



**2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER  
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)**

<b>MINISTRY/CLIENT #:</b>	<b>Min. Forests, Lands, Natural Resources</b>	<b>DATE:</b>	October 27, 2021
<b>CAMPAIGN NAME:</b>	Environment / Forestry Phase 1	<b>APO #:</b>	<b>A4636</b>
<b>MEDIUM:</b>	English TV	<b>CPC #:</b>	381xxx-22-xxxx
<b>FLIGHT DATES:</b>	November 22 - December 19 (4 weeks)	<b>VERSION:</b>	Original
<b>TARGET AUDIENCE:</b>	A25-54	<b>MEDIA BUYER:</b>	Brittany Dame
<b>UNIT:</b>	30's	<b>CONTRACT #:</b>	C21GCPE001
<b>REVISION COMMENT:</b>			

**SECTION 1 (edit column titles according to media type) AD COSTING**

Market	Recommended Stations	Flight Date(s)	Estimated Gross CPR	Weekly Weekly GRP's	Cost Gross	# of Weeks	Total Net Cost
Vancouver / Victoria	CIVI, CIVT CKVU, CHNM, SPORTSNET CHAN, BC1 CHEK CBUT CHNU	Mon Nov 22 - Sun Dec 19, 2021	\$700.00	150	\$105,000.00	4	\$420,000.00
Kelowna	CHBC, CHANKELG	Mon Nov 22 - Sun Dec 19, 2021	\$67.50	75	\$5,062.50	4	\$20,250.00
Kamloops / Prince George	CFJC, CKPG CHANKAMP, CIVTKAMP	Mon Nov 22 - Sun Dec 19, 2021	\$90.00	75	\$6,750.00	4	\$27,000.00
Terrace / Kitimat	CFTK, CHANTER, CIVTTER	Mon Nov 22 - Sun Dec 19, 2021	\$45.00	75	\$3,375.00	4	\$13,500.00
Dawson Creek	CJDC, CHAN-DAC	Mon Nov 22 - Sun Dec 19, 2021	\$30.00	75	\$2,250.00	4	\$9,000.00
Kootenays	CHANKOOG	Mon Nov 22 - Sun Dec 19, 2021	\$25.00	75	\$1,875.00	4	\$7,500.00
<b>Total Ad Cost</b>							<b>\$497,250.00</b>



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<b>MINISTRY/CLIENT #:</b>	Min. Forests, Lands, Natural Resources	<b>DATE:</b>	October 27, 2021
<b>CAMPAIGN NAME:</b>	Environment / Forestry Phase 1	<b>APO #:</b>	<b>A4636</b>
<b>MEDIUM:</b>	English TV	<b>CPC #:</b>	381xxx-22-xxxx
<b>FLIGHT DATES:</b>	November 22 - December 19 (4 weeks)	<b>VERSION:</b>	Original
<b>TARGET AUDIENCE:</b>	A25-54	<b>MEDIA BUYER:</b>	Brittany Dame
<b>UNIT:</b>	30's	<b>CONTRACT #:</b>	C21GCPE001
<b>REVISION COMMENT:</b>			

**SECTION 1 (edit column titles according to media type) AD COSTING**

		Estimated	Weekly Weekly	Cost	# of	Total
SECTION 2 - AGENCY FEES (per GSA Rates)						
DESCRIPTION OF WORK: Planning, buying, trafficking of TV. Loading and invoicing.	CLIENT SERVICE			RATE	HOURS	AMOUNT
	Account Manager/Alternate			\$105.00		\$0.00
	Accounting/Admin			\$105.00	8	\$840.00
	Media Director			\$105.00	2	\$210.00
	Media Planner			\$105.00	3	\$315.00
	Media Buyer			\$105.00	20	\$2,100.00
	Trafficking			\$105.00	1	\$105.00
	Additional Costs					
	Subcontractor			\$0.00		\$0.00
					Total Agency Fees	\$3,570.00
REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work. Extensive changes or more than one round of revisions will result in additional costs, to be provided in an estimate revision.			TOTAL \$500,820.00			

**SECTION 3 - APPROVALS/BILLING**

<b>Approved by GCPE Marketing &amp; Advertising:</b>  <div style="border: 1px solid black; width: 150px; height: 40px; margin: 0 auto; text-align: center;"> </div>	<div style="border: 1px solid black; width: 150px; height: 40px; margin: 0 auto; text-align: center;"> </div>	<b>Date:</b> 2021-11-04   <b>Date:</b> 2021-11-04
Signature/Print Name: Kathryn LeSueur	Signature/Print Name: Sonja Martins	

<b>STOB:</b> GCPE 67 <input type="checkbox"/> MINISTRY 67 <input checked="" type="checkbox"/> MINISTRY 68 <input type="checkbox"/>	<b>STOB 68 BILLING TO:</b> Email Ministry Billing Contact <b>BILLING CONTACT:</b> <b>EMAIL :</b> <b>STOB 67 BILLING TO:</b> gcpe.financebilling@gov.bc.ca
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Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement. Revised 21-04-01



2021/22 TRADITIONAL ADVERTISING PLACEMENT ORDER  
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY: Min. Forest, Lands, Natural Resources  
CAMPAIGN NAME: Environment / Forestry Phase 1  
FLIGHT DATES: November 24 - December 19 (4 weeks)  
MEDIUM: English Radio  
UNIT: 30s  
TARGET AUDIENCE: A25-54  
CREATIVE DEADLINE: Thursday prior  
REVISION NOTES: Date Change

DATE: November 3, 2021  
APO #: A4637  
CPC:  
VERSION: R1  
MEDIA BUYER: Brittany Dame  
CONTRACT: C21GCPE001

SECTION 1 - AD COSTING

SECTION 7 - AD COUNING				TOTAL		WEEK 1 SUMMARY				TOTAL	
MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	START DATE	END DATE	WKY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
LOWERMAINLAND / WHISTLER											
VANCOUVER	CFBTFM, CKKSFM, CHQMFM, CHMJ, CISL, CJJRFM, CKLGFM, CKST, CKWX, CKZZFM, CKPKFM, CFMIFM, CFOXFM, CKNW, CHLGFM, CJAXFM	VARIOUS	Reach Plan	\$140.00		2021-11-24	2021-12-19	150	4	600	\$84,000.00
SURREY	CISFFM			\$61.20		2021-11-24	2021-12-19	21	4	84	\$5,140.80
CHILLIWACK	CHWK FM			\$48.00		2021-11-24	2021-12-19	21	4	84	\$4,032.00
CHILLIWACK	CKSRFM			\$45.00		2021-11-24	2021-12-19	21	4	84	\$3,780.00
ABBOTSFORD	CKQCFM			\$35.00		2021-11-24	2021-12-19	21	4	84	\$2,940.00
SQUAMISH / WHISTLER	CISQFM			\$38.00		2021-11-24	2021-12-19	21	4	84	\$3,192.00
WHISTLER	CKEE FM			\$28.00		2021-11-24	2021-12-19	21	4	84	\$2,352.00
ISLAND											
VICTORIA	CKKQFM, CHTTFM, CIOCFM,CJZNFM, CFAX, CHBEFM	VARIOUS	Reach Plan	\$34.00		2021-11-24	2021-12-19	100	4	400	\$13,600.00
TOFINO	CHMZFM		6a - 12a	\$24.10		2021-11-24	2021-12-19	21	4	84	\$2,024.40
UCLUELET	CIMMFM		6a - 12a	\$24.10		2021-11-24	2021-12-19	21	4	84	\$2,024.40
COURTENAY/COMOX	CKKC		6a - 12a	\$22.00		2021-11-24	2021-12-19	21	4	84	\$1,848.00
ISLAND					\$326.50	2021-11-24	2021-12-19	21	4	84	\$27,426.00
NANAIMO	CHWFFM	Rock	6a - 12a	\$44.00	\$40.00	2021-11-24	2021-12-19				\$0.00
NANAIMO	CKWVFM	Hot AC	6a - 12a	\$44.00	\$40.00	2021-11-24	2021-12-19				\$0.00
PARKSVILLE	CIBHFM	Adult Contemporary	6a - 12a	\$22.00	\$20.00	2021-11-24	2021-12-19				\$0.00
PARKSVILLE	CHPQFM	Standards/Gold	6a - 12a	\$22.00	\$20.00	2021-11-24	2021-12-19				\$0.00
COURTENAY/COMOX	CKLRFM	Classic Hits & Hot AC	6a - 12a	\$42.00	\$39.00	2021-11-24	2021-12-19				\$0.00
COURTENAY/COMOX	CFCPFM	Rock	6a - 12a	\$36.00	\$32.50	2021-11-24	2021-12-19				\$0.00
CAMPBELL RIVER	CICQFM	Hot AC	6a - 12a	\$22.50	\$20.25	2021-11-24	2021-12-19				\$0.00
DUNCAN	CJSUFM	Classic Hits	6a - 12a	\$31.00	\$28.00	2021-11-24	2021-12-19				\$0.00
POWEL RIVER	CFPWFM	Classic Hits	6a - 12a	\$22.50	\$20.25	2021-11-24	2021-12-19				\$0.00
PORT ALBERNI	CJAVFM	Classic Hits & Hot AC	6a - 12a	\$26.50	\$24.00	2021-11-24	2021-12-19				\$0.00
PORT HARDY	CFNIAM	Classic Hits	6a - 12a	\$17.00	\$15.50	2021-11-24	2021-12-19				\$0.00
SECHELT / NANAIMO	CKAYFM	Classic Hits	6a - 12a	\$30.00	\$27.00	2021-11-24	2021-12-19				\$0.00
CENTRAL INTERIOR											
KELOWNA	CKLZFM	Rock	6a-12a	\$34.00		2021-11-24	2021-12-19	21	4	84	\$2,856.00
KELOWNA	CKQQFM	Classic Hits	6a-12a	\$34.00		2021-11-24	2021-12-19	21	4	84	\$2,856.00
KELOWNA	CKOV		6a-12a	\$20.00		2021-08-12	2021-08-14	21	4	84	\$1,680.00

MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	TOTAL		WEEK 1 SUMMARY				TOTAL	
				NET :30 CPP/SPOT	NET :30 COMBO RATE & SPLIT	START DATE	END DATE	WKY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
KAMLOOPS	CIFMFM	Rock	6a-12a	\$42.00		2021-11-24	2021-12-19	21	4	84	\$3,528.00
KAMLOOPS	CKBZFM	Adult Contemporary	6a-12a	\$42.00		2021-11-24	2021-12-19	21	4	84	\$3,528.00
VERNON	CJIB-FM (formerly CKIZFM)	Classic Hits	6a-12a	\$34.00		2021-11-24	2021-12-19	21	4	84	\$2,856.00
BARRIERE	CHLWFM	Rock	6a-12a	\$15.00		2021-11-24	2021-12-19	21	4	84	\$1,260.00
MERRITT	CKMQ	AC		\$21.25		2021-11-24	2021-12-19	21	4	84	\$1,785.00
CENTRAL INTERIOR					\$157.25	2021-11-24	2021-12-19	21	4	84	\$13,209.00
KELOWNA	CHSU	Hot AC		\$17.00	\$15.30	2021-11-24	2021-12-19				\$0.00
KELOWNA	CILK	AC		\$17.00	\$15.30	2021-11-24	2021-12-19				\$0.00
KELOWNA	CKFR	Newstalk		\$12.75	\$11.90	2021-11-24	2021-12-19				\$0.00
KELOWNA	CKKO	Rock		\$11.90	\$11.05	2021-11-24	2021-12-19				\$0.00
KAMLOOPS	CKRV	Contemporary Hit		\$39.00	\$35.70	2021-11-24	2021-12-19				\$0.00
KAMLOOPS	CJKC	Country		\$20.40	\$18.70	2021-11-24	2021-12-19				\$0.00
KAMLOOPS	CHNL	News Talk		\$23.80	\$22.10	2021-11-24	2021-12-19				\$0.00
VERNON	CICF	Hot AC		\$19.75	\$27.20	2021-11-24	2021-12-19				\$0.00
SOUTH OKANAGAN NETWORK					\$102.85	2021-11-24	2021-12-19	21	4	84	\$8,639.40
PENTICTON	CIGV	Country		\$28.90	\$26.35	2021-11-24	2021-12-19				\$0.00
PENTICTON	CJMG	Hot AC		\$30.60	\$28.05	2021-11-24	2021-12-19				\$0.00
PENTICTON	CKOR	AC		\$19.55	\$17.85	2021-11-24	2021-12-19				\$0.00
SUMMERLAND	CHOR	AC		\$17.00	\$15.30	2021-11-24	2021-12-19				\$0.00
OSOYOOS/OLIVER	CJOR	AC		\$17.00	\$15.30	2021-11-24	2021-12-19				\$0.00
COLUMBIA SHUSWAP NETWORK					\$56.10	2021-11-24	2021-12-19	21	4	84	\$4,712.40
SALMON ARM	CKXR	AC		\$28.05	\$25.50	2021-11-24	2021-12-19				\$0.00
REVELSTOKE	CKCR	AC		\$17.00	\$15.30	2021-11-24	2021-12-19				\$0.00
GOLDEN	CKGR	AC		\$17.00	\$15.30	2021-11-24	2021-12-19				\$0.00
NORTHERN INTERIOR											
PRINCE GEORGE	CKDVFM	Classic Hits	6a-12a	\$37.00		2021-11-24	2021-12-19	21	4	84	\$3,108.00
PRINCE GEORGE	CKNFM	Hot AC	6a-12a	\$37.00		2021-11-24	2021-12-19	21	4	84	\$3,108.00
MACKENZIE	CHMMFM			\$16.00		2021-11-24	2021-12-19	21	4	84	\$1,344.00
CCI NETWORK					\$217.50	2021-11-24	2021-12-19	21	4	84	\$18,270.00
PRINCE GEORGE	CJCIFM	Country	6a-12a	\$35.00	\$31.50	2021-11-24	2021-12-19				\$0.00
PRINCE GEORGE	CIRXFM	Rock	6a-12a	\$35.00	\$31.50	2021-11-24	2021-12-19				\$0.00
VANDERHOOF	CIRXFM1	Rock	6a-12a	\$17.00	\$15.50	2021-11-24	2021-12-19				\$0.00
SMITHERS / BURNS LAKE	CFBV/CFLD	Classic Hits	6a-12a	\$22.00	\$20.00	2021-11-24	2021-12-19				\$0.00
QUESNEL	CKCQFM	Country	6a-12a	\$26.50	\$24.00	2021-11-24	2021-12-19				\$0.00
QUESNEL	CFFM2	Rock	6a-12a	\$26.50	\$24.00	2021-11-24	2021-12-19				\$0.00
WILLIAMS LAKE	CKWLM	Country	6a-12a	\$26.50	\$24.00	2021-11-24	2021-12-19				\$0.00
WILLIAMS LAKE	CFFM	Rock	6a-12a	\$26.50	\$24.00	2021-11-24	2021-12-19				\$0.00
100 MILE HOUSE	CKBX	Country	6a-12a	\$25.50	\$23.00	2021-11-24	2021-12-19				\$0.00
TERRACE				\$48.50		2021-11-24	2021-12-19	21	4	84	\$4,074.00
	CFNRFM (Northern Native Radio)	Rock & Aboriginal	6a-8p								
NORTH-WEST NETWORK					\$86.70	2021-11-24	2021-12-19	21	4	84	\$7,282.80
TERRACE	CJFW	Country		\$29.75	\$27.20	2021-11-24	2021-12-19				\$0.00
TERRACE	CFTK	AC		\$25.50	\$23.80	2021-11-24	2021-12-19				\$0.00
PRINCE RUPERT	CHTK	AC		\$22.10	\$20.40	2021-11-24	2021-12-19				\$0.00
KITIMAT	CKTK	AC		\$17.00	\$15.30	2021-11-24	2021-12-19				\$0.00
PEACE NETWORK				\$15.50		2021-11-24	2021-12-19	21	4	84	\$1,302.00
	CHETFM	Classic Rock	6a-12a								
FORT ST. JOHN	CKFUFM			\$28.00		2021-11-24	2021-12-19	21	4	84	\$2,352.00
NORTH-EAST NETWORK					\$130.05	2021-11-24	2021-12-19	21	4	84	\$10,924.20
DAWSON CR./TUMBLER R.	CJDC	Country		\$38.25	\$34.85	2021-11-24	2021-12-19				\$0.00

MARKETS	RECOMMENDED STATIONS	FORMAT	ROTATION	TOTAL	NET :30 COMBO RATE & SPLIT	WEEK 1 SUMMARY				TOTAL	
				NET :30 CPP/SPOT		START DATE	END DATE	WKY GRP/Occ	WKS	GRPs / Occ	TOTAL NET
FORT ST. JOHN	CKNL	AOR/Mainstream Rock		\$38.25	\$34.85	2021-11-24	2021-12-19				\$0.00
FORT ST. JOHN	CHRX	Hot AC		\$38.25	\$34.85	2021-11-24	2021-12-19				\$0.00
FORT NELSON	CKRX	AOR/Mainstream Rock		\$28.05	\$25.50	2021-11-24	2021-12-19				\$0.00
MOUNTAIN-FM NETWORK					\$84.50	2021-11-24	2021-12-19	21	4	84	\$7,098.00
CASTLEGAR	CKQRFM	Rock	6a-12a	\$30.00	\$27.00	2021-11-24	2021-12-19				\$0.00
NELSON	CHNVFM	Classic Hits	6a-12a	\$23.00	\$21.00	2021-11-24	2021-12-19				\$0.00
GRAND FORK	CKGFFM	Classic Hits	6a-12a	\$17.00	\$15.50	2021-11-24	2021-12-19				\$0.00
CRESTON	CKCV-FM	Classic Hits	6a-12a	\$23.00	\$21.00	2021-11-24	2021-12-19				\$0.00
EK RADIO NETWORK					\$127.50	2021-11-24	2021-12-19	21	4	84	\$10,710.00
CRANBOOK/FERNIE	CHDRFM/ CJDRFM	Rock	6a-12a	\$45.00	\$42.50	2021-11-24	2021-12-19				\$0.00
CRANBOOK/FERNIE	CHBZFM/ CFBFM	Country	6a-12a	\$45.00	\$42.50	2021-11-24	2021-12-19				\$0.00
CRANBOOK/FERNIE	CFSM	Adult Contemporary	6a-12a	\$45.00	\$42.50	2021-11-24	2021-12-19				\$0.00
SOUTH-EAST NETWORK					\$68.00	2021-11-24	2021-12-19	21	4	84	\$5,712.00
TRAIL/CASTLEGAR/CRESTON	CJAT	AC		\$45.90	\$42.50	2021-11-24	2021-12-19				\$0.00
NELSON/TRAIL	CKKC	AC		\$28.05	\$25.50	2021-11-24	2021-12-19				\$0.00
											\$274,554.40

SECTION 2 - AGENCY FEES (per GSA Rates)			
DESCRIPTION OF WORK: Planning and buying province wide radio buy, including buy maintenance and reconciliation and creative trafficking	CLIENT SERVICE	RATE	AMOUNT
	Account Manager	\$105.00	\$0.00
	Accounting / Admin	\$105.00	\$1,260.00
	Media Director	\$105.00	\$105.00
	Media Planner	\$105.00	\$315.00
	Media Buyer	\$105.00	\$2,100.00
	Trafficking	\$105.00	\$105.00
	Additional Costs	\$105.00	\$0.00
	Subcontractor	\$105.00	\$0.00
	Total Agency Fees		\$3,885.00
TOTAL		\$278,439.40	

SECTION 3 - APPROVALS/BILLING	
Approved by GCPE Marketing & Advertising:	Signature / Print Name / Kathryn LeSueur
Approved by Expense Authority (GCPE or Ministry)	Signature / Print Name/Sonja Martins

STOB:  
GCPE 67  
MINISTRY 67  
MINISTRY 68

STOB 68 BILLING TO: Email Ministry Billing Contact  
BILLING CONTACT:  
EMAIL :  
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.



