ Series ☐ Single
THEME / MESSAGE Making life more affordable. Helping people get	AUDIENCE All of BC	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Increase awareness, drive traffic to website		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☐ Marketing Planning
- ☒ Media Planning / Media Purchasing
- ☒ Website Development / Hosting
- ☒ Social Media Development
- ☒ Audio / Video / Photography
- ☒ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☒ Display (static or digital)
- ☒ Online Content & Advertising
- ☐ Other (explain)

☐ Public Service Announcement
(no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☒ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☒ Display (static or digital)
- ☐ Information Graphics
- ☒ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☒ Video / Motion Graphics
- ☒ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Vizeum, Jungle	67	\$ 350,000.00
Consultation / Research	Now Communications	67	\$ 36,000.00
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Now/Captus	67	\$ 150,000.00
Distribution			
Other			
TOTAL COST \$			\$ 536,000.00

GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68

CONTENT

- ☒ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
GCPE MARKETING & SUPPORT SERVICES NAME <i>K. Lesueur</i>	SIGNATURE <i>[Signature]</i>	DATE 2018-03-14
GCPE EXPENSE AUTHORITY NAME <i>Robb Cobble</i>	SIGNATURE <i>[Signature]</i>	DATE 2018-03-14

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing plan must be submitted for projects over \$10,000. All costs must be applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Finance	BRANCH GCPE	DATE 2018-03-12
PROJECT CONTACT NAME Kyla Kelch		CONTACT TEL. (250) 896-6348
PROJECT Labour Relations Code Review		COMPLETION DATE 2018-03-16
DESCRIPTION Public consultations for LRC review		SCOPE ☒ Campaign ☐ Series ☐ Single
THEME / MESSAGE Invitation to participate	AUDIENCE General public	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Increase public input to panel reviewing the Labour Relations Code		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☐ Marketing Planning
- ☒ Media Planning / Media Purchasing
- ☐ Website Development / Hosting
- ☐ Social Media Development
- ☐ Audio / Video / Photography
- ☐ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☒ Paid Advertising
- ☐ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☐ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☒ Graphic Design Services (advertising, etc)
- ☐ Print Publication (reports, poster, etc)
- ☐ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☐ Web Design and Online Graphics
- ☐ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☐ Video / Motion Graphics
- ☐ Stock Photography
- ☐ Branding, New Mark Development
- ☐ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Vizeum Canada Inc.	67	\$650.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			

GCPE / MINISTRY - Discretionary STOB 57 MINISTRY - Statutory STOB 68

TOTAL COST \$ **650.00**

CONTENT

- ☒ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE 2018-03-12
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Julianne McCaffrey	SIGNATURE	DATE 2018-03-12
GCPE MARKETING & SUPPORT SERVICES NAME KATHRYN LESUEUR	SIGNATURE	DATE 2018-03-13
GCPE EXPENSE AUTHORITY NAME Kelly Gibbs	SIGNATURE	DATE 2018-03-13

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Finance		BRANCH GCPE	DATE YYYY-MM-DD
PROJECT CONTACT NAME Robb Gibbs		CONTACT TEL (778) 584-1242	CONTACT FAX
PROJECT			
TITLE Toast the Coast		START DATE 2018-02-10	COMPLETION DATE 2018-02-11
DESCRIPTION Full page print ad		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE Together, let's support BC wine	AUDIENCE British Columbians	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE Protect and support for the province's wine producers		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)
---	---	--

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Vizeum	67	\$ 30,700.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Grey	67	\$ 6,200.00
Distribution			
Other			

GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68

TOTAL COST \$
\$ 36,900.00

CONTENT ☐ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved	
PRODUCTION ☐ Online ☐ Print (STOB required)	
DISTRIBUTION ☐ Ministry ☐ BC Mail Plus (STOB required)	
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
GCPE MARKETING & SUPPORT SERVICES NAME	SIGNATURE	DATE YYYY-MM-DD
GCPE EXPENSE AUTHORITY NAME Robb Gibbs	SIGNATURE [Signature]	DATE 2018-03-14