**2021/22 DIGITAL ADVERTISING PLACEMENT ORDER  
IPROspect CANADA INC. (formerly Vizeum Canada Inc.)**

<b>MINISTRY/CLIENT #:</b>	<b>GCPE</b>	<b>DATE:</b>	04-Nov-21
<b>CAMPAIGN NAME:</b>	Phase 1 Enviro-Forestry	<b>APO #:</b>	<b>A4638/GCPE Project #32N0108</b>
<b>FLIGHT DATES:</b>	Nov 8 - Dec 19	<b>VERSION:</b>	Original
<b>TARGET AUDIENCE:</b>	Various (see below)	<b>MEDIA BUYER:</b>	Dana Gabat
<b>REVISION COMMENT:</b>		<b>CONTRACT #</b>	<b>C21GCPE002</b>

**SECTION 1 (edit column titles accordingly) AD COSTING**

Site	Flight Date(s)	Ad Size	CPM	Audience	# of Weeks	Total Imp.	Total Net Cost
Spotify - Podcasts & Audio	Nov 15 - Dec 10	:15 / :30 sec audio	\$24.39	BC, Content	6	820,008	\$20,000
WMG - Podcasts & Audio	Nov 15 - Dec 10	:15 / :30 sec audio	\$25.00	BC, Content	6	800,000	\$20,000
Google	Nov 8 - Dec 19	Ad copy	NA	Keywords	6	NA	\$7,700
<b>Total Ad Cost</b>							<b>\$47,700.00</b>

**SECTION 2 - AGENCY FEES (per GSA Rates)**

DESCRIPTION OF WORK:	CLIENT SERVICE	RATE	HOURS	AMOUNT
Media Planning and Buying	Account Manager (day to day contact)	\$105.00		\$0.00
Ad trafficking / campaign setup	Account Manager (alternate)	\$105.00		\$0.00
Ongoing campaign monitoring/optimizations	Accounting/Administration Support	\$105.00		\$0.00
campaign billing and reconciliation	Media Director	\$105.00		\$0.00
Final reporting	Media Planner	\$105.00		\$0.00
	Media Buyer	\$105.00		\$0.00
	Trafficking	\$105.00		\$0.00
	<b>Additional Costs</b>			
	Subcontractor	\$0.00		\$0.00
<b>Total Agency Fees</b>				<b>\$0.00</b>

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.  
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

**TOTAL \$47,700.00**

**SECTION 3 - APPROVALS/BILLING**

Approved by GCPE Marketing & Advertising:

Signature/Print Name: Kathryn LeSueur

Date: 2021-11-05

Approved by Expense Authority:  
(GCPE or Ministry)

Signature/Print Name: Dawn Stewart

Date: 2021-11-05

STOB:  
GCPE 67  
MINISTRY 67  
MINISTRY 68



STOB 68 BILLING TO: Ministry Branch Email Address  
BILLING CONTACT:  
EMAIL :  
STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca



**2021/22 DIGITAL ADVERTISING PLACEMENT ORDER**  
**IProspect Canada Inc. (formerly Vizeum Canada Inc.)**

<b>MINISTRY/CLIENT #:</b>	<b>GCPE</b>	<b>DATE:</b>	04-Nov-21
<b>CAMPAIGN NAME:</b>	Phase 1 Enviro-Forestry	<b>APO #:</b>	<b>A4638/GCPE Project #32N0108</b>
<b>FLIGHT DATES:</b>	Nov 8 - Dec 19	<b>VERSION:</b>	Original
<b>TARGET AUDIENCE:</b>	Various (see below)	<b>MEDIA BUYER:</b>	Dana Gabat
<b>REVISION COMMENT:</b>		<b>CONTRACT #</b>	<b>C21GCPE002</b>

**SECTION 1 (edit column titles accordingly) AD COSTING**

	<b># of</b>	<b>Total</b>
<b>Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.</b>		
		<b>Revised 21-04-01</b>



**2021/22 DIGITAL ADVERTISING PLACEMENT ORDER  
IPROspect CANADA INC. (formerly Vizeum Canada Inc.)**

<b>MINISTRY/CLIENT #:</b>	Min. Forest, Lands, Natural Resources	<b>DATE:</b>	04-Nov-21
<b>CAMPAIGN NAME:</b>	Phase 1 Enviro-Forestry	<b>APO #:</b>	<b>A4639</b>
<b>FLIGHT DATES:</b>	Nov 8 - Dec 19	<b>VERSION:</b>	Original
<b>TARGET AUDIENCE:</b>	Various (see below)	<b>MEDIA BUYER:</b>	Dana Gabat
<b>REVISION COMMENT:</b>		<b>CONTRACT #</b>	<b>C21GCPE002</b>

**SECTION 1 (edit column titles accordingly) AD COSTING**

Site	Flight Date(s)	Ad Size	CPM	Audience	# of Weeks	Total Imp.	Total Net Cost
FB/IG	Nov 8 - 21	In-feed / Stories (static)	\$5.00	A18-50,	2	3,000,000	\$15,000.00
FB/IG	Nov 22 - Dec 19	In-feed / Stories (video)	\$5.00	Outdoors/Environment	4	7,000,000	\$35,000.00
Twitter	Nov 8 - 21	Website Cards (static)	\$5.00	A18-50,	2	1,000,000	\$5,000.00
Twitter	Nov 22 - Dec 19	Website Cards (video)	\$5.00	Outdoors/Environment	4	2,000,000	\$10,000.00
TikTok	Nov 22 - Dec 19	Video ads	\$10.00	A18-50,	4	1,500,000	\$15,000.00
Snapchat	Nov 22 - Dec 19	Video ads	\$3.00	A18-50,	4	3,333,333	\$10,000.00
Cluep	Nov 8 - Dec 19	Standard Display	\$15.00	Custom	6	2,000,000	\$30,000
YouTube	Nov 22 - Dec 19	:15s Video	\$10.00	A18-50,	4	5,000,000	\$50,000.00
MiQ	Nov 22 - Dec 19	:15s Video	\$28.00	A18-50,	6	1,428,571	\$40,000.00
						<b>Total Ad Cost</b>	<b>\$210,000.00</b>

**SECTION 2 - AGENCY FEES (per GSA Rates)**

DESCRIPTION OF WORK:	CLIENT SERVICE	RATE	HOURS	AMOUNT
Media Planning and Buying	Account Manager (day to day contact)	\$105.00	5	\$525.00
Ad trafficking / campaign setup	Account Manager (alternate)	\$105.00	0	\$0.00
Ongoing campaign monitoring/optimizations	Accounting/Administration Support	\$105.00	5	\$525.00
campaign billing and reconciliation	Media Director	\$105.00	0	\$0.00
Final reporting	Media Planner	\$105.00	5	\$525.00
	Media Buyer	\$105.00	30	\$3,150.00
	Trafficking	\$105.00	5	\$525.00
	<b>Additional Costs</b>			
	Subcontractor	\$0.00		\$0.00
				<b>Total Agency Fees</b>
				<b>\$5,250.00</b>

REVISIONS: this estimate allows for one round of minor changes to media recommendations or scope of work.  
Extensive changes or more than one round of revisions will result in additional costs to be provided in an estimate revision.

**TOTAL \$215,250.00**

**SECTION 3 - APPROVALS/BILLING**

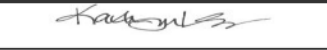





2021/22 DIGITAL ADVERTISING PLACEMENT ORDER  
IPROSPECT CANADA INC. (formerly Vizeum Canada Inc.)

MINISTRY/CLIENT #:	Min. Forest, Lands, Natural Resources	DATE:	04-Nov-21
CAMPAIGN NAME:	Phase 1 Enviro-Forestry	APO #:	A4639
FLIGHT DATES:	Nov 8 - Dec 19	VERSION:	Original
TARGET AUDIENCE:	Various (see below)	MEDIA BUYER:	Dana Gabat
REVISION COMMENT:		CONTRACT #	C21GCPE002

SECTION 1 (edit column titles accordingly) AD COSTING

	# of	Total
Approved by GCPE Marketing & Advertising:		Date: 2021-11-05
	Signature/Print Name: Kathryn LeSueur	
Approved by Expense Authority: (GCPE or Ministry)		Date: 2021-11-05
	Signature/Print Name: Sonja Martins	

STOB:		STOB 68 BILLING TO: Ministry Branch Email Address
GCPE 67	<input type="checkbox"/>	BILLING CONTACT:
MINISTRY 67	<input checked="" type="checkbox"/>	EMAIL :
MINISTRY 68	<input type="checkbox"/>	STOB 67 BILLING TO: gcpe.financebilling@gov.bc.ca

Instructions: This Digital Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.

Revised 21-04-01




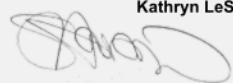

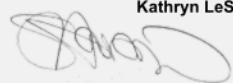

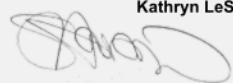
## 2021 / 22 TRADITIONAL ADVERTISING PLACEMENT ORDER iProspect (formerly Vizeum)

<b>MINISTRY:</b>	GCPE	<b>DATE:</b>	2021-11-26
<b>CAMPAIGN NAME:</b>	New Visions	<b>CPC #:</b>	381219-22-GCPE63
<b>MEDIUM:</b>	Print	<b>AP0 #:</b>	<b>A4646</b>
<b>FLIGHT DATES:</b>	w/o November 29 & December 6 (for Bella Coola and Northern Horizon)	<b>VERSION:</b>	V4
<b>UNIT:</b>	1/2 page vertical	<b>MEDIA BUYER:</b>	Stephanie Tagami
<b>REVISION COMMENT:</b>	Updated Vancouver Sun Ad Size	<b>CONTRACT #:</b>	C21GCPE001

### SECTION 1 AD COSTING

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)		Ad Size (Col x Lines)		TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total		
Abbotsford News	33,533	See table to the right	5.111	x	12.250	4	x	172	686	\$1.69	\$100.00	\$250.00	4C	\$1,409.34	1	\$1,409.34
Agassiz - Harrison Observer	6,423	See table to the right	5.111	x	12.250	4	x	172	686	\$0.57	\$50.00	\$75.00	4C	\$466.02	1	\$466.02
Aldergrove Star	28,127	See table to the right	5.111	x	12.250	4	x	172	686	\$0.77	\$50.00	\$75.00	4C	\$603.22	1	\$603.22
Chilliwack Progress	13,041	See table to the right	5.111	x	12.250	4	x	172	686	\$1.45	\$90.00	\$250.00	4C	\$1,244.70	1	\$1,244.70
Cloverdale Reporter	1,840	See table to the right	5.111	x	12.250	4	x	172	686	\$1.05	\$75.00	\$100.00	4C	\$820.30	1	\$820.30
Hope Standard	28,521	See table to the right	5.111	x	12.250	4	x	172	686	\$0.74	\$50.00	\$100.00	4C	\$607.64	1	\$607.64
Langley Advance Times	30,311	See table to the right	5.111	x	12.250	4	x	172	686	\$1.36	\$75.00	\$250.00	4C	\$1,182.96	1	\$1,182.96
Maple Ridge/Pitt Meadows News	10,921	See table to the right	5.111	x	12.250	4	x	172	686	\$1.17	\$75.00	\$200.00	4C	\$1,002.62	1	\$1,002.62
Mission Record	12,750	See table to the right	5.111	x	12.250	4	x	172	686	\$0.96	\$60.00	\$100.00	4C	\$758.56	1	\$758.56
North Delta Reporter	28,414	See table to the right	5.111	x	12.250	4	x	172	686	\$0.71	\$50.00	\$75.00	4C	\$562.06	1	\$562.06
Peace Arch News (White Rock)	66,000	See table to the right	5.111	x	12.250	4	x	172	686	\$1.21	\$100.00	\$375.00	4C	\$1,205.06	1	\$1,205.06
Surrey Now Leader	54,541	See table to the right	5.111	x	12.250	4	x	172	686	\$1.67	\$150.00	\$300.00	4C	\$1,445.62	1	\$1,445.62
Alberni Valley News	9,392	See table to the right	5.111	x	12.250	4	x	172	686	\$0.87	\$100.00	\$200.00	4C	\$796.82	1	\$796.82
Campbell River Mirror	17,134	See table to the right	5.111	x	12.250	4	x	172	686	\$1.16	\$120.00	\$360.00	4C	\$1,155.76	1	\$1,155.76
Chemainus Valley Courier	3,663	See table to the right	5.111	x	12.250	4	x	172	686	\$0.71	\$150.00	\$150.00	4C	\$637.06	1	\$637.06
Comox Valley Record	21,581	See table to the right	5.111	x	12.250	4	x	172	686	\$1.19	\$112.00	\$300.00	4C	\$1,116.34	1	\$1,116.34
Cowichan Valley Citizen (Duncan)	21,195	See table to the right	5.111	x	12.250	4	x	172	686	\$1.08	\$150.00	\$250.00	4C	\$990.88	1	\$990.88
Ladysmith Chronicle	4,187	See table to the right	5.111	x	12.250	4	x	172	686	\$0.66	\$88.00	\$290.00	4C	\$742.76	1	\$742.76
Lake Cowichan Gazette	381	See table to the right	5.111	x	12.250	4	x	172	686	\$0.60	\$80.00	\$280.00	4C	\$691.60	1	\$691.60
Nanaimo News Bulletin	31,492	See table to the right	5.111	x	12.250	4	x	172	686	\$1.19	\$160.00	\$480.00	4C	\$1,296.34	1	\$1,296.34
North Island Gazette	1,028	See table to the right	5.111	x	12.250	4	x	172	686	\$0.81	\$124.00	\$372.00	4C	\$927.66	1	\$927.66
Parksville Qualicum News	16,492	See table to the right	5.111	x	12.250	4	x	172	686	\$1.04	\$112.00	\$320.00	4C	\$1,033.44	1	\$1,033.44
Tofino/Ucluelet Westerly News	794	See table to the right	5.111	x	12.250	4	x	172	686	\$0.59	\$150.00	\$150.00	4C	\$554.74	1	\$554.74
Goldstream News Gazette	17,808	See table to the right	5.111	x	12.250	4	x	172	686	\$1.32	\$150.00	\$300.00	4C	\$1,205.52	1	\$1,205.52
Oak Bay News	6,015	See table to the right	5.111	x	12.250	4	x	172	686	\$0.89	\$150.00	\$300.00	4C	\$910.54	1	\$910.54
Peninsula News Review	14,481	See table to the right	5.111	x	12.250	4	x	172	686	\$1.27	\$150.00	\$300.00	4C	\$1,171.22	1	\$1,171.22
Saanich News	30,687	See table to the right	5.111	x	12.250	4	x	172	686	\$1.39	\$150.00	\$300.00	4C	\$1,253.54	1	\$1,253.54
Victoria News	24,763	See table to the right	5.111	x	12.250	4	x	172	686	\$1.32	\$150.00	\$300.00	4C	\$1,205.52	1	\$1,205.52
Sooke News Mirror	5,852	See table to the right	5.111	x	12.250	4	x	172	686	\$0.74	\$150.00	\$300.00	4C	\$807.64	1	\$807.64
100 Mile House Free Press	1,358	See table to the right	5.111	x	12.250	4	x	172	686	\$0.80	\$100.00	\$250.00	4C	\$798.80	1	\$798.80
Bella Coola Coast Mountain News	228	See table to the right	5.111	x	12.250	4	x	172	686	\$0.74	\$125.00	\$250.00	4C	\$757.64	1	\$757.64
Burns Lake District News	1,089	See table to the right	5.111	x	12.250	4	x	172	686	\$0.92	\$100.00	\$250.00	4C	\$881.12	1	\$881.12
Fort St. James Caledonia Courier	405	See table to the right	5.111	x	12.250	4	x	172	686	\$0.78	\$92.00	\$250.00	4C	\$785.08	1	\$785.08
Houston Today	602	See table to the right	5.111	x	12.250	4	x	172	686	\$0.84	\$88.00	\$250.00	4C	\$826.24	1	\$826.24
Kitimat Northern Sentinel	822	See table to the right	5.111	x	12.250	4	x	172	686	\$0.69	\$120.00	\$250.00	4C	\$723.34	1	\$723.34
Prince Rupert Northern View	4,884	See table to the right	5.111	x	12.250	4	x	172	686	\$0.66	\$100.00	\$250.00	4C	\$702.76	1	\$702.76
Quesnel Cariboo Observer	1,057	See table to the right	5.111	x	12.250	4	x	172	686	\$1.13	\$100.00	\$250.00	4C	\$1,025.18	1	\$1,025.18
Smithers Interior News	2,155	See table to the right	5.111	x	12.250	4	x	172	686	\$1.05	\$112.00	\$250.00	4C	\$970.30	1	\$970.30
Terrace Standard	8,759	See table to the right	5.111	x	12.250	4	x	172	686	\$0.97	\$96.00	\$250.00	4C	\$915.42	1	\$915.42
Vanderhoof Omineca Express	763	See table to the right	5.111	x	12.250	4	x	172	686	\$1.01	\$92.00	\$250.00	4C	\$942.86	1	\$942.86
Stuart Nechako Advertiser (Vanderhoof)	2,913	See table to the right	5.111	x	12.250	4	x	172	686	\$0.92	\$92.00	\$250.00	4C	\$881.12	1	\$881.12
Williams Lake Tribune	8,660	See table to the right	5.111	x	12.250	4	x	172	686	\$1.13	\$80.00	\$240.00	4C	\$1,015.18	1	\$1,015.18
Ashcroft Cache Creek Journal	615	See table to the right	5.111	x	12.250	4	x	172	686	\$0.75	\$100.00	\$250.00	4C	\$764.50	1	\$764.50
Barriere North Thompson Journal	1,486	See table to the right	5.111	x	12.250	4	x	172	686	\$0.75	\$100.00	\$240.00	4C	\$754.50	1	\$754.50
Castlegar News	6,587	See table to the right	5.111	x	12.250	4	x	172	686	\$0.69	\$100.00	\$260.00	4C	\$733.34	1	\$733.34
Clearwater North Thompson Times	580	See table to the right	5.111	x	12.250	4	x	172	686	\$0.75	\$100.00	\$240.00	4C	\$754.50	1	\$754.50