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before processing. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Jobs, Trade and Technology	BRANCH SBIIM	DATE 2018-03-19
PROJECT CONTACT NAME Theresa Wittstock		CONTACT TEL 778-698-8183
PROJECT TITLE Asset Development: Photography Gallery		COMPLETION DATE 2018-03-31
DESCRIPTION Photography gallery for B.C. International Brand Project: More images		SCOPE ☒ Campaign ☐ Series ☐ Single
THEME / MESSAGE B.C. is an attractive destination for business	AUDIENCE International influencers	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Develop tools to promote B.C. as preferred business destination globally		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☒ Audio / Video / Photography ☐ Translation Services ☐ Other (explain):	ADVERTISING & MARKETING MATERIALS ☐ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain): ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain):

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography	St. Bernadine Mission	60	\$ 8,100.00
Production			
Distribution			
Other	St. Bernadine Mission	60	\$ 1,900.00
TOTAL COSTS			\$ 10,000.00
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Theresa Wittstock	SIGNATURE <i>[Signature]</i>	DATE 2018-03-18
MINISTRY EXPENSE AUTHORITY NAME Nichola Wade	SIGNATURE <i>[Signature]</i>	DATE 2018-03-18

GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Bisha Schollen	SIGNATURE <i>[Signature]</i>	DATE 2018/03/22
GCPE MARKETING & SUPPORT SERVICES NAME K. Lesueur	SIGNATURE <i>[Signature]</i>	DATE 2018/03/22
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



BRITISH
COLUMBIA

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Education		BRANCH ALL	DATE 2018-03-02
PROJECT CONTACT NAME Zita Teng		CONTACT TEL. (778) 679-4740	CONTACT FAX
PROJECT			
TITLE VARIOUS - see attached list		START DATE	COMPLETION DATE 2018-03-31
DESCRIPTION		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE	AUDIENCE	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES

- ☐ Strategic Planning
- ☒ Marketing Planning
- ☐ Media Planning / Media Purchasing
- ☒ Website Development / Hosting
- ☒ Social Media Development
- ☒ Audio / Video / Photography
- ☒ Translation Services
- ☐ Other (explain)

ADVERTISING & MARKETING MATERIALS

- ☐ Paid Advertising
- ☒ Print Materials
- ☐ Promotional Items
- ☐ Display (static or digital)
- ☒ Online Content & Advertising
- ☐ Other (explain)
- ☐ Public Service Announcement (no funding required)

GRAPHIC COMMUNICATION SERVICES

- ☒ Graphic Design Services (advertising, etc)
- ☒ Print Publication (reports, poster, etc)
- ☒ Digital Publication (PDF, DVD, e-pub, etc)
- ☐ Display (static or digital)
- ☐ Information Graphics
- ☒ Web Design and Online Graphics
- ☒ Promotional Items
- ☐ Presentation (PowerPoint, PDF)
- ☒ Video / Motion Graphics
- ☒ Stock Photography
- ☐ Branding, New Mark Development
- ☒ Signage
- ☐ Other (explain)

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	see attached list	67	\$140,000
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 68	TOTAL COST \$ \$ 0.00

CONTENT

- ☐ New ☐ Update / Reprint
- ☐ Draft ☐ Final / Approved

PRODUCTION

- ☐ Online ☐ Print (STOB required)

DISTRIBUTION

- ☐ Ministry ☐ BC Mail Plus (STOB required)

OTHER

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME Zita Teng	SIGNATURE <i>Zita Teng</i>	DATE 2018-03-19
MINISTRY EXPENSE AUTHORITY NAME Scott MacDonald	SIGNATURE <i>Scott MacDonald</i>	DATE 2018-03-19

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME <i>Carina Filion</i>	SIGNATURE <i>Carina Filion</i>	DATE 2018/03/19
GCPE MARKETING & SUPPORT SERVICES NAME <i>KATHRYN LESNEUR</i>	SIGNATURE <i>K. Lesneur</i>	DATE 2018/03/20
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435.