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)		Ad Size (Col x Lines)		TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total
Cranbrook Townsman	1,457	See table to the right	5.111	x 12.250	4	x 172	686	\$0.68	\$100.00	\$255.00	4C	\$721.48	1	\$721.48
Creston Valley Advance	2,161	See table to the right	5.111	x 12.250	4	x 172	686	\$0.57	\$135.00	\$300.00	4C	\$691.02	1	\$691.02
East Kootenay Extra (Cranbrook & Kimberley)	14,805	See table to the right	5.111	x 12.250	4	x 172	686	\$0.82	\$100.00	\$255.00	4C	\$817.52	1	\$817.52
Fernie Free Press	5,815	See table to the right	5.111	x 12.250	4	x 172	686	\$0.75	\$100.00	\$300.00	4C	\$814.50	1	\$814.50
Golden Star	1,400	See table to the right	5.111	x 12.250	4	x 172	686	\$0.58	\$90.00	\$250.00	4C	\$647.88	1	\$647.88
Grand Forks Gazette	2,116	See table to the right	5.111	x 12.250	4	x 172	686	\$0.59	\$125.00	\$250.00	4C	\$654.74	1	\$654.74
Greenwood Boundary Creek Times	348	See table to the right	5.111	x 12.250	4	x 172	686	\$0.50	\$100.00	\$250.00	4C	\$593.00	1	\$593.00
Columbia Valley Pioneer	4,400	See table to the right	5.07	x 14.000	3	x 196	588	\$0.70	\$245.00	\$245.00	4C	\$656.60	1	\$656.60
Kelowna Capital News	33,362	See table to the right	5.111	x 12.250	4	x 172	686	\$1.39	\$200.00	\$395.00	4C	\$1,348.54	1	\$1,348.54
Keremeos Review	1,300	See table to the right	5.111	x 12.250	4	x 172	686	\$0.62	\$100.00	\$230.00	4C	\$655.32	1	\$655.32
Kimberley Bulletin	827	See table to the right	5.111	x 12.250	4	x 172	686	\$0.62	\$100.00	\$255.00	4C	\$680.32	1	\$680.32
Nakusp Arrow Lakes News	421	See table to the right	5.111	x 12.250	4	x 172	686	\$0.49	\$100.00	\$260.00	4C	\$596.14	1	\$596.14
Nelson Star	8,754	See table to the right	5.111	x 12.250	4	x 172	686	\$0.69	\$100.00	\$260.00	4C	\$733.34	1	\$733.34
Penticton Western News	18,869	See table to the right	5.111	x 12.250	4	x 172	686	\$0.96	\$125.00	\$250.00	4C	\$908.56	1	\$908.56
Princeton Similkameen Spotlight	983	See table to the right	5.111	x 12.250	4	x 172	686	\$0.61	\$100.00	\$240.00	4C	\$658.46	1	\$658.46
Revelstoke Times Review	1,071	See table to the right	5.111	x 12.250	4	x 172	686	\$0.64	\$90.00	\$250.00	4C	\$689.04	1	\$689.04
Rossland News	1,200	See table to the right	5.111	x 12.250	4	x 172	686	\$0.41	\$100.00	\$250.00	4C	\$531.26	1	\$531.26
Lakeshore Shuswap Market News	11,971	See table to the right	5.111	x 12.250	4	x 172	686	\$0.85	\$80.00	\$210.00	4C	\$793.10	1	\$793.10
Salmon Arm Observer	2,119	See table to the right	5.111	x 12.250	4	x 172	686	\$0.95	\$80.00	\$210.00	4C	\$861.70	1	\$861.70
Sicamous Eagle Valley News	428	See table to the right	5.111	x 12.250	4	x 172	686	\$0.59	\$80.00	\$250.00	4C	\$654.74	1	\$654.74
Summerland Review	1,750	See table to the right	5.111	x 12.250	4	x 172	686	\$0.64	\$90.00	\$220.00	4C	\$659.04	1	\$659.04
Trail Daily Times	2,366	See table to the right	5.111	x 12.250	4	x 172	686	\$1.12	\$125.00	\$300.00	4C	\$1,068.32	1	\$1,068.32
Vernon Morning Star	27,310	See table to the right	5.111	x 12.250	4	x 172	686	\$1.39	\$80.00	\$250.00	4C	\$1,203.54	1	\$1,203.54
West Kelowna News	9,253	See table to the right	5.111	x 12.250	4	x 172	686	\$0.85	\$150.00	\$300.00	4C	\$883.10	1	\$883.10
West Kootenay Advertiser	18,364	See table to the right	5.111	x 12.250	4	x 172	686	\$1.33	\$150.00	\$350.00	4C	\$1,262.38	1	\$1,262.38
Winfield Lake Country Calendar	4,200	See table to the right	5.111	x 12.250	4	x 172	686	\$0.81	\$110.00	\$230.00	4C	\$785.66	1	\$785.66
Gulf Islands Driftwood	2,516	See table to the right	5.07	x 14.000	5	x 196	980	\$1.00	\$130.00	\$310.00	4C	\$1,290.00	1	\$1,290.00
Kamloops This Week	30,417	See table to the right	4.875	x 12.000	4	x 168	672	\$1.80	-	\$375.00	4C	\$1,584.60	1	\$1,584.60
Merritt Herald	5,300	See table to the right	4.875	x 12.000	4	x 168	672	\$0.93	-	\$50.00	4C	\$674.96	1	\$674.96
Times Chronicle - Oliver & Osoyoos	2,000	See table to the right	5.08	x 12.250	3	x 172	516	\$0.85	-	\$0.00	4C	\$438.60	1	\$438.60
Burnaby Now	44,165	See table to the right	4.854	x 12.000	3	x 168	504	\$1.42	-	\$241.00	4C	\$956.68	1	\$956.68
New Westminster Record	16,946	See table to the right	4.854	x 12.000	3	x 168	504	\$0.90	-	\$248.00	4C	\$701.60	1	\$701.60
Tri City News	52,000	See table to the right	4.854	x 12.000	3	x 168	504	\$1.58	-	\$300.00	4C	\$1,096.32	1	\$1,096.32
Delta Optimist	17,000	See table to the right	4.854	x 12.000	3	x 168	504	\$1.00	-	\$234.00	4C	\$738.00	1	\$738.00
North Shore News	60,000	See table to the right	4.854	x 12.000	3	x 168	504	\$2.72	-	\$390.00	4C	\$1,760.88	1	\$1,760.88
Richmond News	46,464	See table to the right	4.854	x 12.000	3	x 168	504	\$2.49	-	\$300.00	4C	\$1,554.96	1	\$1,554.96
Vancouver is Awesome	111,200	See table to the right	4.854	x 12.000	3	x 168	504	\$2.50	-	\$350.00	4C	\$1,610.00	1	\$1,610.00
Bowen Island Undercurrent	1,150	See table to the right	4.854	x 12.000	3	x 168	504	\$0.84	-	10%	4C	\$465.70	1	\$465.70
Bridge River Lillooet News	1,200	See table to the right	4.85	x 12.000	3	x 168	504	\$0.99	-	\$340.00	4C	\$838.96	1	\$838.96
Coast Reporter - Sunshine Coast	11,670	See table to the right	4.79	x 13.347	3	x 186	558	\$1.39	-	\$115.00	4C	\$890.62	1	\$890.62
Peak Midweek	6,800	See table to the right	5.042	x 12.050	3	x 169	507	\$1.23	-	\$178.00	4C	\$801.61	1	\$801.61
Powell River Peak	3,000	See table to the right	5.042	x 12.050	3	x 169	507	\$1.23	-	\$178.00	4C	\$801.61	1	\$801.61
Squamish Chief	8,000	See table to the right	4.85	x 13.375	3	x 187	561	\$0.87	-	\$150.00	4C	\$638.07	1	\$638.07
Pique Newsmagazine	12,500	See table to the right	4.48	x 12.500	2	x 175	350	\$0.88	-	\$250.00	4C	\$558.00	1	\$558.00
Kelowna Daily Courier	8,275	See table to the right	7.278	x 14.429	7	x 202	1,414	\$1.15	-	\$300.00	4C	\$1,926.10	1	\$1,926.10
Westside Weekly	11,523	See table to the right	7.278	x 14.429	7	x 202	1,414	\$0.75	-	\$300.00	4C	\$1,360.50	1	\$1,360.50
Lumby Valley Times	2,200	See table to the right	5.075	x 12.250	3	x 172	516	\$0.68	-	\$200.00	4C	\$550.88	1	\$550.88
Northern Horizon	16,500	See table to the right	4.645	x 12.571	3	x 176	528	\$2.13	-	inc	4C	\$1,124.64	1	\$1,124.64
Okanagan Advertiser	5,000	See table to the right	5.5	x 9.000	4	x 126	504	\$1.24	-	\$205.00	4C	\$829.96	1	\$829.96
Peachland View	3,200	See table to the right	5.08	x 12.250	3	x 172	516	\$0.85	-	\$0.00	4C	\$438.60	1	\$438.60
Penticton Herald	4,555	See table to the right	7.278	x 14.429	7	x 202	1,414	\$0.77	-	\$300.00	4C	\$1,388.78	1	\$1,388.78
Gabriola Sounder	2,800	See table to the right	5	x 15.500	3	x 217	651	\$1.05	-	\$200.00	4C	\$883.55	1	\$883.55
Victoria Times Colonist (Subscribers)	40,028	See table to the right	8.37	x 13.550	4	x 5					4C	\$3,185.00	1	\$3,185.00
Dawson Creek Mirror	9,385	See table to the right	4.6544	x 12.570	5	x 176	880	\$1.25	-	\$500.00	4C	\$1,600.00	1	\$1,600.00
Fort Nelson News	2,300	See table to the right	5.125	x 21.000	4	x 294	1,176	\$1.34	-	\$155.00	4C	\$1,730.84	1	\$1,730.84
Fort St. John Alaska Highway News - TMC	10,391	See table to the right	4.854	x 19.857	5	x 278	1,390	\$1.38	-	\$500.00	4C	\$2,418.20	1	\$2,418.20
Prince George Citizen (MODULAR SIZES)	17,500	See table to the right	4.854	x 12.000	3	x 168	504	\$2.48	-	\$400.00	4C	\$1,649.92	1	\$1,649.92
Rocky Mountain Valley Goat	750	See table to the right	5.042	x 15.500	3	x 217	651	\$1.05	-	\$0.00	4C	\$683.55	1	\$683.55
Vancouver Sun (Fixed MOD Sizes)	114,452	See table to the right	8.242	x 14.286	8	x 200	1,600	\$5.00	-	\$0.00	4C	\$8,000.00	1	\$8,000.00
The Province (Fixed MOD Sizes)	88,100	See table to the right	5.095	x 11.429	5	x 160	800	\$3.25	-	\$0.00	4C	\$2,600.00	1	\$2,600.00
TOTAL NET COST														\$110,378.35