ASSIGNED

PRINT FORM

CLEAR FORM

COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Finance		BRANCH GCPE	DATE YYYY-MM-DD 2018-03-14
PROJECT CONTACT NAME Kathryn LeSueur		CONTACT TEL. (778) 698-8674	CONTACT FAX
PROJECT			
TITLE Housing		START DATE 2018-01-22	COMPLETION DATE 2018-03-31
DESCRIPTION Helping inform British Columbians about new housing programs/services		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE Making life more affordable. Helping people get	AUDIENCE All of BC	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE Increase awareness, drive traffic to website		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☒ Media Planning / Media Purchasing ☐ Website Development / Hosting ☒ Social Media Development ☒ Audio / Video / Photography ☒ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☒ Display (static or digital) ☒ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☒ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☒ Display (static or digital) ☐ Information Graphics ☒ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☒ Video / Motion Graphics ☒ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)
---	---	---

ESTIMATED COSTS

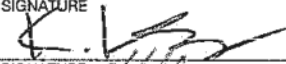
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Vizeum, Jungle	67	\$ 342,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	Now, Captus	67	\$ 250,000.00
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67		MINISTRY - Statutory STOB 68	TOTAL COST \$ \$ 592,000.00

CONTENT ☒ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved	
PRODUCTION ☐ Online ☐ Print (STOB required)	
DISTRIBUTION ☐ Ministry ☐ BC Mail Plus (STOB required)	
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
GCPE MARKETING & SUPPORT SERVICES NAME KATHRYN LESUEUR	SIGNATURE 	DATE 2018-03-14
GCPE EXPENSE AUTHORITY NAME ROBB GIBBS	SIGNATURE 	DATE 2018-03-14

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Finance	BRANCH GCPE	DATE YYYY-MM-DD 2018-03-14
PROJECT CONTACT NAME Kathryn LeSueur		CONTACT TEL. (778) 698-8674
CONTACT FAX		
PROJECT		
TITLE Housing		START DATE 2018-04-01
		COMPLETION DATE 2018-04-08
DESCRIPTION Helping inform British Columbians about new housing programs/services		SCOPE ☒ Campaign ☐ Series ☐ Single
THEME / MESSAGE Making life more affordable. Helping people get	AUDIENCE All of BC	REGION ☒ B.C. ☐ Canada ☐ Internat'l
OBJECTIVE Increase awareness, drive traffic to website		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES - Strategic Planning - Marketing Planning ☒ Media Planning / Media Purchasing - Website Development / Hosting ☒ Social Media Development ☒ Audio / Video / Photography ☒ Translation Services - Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising - Print Materials - Promotional Items ☒ Display (static or digital) ☒ Online Content & Advertising - Other (explain) Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☒ Graphic Design Services (advertising, etc) - Print Publication (reports, poster, etc) - Digital Publication (PDF, DVD, e-pub, etc) ☒ Display (static or digital) - Information Graphics ☒ Web Design and Online Graphics - Promotional Items - Presentation (PowerPoint, PDF) ☒ Video / Motion Graphics ☒ Stock Photography - Branding, New Mark Development - Signage - Other (explain)
---	--	--

ESTIMATED COSTS

SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase	Vizeum	67	\$ 130,000.00
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCPE / MINISTRY - Discretionary STOB 67 MINISTRY - Statutory STOB 68			TOTAL COST \$ \$ 130,000.00

CONTENT	
☒ New	Update / Reprint
☐ Draft	Final / Approved
PRODUCTION	
☐ Online	☐ Print (STOB required)
DISTRIBUTION	
☐ Ministry	☐ BC Mail Plus (STOB required)
OTHER	

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
MINISTRY EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME	SIGNATURE	DATE YYYY-MM-DD
GCPE MARKETING & SUPPORT SERVICES NAME K. LESUEUR	SIGNATURE 	DATE YYYY-MM-DD 2018-03-14
GCPE EXPENSE AUTHORITY NAME ROBB GIBBS	SIGNATURE 	DATE YYYY-MM-DD 2018-03-14

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPANO
A3502

Note: To ensure compliance and approval before proceeding, a marketing permit must be submitted first for projects over \$10,000. Attach samples if applicable. Please refer to the B.C. Government Communications Planning and Services Policy and Procedures Manual.

MINISTRY FLNRO	BRANCH Forest Analysis & Inventory Branch	DATE 2018-03-01
PROJECT CONTACT NAME Tamara Brierley		CONTACT TEL (250) 356-5167
		CONTACT FAX (250) 953-3838

PROJECT TITLE	START DATE 2018-04-01	COMPLETION DATE 2019-03-31
------------------	---------------------------------	--------------------------------------

DESCRIPTION Blanket APO for statutory ads	SCOPE ☒ Campaign ☐ Series ☐ Single
THEME / MESSAGE Timber Supply Review	AUDIENCE General Public
	REGION ☒ B.C. ☐ Canada ☐ Internet
OBJECTIVE Blanket APO for statutory ads	IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☒ Yes ☐ No

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☒ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc.) ☐ Print Publication (reports, posters, etc.) ☐ Digital Publication (PDF, DVD, e-pub, etc.) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign			
Media Purchase		68	
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other	Newspaper advertisements	68	\$ 10,000.00
GCPE / MINISTRY - Discretionary STOB 07 MINISTRY - Statutory STOB 68			TOTAL COSTS \$ 10,000.00

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Albert Nussbaum	SIGNATURE 	DATE 2018/03/01
MINISTRY EXPENSE AUTHORITY NAME Albert Nussbaum	SIGNATURE 	DATE 2018/03/01

GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Brett Lowther	SIGNATURE 	DATE 2018/03/15
GCPE MARKETING & SUPPORT SERVICES NAME KATHLEEN USUEUR	SIGNATURE 	DATE 2018/03/26
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

CPA NO.

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Ministry of Public Safety & Solicitor General		BRANCH Community Safety and Crime Prevention	DATE 2018-03-29
PROJECT CONTACT NAME Caitlin Millwater		CONTACT TEL. (250) 387-1698	CONTACT FAX (250) 356-1092
PROJECT TITLE		START DATE 2018-04-01	COMPLETION DATE 2019-03-31
DESCRIPTION Admin/Civil Forfeiture Ads Blanket APO 2018/2019		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE	AUDIENCE	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☐ No	

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
☐ Strategic Planning	☐ Paid Advertising	☐ Graphic Design Services (advertising, etc)
☐ Marketing Planning	☐ Print Materials	☐ Print Publication (reports, poster, etc)
☐ Media Planning / Media Purchasing	☐ Promotional Items	☐ Digital Publication (PDF, DVD, e-pub, etc)
☐ Website Development / Hosting	☐ Display (static or digital)	☐ Display (static or digital)
☐ Social Media Development	☐ Online Content & Advertising	☐ Information Graphics
☐ Audio / Video / Photography	☐ Other (explain)	☐ Web Design and Online Graphics
☐ Translation Services		☐ Promotional Items
☐ Other (explain)	☐ Public Service Announcement (no funding required)	☐ Presentation (PowerPoint, PDF)
		☐ Video / Motion Graphics
		☐ Stock Photography
		☐ Branding, New Mark Development
		☐ Signage
		☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign		68	
Media Purchase			
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production			
Distribution			
Other			
GCP / MINISTRY - Discrepancy: STOB 67 MINISTRY - Statutory: STOB 68			TOTAL COSTS \$ 0.00

MINISTRY APPROVALS	
PROGRAM DIRECTOR NAME Jerad Larson	SIGNATURE
DATE 2018-03-29	
MINISTRY EXPENSE AUTHORITY NAME Caitlin Millwater	SIGNATURE
DATE 2018-03-29	
GOPE APPROVALS	
GOPE MINISTRY COMMUNICATIONS DIRECTOR NAME CAROLINE McANDREWS	SIGNATURE
DATE 2018-04-03	
GOPE MARKETING & SUPPORT SERVICES NAME KATHARINE LEMUEUR	SIGNATURE
DATE 2018-04-04	
GOPE EXPENSE AUTHORITY NAME	SIGNATURE
DATE	

GCP MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

AP0: **A3506**
CPA NO.
TRAN19STAT

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted first for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications, Relations and Services Policy and Procedures Manual.