Publication	Circ	Ins Date	Ad Size (in) (Width x Height)	Ad Size (Col x Lines)	TOT Lines	Line Rate	Spot Colour	Full Colour	COLOUR	NET COST PER INS	Total	Total																																																																			
<div> <div>SECTION 2 - AGENCY FEES (per GSA Rates)</div> <table border="1"> <thead> <tr> <th></th> <th>CLIENT SERVICE</th> <th>RATE</th> <th>HOURS</th> <th>AMOUNT</th> </tr> </thead> <tbody> <tr> <td rowspan="8"></td> <td>Account Manager/Alternate</td> <td>\$105.00</td> <td></td> <td>\$0.00</td> </tr> <tr> <td>Accounting/Admin</td> <td>\$105.00</td> <td>10</td> <td>\$1,050.00</td> </tr> <tr> <td>Media Director</td> <td>\$105.00</td> <td></td> <td>\$0.00</td> </tr> <tr> <td>Media Planner</td> <td>\$105.00</td> <td>2</td> <td>\$210.00</td> </tr> <tr> <td>Media Buyer</td> <td>\$105.00</td> <td>20</td> <td>\$2,100.00</td> </tr> <tr> <td>Trafficking</td> <td>\$105.00</td> <td></td> <td>\$0.00</td> </tr> <tr> <td>Additional Costs</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Subcontractor</td> <td>\$105.00</td> <td></td> <td>\$0.00</td> </tr> <tr> <td colspan="3"></td> <td>Total Agency Fees</td> <td>\$3,360.00</td> </tr> <tr> <td colspan="10"> <div> <div>REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work. Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.</div> <div>TOTAL ADVERTISING COSTS</div> </div> </td> <td>\$113,738.35</td> </tr> <tr> <td colspan="13"> <div>SECTION 3 - APPROVALS/BILLING</div> <div> <div> <div>Approved by GCPE Marketing &amp; Advertising:</div> <div> <div>Signature/Print Name:</div> <div> <div></div> <div>Kathryn LeSueur</div> </div> </div> <div> <div>Date:</div> <div>2021-11-26</div> </div> </div> <div> <div>Approved by Expense Authority: (GCPE or Ministry)</div> <div> <div>Signature/Print Name:</div> <div> <div></div> <div>Sage Aaron</div> </div> </div> <div> <div>Date:</div> <div>2021-11-26</div> </div> </div> <div> <div> <div>STOB:</div> <div> <div>GCPE 67 <input checked="" type="checkbox"/></div> <div>MINISTRY 67 <input type="checkbox"/></div> <div>MINISTRY 68 <input type="checkbox"/></div> </div> </div> <div> <div>STOB 68 BILLING TO:</div> <div>BILLING CONTACT:</div> <div>EMAIL:</div> <div>STOB 67 BILLING TO:</div> </div> <div> <div>Ministry Branch Mailing Address</div> <div>gcpe.financebilling@gov.bc.ca</div> </div> </div> <div> <div>Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.</div> </div> </div></td></tr></tbody> </table> </div>														CLIENT SERVICE	RATE	HOURS	AMOUNT		Account Manager/Alternate	\$105.00		\$0.00	Accounting/Admin	\$105.00	10	\$1,050.00	Media Director	\$105.00		\$0.00	Media Planner	\$105.00	2	\$210.00	Media Buyer	\$105.00	20	\$2,100.00	Trafficking	\$105.00		\$0.00	Additional Costs				Subcontractor	\$105.00		\$0.00				Total Agency Fees	\$3,360.00	<div> <div>REVISIONS: this estimate allows for one rounds of minor changes to media recommendations or scope of work. Extensive changes or more than two rounds of revisions will result in additional costs, to be provided in an estimate revision.</div> <div>TOTAL ADVERTISING COSTS</div> </div>										\$113,738.35	<div>SECTION 3 - APPROVALS/BILLING</div> <div> <div> <div>Approved by GCPE Marketing &amp; Advertising:</div> <div> <div>Signature/Print Name:</div> <div> <div></div> <div>Kathryn LeSueur</div> </div> </div> <div> <div>Date:</div> <div>2021-11-26</div> </div> </div> <div> <div>Approved by Expense Authority: (GCPE or Ministry)</div> <div> <div>Signature/Print Name:</div> <div> <div></div> <div>Sage Aaron</div> </div> </div> <div> <div>Date:</div> <div>2021-11-26</div> </div> </div> <div> <div> <div>STOB:</div> <div> <div>GCPE 67 <input checked="" type="checkbox"/></div> <div>MINISTRY 67 <input type="checkbox"/></div> <div>MINISTRY 68 <input type="checkbox"/></div> </div> </div> <div> <div>STOB 68 BILLING TO:</div> <div>BILLING CONTACT:</div> <div>EMAIL:</div> <div>STOB 67 BILLING TO:</div> </div> <div> <div>Ministry Branch Mailing Address</div> <div>gcpe.financebilling@gov.bc.ca</div> </div> </div> <div> <div>Instructions: This Advertising Placement Order is subject to the terms and conditions of the General Services Agreement.</div> </div> </div>												
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## ASC - Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2021-11-16	Campaign:	215
Submission Type:	Initial Review <input checked="" type="checkbox"/>	Final Review	<input type="checkbox"/>

### Contact Information

GCPE Contact:	Phone: 778-698-8674
Kathryn LeSueur	Email: Kathryn.lesueur@gov.bc.ca
Submitted by:	Phone: s.22
Robb Gibbs	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
215 – Vision for Forests	>\$250,000	From: NA	To: NA

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Vision for Forests – Look Up	215-01	30s TV, pre-roll, online	Script only - Revised

**INITIAL REVIEW RESULTS (To be completed by Advertising Standards Canada)**

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-16

Signature:


**FINAL REVIEW RESULTS (To be completed by Advertising Standards Canada)**

Determination: Choose an option

Date (YYYY-MM-DD):

Signature:

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Choose an option	
2	Objective, factual and engages	Meets	s.13	Choose an option	

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
			s.13		
3	Free from partisan slogans, images and identifiers	Meets		Choose an option	
4	Free from partisan bias or party affiliation	Meets		Choose an option	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Choose an option	
6	Colour of the governing party not used in a dominant way	Meets		Choose an option	



fin

## ASC - Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2021-11-18	Campaign:	215
Submission Type:	Initial Review <input type="checkbox"/>	Final Review	<input checked="" type="checkbox"/>

### Contact Information

GCPE Contact:	Phone: 778-584-1256
Kathryn LeSueur	Email: Kathryn.lesueur@gov.bc.ca
Submitted by:	Phone: s.22
Robb Gibbs	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
215 – Vision for Forests	>\$250,000	From: TBD	To: TBD

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Vision for Forests – Look Up 30	215-01A	30s TV, pre-roll, online	Final video
Vision for Forests – Look Up 30 (Alt Mix)	215-01B	30s TV, pre-roll, online	Final video



**INITIAL REVIEW RESULTS (To be completed by Advertising Standards Canada)**

Determination: Choose an option


Date (YYYY-MM-DD):

Signature:

**FINAL REVIEW RESULTS (To be completed by Advertising Standards Canada)**

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-19

Signature: 

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Choose an option		Meets	
2	Objective, factual and engages	Choose an option		Meets	
3	Free from partisan slogans, images and identifiers	Choose an option		Meets	
4	Free from partisan bias or party affiliation	Choose an option		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Choose an option		Meets	
6	Colour of the governing party not used in a dominant way	Choose an option		Meets	



fin

## ASC - Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2021-11-15	Campaign:	215
Submission Type:	Initial Review <input checked="" type="checkbox"/>	Final Review	<input checked="" type="checkbox"/>

### Contact Information

GCPE Contact:	Phone: 250-896-6348
Stefanie Field	Email: Stefanie.field@gov.bc.ca
Submitted by:	Phone: s.22
Robb Gibbs	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>215 – Vision for Forests</b>	>\$250,000	From: 2021-11-16	To: 2021-12-30


### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Vision for Forests – New vision for forests	215-03A	Facebook 1	Copy and mock-up
Vision for Forests – New vision for forests	215-03B	Facebook 2	Copy and mock-up
Vision for Forests – New vision for forests	215-03C	Instagram	Copy and mock-up
			Fulfillment for all: <a href="https://gov.bc.ca/forestfuture">https://gov.bc.ca/forestfuture</a>

### INITIAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan


Date (YYYY-MM-DD): 2021-11-16

Signature: 

### FINAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-16

Signature: 

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party not used in a dominant way	Meets		Meets	



fin

## ASC - Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2021-11-15	Campaign:	215
Submission Type:	Initial Review <input checked="" type="checkbox"/>	Final Review	<input type="checkbox"/>

### Contact Information

GCPE Contact:	Phone: 250-896-6348
Stefanie Field	Email: Stefanie.field@gov.bc.ca
Submitted by:	Phone: s.22
Robb Gibbs	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
215 – Vision for Forests	>\$250,000	From: 2021-11-23	To: 2021-11-29


### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Vision for Forests – New vision for forests	215-04	Print Ad	Copy only ½-page print ad, province-wide

### INITIAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-18

Signature: 

### FINAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Choose an option

Date (YYYY-MM-DD):

Signature:

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Choose an option	
2	Objective, factual and engages	Meets		Choose an option	
3	Free from partisan slogans, images and identifiers	Meets		Choose an option	
4	Free from partisan bias or party affiliation	Meets	s.13	Choose an option	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Choose an option	

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
6	Colour of the governing party not used in a dominant way	Meets		Choose an option	



fin

## ASC - Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2021-11-24	Campaign:	215
Submission Type:	Initial Review <input type="checkbox"/>	Final Review	<input checked="" type="checkbox"/>

### Contact Information

GCPE Contact:	Phone:
Stefanie Field	Email: Kathryn.lesueur@gov.bc.ca
Submitted by:	Phone: s.22
Robb Gibbs	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
215 – Vision for Forests	>\$250,000	From: 2021-11-29	To: 2021-12-07

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Vision for Forests – New vision for forests	215-04	Print Ad	½-page print ad, province-wide

### INITIAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Choose an option

Date (YYYY-MM-DD):

Signature:

### FINAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-30

Signature:



	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Choose an option		Meets	
2	Objective, factual and engages	Choose an option		Meets	
3	Free from partisan slogans, images and identifiers	Choose an option		Meets	
4	Free from partisan bias or party affiliation	Choose an option		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Choose an option		Meets	
6	Colour of the governing party not used in a dominant way	Choose an option		Meets	





fin

## ASC - Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2021-11-15	Campaign:	215
Submission Type:	Initial Review <input checked="" type="checkbox"/>	Final Review	<input checked="" type="checkbox"/>

### Contact Information

GCPE Contact:	Phone:
Kathryn Lesueur	Email: Kathryn.lesueur@gov.bc.ca
Submitted by:	Phone: s.22
Robb Gibbs	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
215 – Vision for Forests	>\$250,000	From: 2021-11-24	To: 2021-12-19


### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Vision for Forests – Look Up, Look Ahead	215-05	Radio Ad	

### INITIAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan


Date (YYYY-MM-DD): 2021-11-17

Signature: 

### FINAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-17

Signature: 

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party not used in a dominant way	Meets		Meets	



fin

## ASC - Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2021-11-18	Campaign:	215
Submission Type:	Initial Review <input type="checkbox"/>	Final Review	<input checked="" type="checkbox"/>

### Contact Information

GCPE Contact:	Phone: 778-584-1256
Kathryn LeSueur	Email: Kathryn.lesueur@gov.bc.ca
Submitted by:	Phone: s.22
Robb Gibbs	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>215 – Vision for Forests</b>	>\$250,000	From: TBD	To: TBD

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Vision for Forests – Look Up 15A	215-06A	15s TV, pre-roll, online	Final video
Vision for Forests – Look Up 15B	215-06B	15s TV, pre-roll, online	Final video