MINISTRY: **Transportation and Infrastructure** BRANCH: **Corporate Writing Services (CWS)** DATE: **2018-03-19**

PROJECT CONTACT NAME: **Susan Paton** CONTACT TEL: **(250) 387-5705** CONTACT FAX: **(250) 356-7706**

PROJECT

TITLE: **Statutory Advertising Campaigns** START DATE: **2018-04-01** COMPLETION DATE: **2019-03-31**

DESCRIPTION: **Advertising required by statute / regulation / ministry policy** SCOPE: ☒ Campaign ☐ Series ☐ Single

THEME / MESSAGE: **Public Awareness and Road User Safety** AUDIENCE: **Public and Stakeholders** REGION: ☒ B.C. ☐ Canada ☐ Internat'l

OBJECTIVE: **Inform of TRAN projects/works scope/possible impacts** IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN?: ☐ Yes ☐ No

SERVICES & MATERIALS REQUIRED

ADVERTISING & MARKETING SERVICES	ADVERTISING & MARKETING MATERIALS	GRAPHIC COMMUNICATION SERVICES
☐ Strategic Planning	☒ Paid Advertising	☐ Graphic Design Services (advertising, etc)
☐ Marketing Planning	☐ Print Materials	☐ Print Publication (reports, poster, etc)
☐ Media Planning / Media Purchasing	☐ Promotional Items	☐ Digital Publication (PDF, DVD, e-pub, etc)
☐ Website Development / Hosting	☐ Display (static or digital)	☐ Display (static or digital)
☐ Social Media Development	☐ Online Content & Advertising	☐ Information Graphics
☐ Audio / Video / Photography	☐ Other (explain)	☐ Web Design and Online Graphics
☐ Translation Services		☐ Promotional Items
☐ Other (explain)	☐ Public Service Announcement (no funding required)	☐ Presentation (PowerPoint, PDF)
		☐ Video / Motion Graphics
		☐ Stock Photography
		☐ Branding, New Mark Development
		☐ Signage
		☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	MOTI CWS / GCPE		
Media Purchase	MOTI CWS / GCPE		
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	MOTI CWS / GCPE		
Distribution	MOTI CWS / GCPE		
Other	Blanket Cost Fiscal 18/19		\$ 100,000.00
TOTAL COST \$			\$ 100,000.00

GCPE / MINISTRY - Discretionary STOB 07 MINISTRY - Statutory STOB 08

MINISTRY APPROVALS

PROGRAM DIRECTOR NAME: **Sara Haskett** SIGNATURE: *[Signature]* DATE: **2018-03-19**
MINISTRY EXPENSE AUTHORITY NAME: **Susan Paton** SIGNATURE: *[Signature]* DATE: **2018-03-18**

GCPE APPROVALS

GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME: **Katie Robb** SIGNATURE: *[Signature]* DATE: **2018/04/06**
GCPE MARKETING & SUPPORT SERVICES NAME: **KATHRYN LESUEUR** SIGNATURE: *[Signature]* DATE: **2018-04-13**
GCPE EXPENSE AUTHORITY NAME: SIGNATURE: DATE:

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM



COMMUNICATIONS PROJECT APPROVAL

APO: A3507
CPA NO. TRAN19INFO

Note: Form must be completed and approved before proceeding. A marketing brief must be submitted for projects over \$10,000. Attach sample if applicable. Please refer to the B.C. Government Communications Materials and Services Policy and Procedures Manual.

MINISTRY Transportation and Infrastructure	BRANCH Corporate Writing Services (CWS)	DATE YYYY-MM-DD 2018-03-19
PROJECT CONTACT NAME Susan Paton	CONTACT TEL (250) 387-5705	CONTACT FAX (250) 356-7706

PROJECT TITLE Informational Advertising Campaigns		START DATE 2018-04-01	COMPLETION DATE 2019-03-31
DESCRIPTION Advertising of Capital Projects/Rehabilitation/Maintenance/Operations		SCOPE ☒ Campaign ☐ Series ☐ Single	
THEME / MESSAGE Public Awareness and Road User Safety	AUDIENCE Public and Stakeholders	REGION ☒ B.C. ☐ Canada ☐ Internat'l	
OBJECTIVE Inform of TRAN projects/works scope/possible impacts.		IS THIS INCLUDED IN YOUR ANNUAL MARKETING PLAN? ☐ Yes ☒ No	

SERVICES & MATERIALS REQUIRED		
ADVERTISING & MARKETING SERVICES ☐ Strategic Planning ☐ Marketing Planning ☐ Media Planning / Media Purchasing ☐ Website Development / Hosting ☐ Social Media Development ☐ Audio / Video / Photography ☐ Translation Services ☐ Other (explain)	ADVERTISING & MARKETING MATERIALS ☒ Paid Advertising ☐ Print Materials ☐ Promotional Items ☐ Display (static or digital) ☐ Online Content & Advertising ☐ Other (explain) ☐ Public Service Announcement (no funding required)	GRAPHIC COMMUNICATION SERVICES ☐ Graphic Design Services (advertising, etc) ☐ Print Publication (reports, poster, etc) ☐ Digital Publication (PDF, DVD, e-pub, etc) ☐ Display (static or digital) ☐ Information Graphics ☐ Web Design and Online Graphics ☐ Promotional Items ☐ Presentation (PowerPoint, PDF) ☐ Video / Motion Graphics ☐ Stock Photography ☐ Branding, New Mark Development ☐ Signage ☐ Other (explain)

ESTIMATED COSTS			
SERVICE	SERVICE PROVIDER	STOB	COST ESTIMATE
Campaign	MOTI CWS / GCPE		
Media Purchase	MOTI CWS / GCPE		
Consultation / Research			
Website Development			
Social Media Development			
Audio / Video / Photography			
Production	MOTI CWS / GCPE		
Distribution	MOTI CWS / GCPE		
Other	Blanket Cost Fiscal 18/19		\$ 200,000.00
GCPE / MINISTRY - Discretionary STOB 07 MINISTRY - Statutory STOB 08			TOTAL COSTS \$ 200,000.00

CONTENT ☐ New ☐ Update / Reprint ☐ Draft ☐ Final / Approved	
PRODUCTION ☐ Online ☐ Print (STOB required)	
DISTRIBUTION ☐ Ministry ☐ BC Mail Plus (STOB required)	
OTHER	

MINISTRY APPROVALS		
PROGRAM DIRECTOR NAME Sara Haskett	SIGNATURE 	DATE YYYY-MM-DD 2018-03-19
MINISTRY EXPENSE AUTHORITY NAME Susan Paton	SIGNATURE 	DATE YYYY-MM-DD 2018-03-19

GCPE APPROVALS		
GCPE MINISTRY COMMUNICATIONS DIRECTOR NAME Katie Pidd	SIGNATURE 	DATE YYYY-MM-DD 2018-04-02
GCPE MARKETING & SUPPORT SERVICES NAME KATHRYN LESURE	SIGNATURE 	DATE YYYY-MM-DD 2018-04-12
GCPE EXPENSE AUTHORITY NAME	SIGNATURE	DATE YYYY-MM-DD

GCPE MARKETING & SUPPORT SERVICES | PO BOX 9409 STN PROV GOVT Victoria BC V8W 9V1 | Tel: 250 387-3957 Fax: 250 387-1435

ASSIGNED

PRINT FORM

CLEAR FORM