**INITIAL REVIEW RESULTS (To be completed by Advertising Standards Canada)**

Determination: Choose an option

Date (YYYY-MM-DD):

Signature:

**FINAL REVIEW RESULTS (To be completed by Advertising Standards Canada)**

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-19

Signature: 

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Choose an option		Meets	
2	Objective, factual and engages	Choose an option		Meets	
3	Free from partisan slogans, images and identifiers	Choose an option		Meets	
4	Free from partisan bias or party affiliation	Choose an option		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Choose an option		Meets	
6	Colour of the governing party not used in a dominant way	Choose an option		Meets	



fin

## ASC - Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2021-11-21	Campaign:	215
Submission Type:	Initial Review <input checked="" type="checkbox"/>	Final Review	<input checked="" type="checkbox"/>

### Contact Information

GCPE Contact:	Phone: 250-896-6348
Kyla Kelch	Email: Kyla.kelch@gov.bc.ca
Submitted by:	Phone: s.22
Robb Gibbs	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
215 – Vision for Forests	>\$250,000	From: 2021-11-23	To: TBD


### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Vision for Forests – Forest future 1	215-07A	Google ad	
Vision for Forests – Forest future 2	215-07B	Google ad	
Vision for Forests – Worker support	215-07C	Google ad	

### INITIAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan


Date (YYYY-MM-DD): 2021-11-23

Signature: 

### FINAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-23

Signature: 

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party not used in a dominant way	Meets		Meets	



fin

## ASC - Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2021-11-15	Campaign:	215
Submission Type:	Initial Review <input checked="" type="checkbox"/>	Final Review	<input checked="" type="checkbox"/>

### Contact Information

GCPE Contact:	Phone: 250-896-6348
Kyla Kelch	Email: Kyla.kelch@gov.bc.ca
Submitted by:	Phone: s.22
Robb Gibbs	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
215 – Vision for Forests	>\$250,000	From: 2021-11-23	To: 2021-12-19


### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Vision for Forests – New vision for forests	215-08A	Facebook	Copy and mock-up
Vision for Forests – New vision for forests	215-08B	Instagram	Copy and mock-up
Vision for Forests – Our future	215-08C	Facebook	Copy and mock-up
Vision for Forests – Our future	215-08D	Instagram	Copy and mock-up

### INITIAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan


Date (YYYY-MM-DD): 2021-11-24

Signature: 

### FINAL REVIEW RESULTS (To be completed by Advertising Standards Canada)

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-24

Signature: 

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party not used in a dominant way	Meets		Meets	



<b>Forestry Campaign</b> <b>Fiscal 21/22</b>	<b>Budget</b>	
	FLNR	\$ 1,000,000
	GCPE	\$ 1,145,000
	<b>Total</b>	<b>\$ 2,145,000</b>
	<b>Forecast</b>	<b>\$ 1,469,000</b>
	<b>Unallocated</b>	<b>\$ -</b>

### FORECAST

Description	Vendor	Forecast
<b><u>Creative Development and Production</u></b>		
Production Television Ad	Trapeze	\$ 180,580
Research (Research Co.)	Trapeze	\$ 21,420
Concept Development	Trapeze	\$ 100,000
Production Radio Ad (Hard Costs /Actra Talent)	Trapeze	\$ 12,000
UX Digital Supplier	Trapeze	\$ -
Contingency	Trapeze	\$ -
	<b>Total</b>	<b>\$ 314,000</b>
<b><u>Media</u></b>		
Television - Province Wide - 4 weeks Nov 23 to Dec 19	iProspect	\$ 501,000
Radio - Province Wide - 4 weeks Nov 23 to Dec 19	iProspect	\$ 278,000
Digital - 6 weeks commencing week of Nov. 8th	iProspect	\$ 263,000
Print - Nov 29	iProspect	\$ 113,000
Unallocated (2 print ads province wide, digital and translations for in-language for Worker Support)	iProspect	\$ -
	<b>Total</b>	<b>\$ 1,155,000</b>

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2021-11-04	Campaign: 215
Submission Type: Initial Review <input checked="" type="checkbox"/>	Final Review <input type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kathryn LeSueur	Phone: 778-698-8674
	Email: Kathryn.lesueur@gov.bc.ca
Reviewed by:	Phone: <sup>s.22</sup>
Robb Gibbs	Email:


### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>215 – Vision for Forests</b>	>\$250,000	From: NA	To: NA

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
<b>Vision for Forests – Look Up</b>	<b>215-01</b>	<b>30s TV, pre-roll, online</b>	<b>Script only</b>

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan	Date (YYYY-MM-DD): 2021-11-04	Signature: 
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### FINAL REVIEW RESULTS (GCPE Review)

Determination: Choose an option	Date (YYYY-MM-DD):xxxxxxx	Signature:
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	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party must not be used in a dominant way	Meets		Meets	

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2021-11-18	Campaign: 215
Submission Type: Initial Review <input type="checkbox"/>	Final Review <input checked="" type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kathryn LeSueur	Phone: 778-584-1256
	Email: Kathryn.lesueur@gov.bc.ca
Reviewed by: Robb Gibbs	Phone: s.22
	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>215 – Vision for Forests</b>	>\$250,000	From: TBD	To: TBD

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Vision for Forests – Look Up 30	215-01A	30s TV, pre-roll, online	Final video
Vision for Forests – Look Up 30 (Alt Mix)	215-01B	30s TV, pre-roll, online	Final video

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Choose an option


Date (YYYY-MM-DD): xxxxxxxx

Signature:

### FINAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-18

Signature: 

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party must not be used in a dominant way	Meets		Meets	

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2021-11-15	Campaign: 215
Submission Type: Initial Review <input checked="" type="checkbox"/>	Final Review <input checked="" type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Stephanie Field	Phone:
	Email: Stephanie.field@gov.bc.ca
Reviewed by: Robb Gibbs	Phone: s.22
	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>215 – Vision for Forests</b>	>\$250,000	From: 2021-11-16	To: 2021-12-30

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Vision for Forests – New vision for forests	215-03A	Facebook 1	Copy and mock-up
Vision for Forests – New vision for forests	215-03B	Facebook 2	Copy and mock-up
Vision for Forests – New vision for forests	215-03C	Instagram	Copy and mock-up
			Fulfillment for all: <a href="https://gov.bc.ca/forestfuture">https://gov.bc.ca/forestfuture</a>

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan


Date (YYYY-MM-DD): 2021-11-15

Signature: 

### FINAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-15

Signature: 

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party must not be used in a dominant way	Meets		Meets	

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2021-11-15	Campaign: 215
Submission Type: Initial Review <input checked="" type="checkbox"/>	Final Review <input type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kathryn LeSueur	Phone:
	Email: Kathryn.lesueur@gov.bc.ca
Reviewed by: Robb Gibbs	Phone: <sup>s.22</sup>
	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>215 – Vision for Forests</b>	>\$250,000	From: 2021-11-23	To: 2021-11-29

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
<b>Vision for Forests – New vision for forests</b>	<b>215-04</b>	<b>Print Ad</b>	<b>Copy only ½-page print ad, province-wide</b>



### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan	Date (YYYY-MM-DD): 2021-11-15	Signature: 
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### FINAL REVIEW RESULTS (GCPE Review)

Determination: Choose an option	Date (YYYY-MM-DD): xxxxxxxx	Signature:
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	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party must not be used in a dominant way	Meets		Meets	

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2021-11-25	Campaign:	215
Submission Type:	Initial Review <input type="checkbox"/>	Final Review	<input checked="" type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kathryn LeSueur	Phone:
	Email: Kathryn.lesueur@gov.bc.ca
Reviewed by: Robb Gibbs	Phone: s.22
	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>215 – Vision for Forests</b>	>\$250,000	From: 2021-11-29	To: 2021-12-07

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
<b>Vision for Forests – New vision for forests</b>	<b>215-04</b>	<b>Print Ad</b>	<b>½-page print ad, province-wide</b>

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Choose an option

Date (YYYY-MM-DD):

Signature:

### FINAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-24

Signature:



	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party must not be used in a dominant way	Meets		Meets	

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2021-11-15	Campaign:	215
Submission Type:	Initial Review <input checked="" type="checkbox"/>	Final Review	<input checked="" type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kathryn LeSueur	Phone:
	Email: Kathryn.lesueur@gov.bc.ca
Reviewed by:	Phone: <sup>s.22</sup>
Robb Gibbs	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>215 – Vision for Forests</b>	>\$250,000	From: 2021-11-24	To: 2021-12-19

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
<b>Vision for Forests – Look Up, Look Ahead</b>	<b>215-05</b>	<b>Radio Ad</b>	

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan


Date (YYYY-MM-DD): 2021-11-15

Signature: 

### FINAL REVIEW RESULTS (GCPE Review)

Determination: Choose an option

Date (YYYY-MM-DD): xxxxxxxx

Signature: 

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party must not be used in a dominant way	Meets		Meets	

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2021-11-16	Campaign: 215
Submission Type: Initial Review <input checked="" type="checkbox"/>	Final Review <input type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kathryn LeSueur	Phone: 778-698-8674
	Email: Kathryn.lesueur@gov.bc.ca
Reviewed by: Robb Gibbs	Phone: s.22
	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>215 – Vision for Forests</b>	>\$250,000	From: 2021-11-22	To: 2021-12-19

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Vision for Forests – Vision for Forests	215-06A	15s digital, various	Script only
Vision for Forests – Look Up	215-06B	15s digital, various	Script only

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-04

Signature: 

### FINAL REVIEW RESULTS (GCPE Review)

Determination: Choose an option

Date (YYYY-MM-DD):xxxxxxx

Signature:

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party must not be used in a dominant way	Meets		Meets	

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2021-11-18	Campaign: 215
Submission Type: Initial Review <input type="checkbox"/>	Final Review <input checked="" type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kathryn LeSueur	Phone: 778-584-1256
	Email: Kathryn.lesueur@gov.bc.ca
Reviewed by: Robb Gibbs	Phone: <sup>s.22</sup>
	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>215 – Vision for Forests</b>	>\$250,000	From: TBD	To: TBD

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Vision for Forests – Look Up 15A	215-06A	15s TV, pre-roll, online	Final video
Vision for Forests – Look Up 15B	215-06B	15s TV, pre-roll, online	Final video



### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Choose an option

Date (YYYY-MM-DD): xxxxxxxx

Signature:

### FINAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-18

Signature:



	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party must not be used in a dominant way	Meets		Meets	

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD): 2021-11-21	Campaign: 215
Submission Type: Initial Review <input checked="" type="checkbox"/>	Final Review <input type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kyla Kelch	Phone: 250-896-6348
	Email: Kyla.kelch@gov.bc.ca
Reviewed by: Robb Gibbs	Phone: s.22
	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>215 – Vision for Forests</b>	>\$250,000	From: 2021-11-23	To: TBD

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Vision for Forests – Forest future 1	215-07A	Google ad	
Vision for Forests – Forest future 2	215-07B	Google ad	
Vision for Forests – Worker support	215-07C	Google ad	

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan


Date (YYYY-MM-DD): 2021-11-21

Signature: 

### FINAL REVIEW RESULTS (GCPE Review)

Determination: Choose an option

Date (YYYY-MM-DD): 2021-11-21

Signature: 

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party must not be used in a dominant way	Meets		Meets	

## Non-Partisan Advertising Review - Submission and Evaluation Form

Date (YYYY-MM-DD):	2021-11-23	Campaign:	215
Submission Type:	Initial Review <input checked="" type="checkbox"/>	Final Review	<input checked="" type="checkbox"/>

### Contact Information

GCPE Contact/Submitted by: Kyla Kelch	Phone:
	Email: Kyla.kelch@gov.bc.ca
Reviewed by:	Phone: <sup>s.22</sup>
Robb Gibbs	Email:

### Campaign Information

Campaign Number and Name:	Budget (planning, production & media):	Campaign Dates (YYYY-MM-DD):	
<b>215 – Vision for Forests</b>	>\$250,000	From: 2021-11-23	To: 2021-12-19

### Submission Information (list all items being reviewed)

Advertisement Title	Ad Details		Additional Information (if applicable)
	Ad Number	Media Type	
Vision for Forests – New vision for forests	215-08A	Facebook	Copy and mock-up
Vision for Forests – New vision for forests	215-08B	Instagram	Copy and mock-up
Vision for Forests – Our future	215-08C	Facebook	Copy and mock-up
Vision for Forests – Our future	215-08D	Instagram	Copy and mock-up

### INITIAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-23

Signature: 

### FINAL REVIEW RESULTS (GCPE Review)

Determination: Not Partisan

Date (YYYY-MM-DD): 2021-11-23

Signature: 

	Non-partisan Review Criteria	Initial Review	Comments	Final Review	Comments
1	Informs, encourages and promotes	Meets		Meets	
2	Objective, factual and engages	Meets		Meets	
3	Free from partisan slogans, images and identifiers	Meets		Meets	
4	Free from partisan bias or party affiliation	Meets		Meets	
5	Devoid of any name, voice or image of a current or past minister, or member of the legislature	Meets		Meets	
6	Colour of the governing party must not be used in a dominant way	Meets		Meets	



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

Stob 67  
32N0108

This workorder is subject to the terms and conditions of Standing Offer #SO-GCPE018-016

Ministry, Originating Office and Contact:

Government Communications and Public Engagement Kathryn LeSueur, Director Marketing and Advertising

Supplier Name, Address and Contact:

Trapeze Communications Inc. 2031 Store Street, Victoria BC V8T 5L9 – Richard Fisher

TERM: October 1 2021 - March 31 2022

Campaign Name: GCPE\_11324\_Environment\_Forestry\_TV Shoot\_TV Production

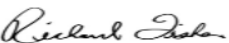
Deliverables:

Alterna Films Inc.: Pre-production and shooting for 1 x 30 Second Spot for Broadcast, On-line & Cut-Downs as per attached estimate.

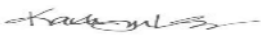
Contractor will receive immediate payment if and when requested for an approved sub-contractor pre-payment. The Contractor will be required to submit proof of payment for the sum of the pre-payment, or repayment at the current interest rate will be required.

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
Client Services:			
			\$ -
			\$ -
			\$ -
Agency Hard Costs (total only, attach estimate)			\$ -
			\$ -
Sub-Contracted Services (total only, attach estimate)			
Alterna Films Inc.: See deliverables above.			\$ 40,000.00
			\$40,000.00
PST if Applicable			\$0.00
Total			\$40,000.00

To be completed by SUPPLIER

 Richard Fisher 18-Mar-20  
Authorized Signatory Approval Print Name Date

To be completed by GCPE

 Kathryn LeSueur 21-11-05  
GCPE Approval Print Name Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

 Dawn Stewart 21-11-05  
Expense Authority Approval Print Name Date

Project # W2459 - Stob 6702



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

Stob 67  
32N0108

This workorder is subject to the terms and conditions of **Standing Offer #SO-GCPE018-016**

**Ministry, Originating Office and Contact:**

**Government Communications and Public Engagement Kathryn LeSueur, Director Marketing and Advertising**

**Supplier Name, Address and Contact:**

**Trapeze Communications Inc. 2031 Store Street, Victoria BC V8T 5L9 – Richard Fisher**

**TERM: October 1 – December 31, 2021**

**Campaign Name: GCPE-11314 Enviro / Forestry Campaign – Focus Group**

**Deliverables:**

**Trapeze:** These are the associated costs for campaign concept development. Plus the management and production of assets required for Focus Groups relating to the Enviro/Forestry campaign. Deliverables to include:

*Concept Development*

- Produce unique concept options for Forestry campaign
- Includes 6 scripts and supporting visual/style reference boards with key images, VOs
- Agency to refine up to 3 approved concepts for approval and market research purposes
- Finalization of preferred option for approval by GCPE

*Market Research*

- Preparation of stimuli materials for 3 approved scripts, video and supporting visuals for market research purposes
- Agency to have representatives in attendance at focus groups (2 evenings, 2 sets of groups in the Lower Mainland, 1 in Kootney and 1 on Vancouver Island) and participation in research debrief

*Final Script/Storyboard*

- Based on research conclusions and direction from GCPE, Trapeze to finalize script and detailed storyboard for final review and approval

**Research Co:** Focus Group Moderator. Kick-off meeting, discussion guide, moderation, debrief. Organization of 4 online focus groups.

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
<b>Client Services:</b>			
Concept Development	55	\$ 175.00	\$ 9,625.00
Creative Director/Agency Head	25	\$ 200.00	\$ 5,000.00
Design/Art Direction	32	\$ 175.00	\$ 5,600.00
Copy Writing Services	40	\$ 175.00	\$ 7,000.00
Digital/Online Production	10	\$ 150.00	\$ 1,500.00
Account Services	25	\$ 150.00	\$ 3,750.00
<b>Agency Hard Costs (total only, attach estimate)</b>			\$ -
<b>Sub-Contracted Services (total only, attach estimate)</b>			
Research Co.			\$ 21,420.00
			\$ -
			<b>\$53,895.00</b>
<b>PST if Applicable</b>			<b>\$0.00</b>
<b>Total:</b>			<b>\$53,895.00</b>

**To be completed by SUPPLIER**

	Richard Fisher	28-Oct-21
<b>Authorized Signatory Approval</b>	<b>Print Name</b>	<b>Date</b>

**To be completed by GCPE**

	Kathryn LeSueur	21-11-23
<b>GCPE Approval</b>	<b>Print Name</b>	<b>Date</b>

**To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY**

	Sage Aaron	21-11-23
<b>Expense Authority Approval</b>	<b>Print Name</b>	<b>Date</b>

**Project # W2465**



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

Stob 67  
32N0108

This workorder is subject to the terms and conditions of **Standing Offer #SO-GCPE018-016**

**Ministry, Originating Office and Contact:**  
Government Communications and Public Engagement Kathryn LeSueur, Director Marketing and Advertising

**Supplier Name, Address and Contact:**  
Trapeze Communications Inc. 2031 Store Street, Victoria BC V8T 5L9 – Richard Fisher

**TERM:** October 1 2021 - March 31 2022

**Campaign Name:** GCPE-11362\_Environment\_Forestry\_TV\_Radio\_Digital\_Print

**Deliverables:**

**Trapeze:** This includes the fees for Creative Director/Agency Head, Design/Art Direction, Copywriting Services, Broadcast Production, Account Services and Trafficking associated with the TV spot titled Look Up. Look Ahead, one radio script recorded with Brian Doe and digital and print assets. Deliverable to include:

- 1 x: 30 TV Spot
- 1 x:30 Radio Spot – three script options/revisions
- Digital applications including 2 x 15s, social statics, digital display
- 1 x print ad

**Sub-Contractor Services:**

**Alterna:** Production of 30 second TV spot.

**Post Pro Media:** Look Up, Look Ahead :30 TV 16:9. Closed Captioning and delivery via ER to station list. Digital outputs.

**Murmur:** Audio production for 1 x :30 & 2 x :15 spots for TV and Online. Includes casting, sound design, VO record, edit, mix and output. Includes original music and use of track for 13 wks TV and 1 Year Online.

**Murmur:** 1 x :30 Radio spot. Includes VO record, edit, mix and output. Includes use of music track for 13 weeks Radio.

**Jumpin' Joe Productions:** TV – ACTRA session, residual costs and talent handling fees.

**Jumpin' Joe Productions:** Radio – ACTRA session, residual costs and talent handling fees.

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
<b>Client Services:</b>			
Creative Director/Agency Head	25	\$ 200.00	\$ 5,000.00
Design/Art Direction	150	\$ 175.00	\$ 26,250.00
Copywriting	90	\$ 175.00	\$ 15,750.00
Broadcast Production	150	\$ 200.00	\$ 30,000.00
Digital Production	30	\$ 150.00	\$ 4,500.00
Account Services	125	\$ 150.00	\$ 18,750.00
<b>Agency Hard Costs (total only, attach estimate)</b>			\$ -
Travel, per diems, hotels - allowance			\$ 3,000.00
Stock imagery allowance			\$ 1,000.00
<b>Sub-Contracted Services (total only, attach estimate)</b>			
Alterna Films Inc.			\$ 38,950.78
PostPro Media			\$ 29,000.00
Murmur Music & Sound Inc.			\$ 17,750.50
Jumpin Joe			\$ 29,712.32
			<b>\$219,663.60</b>
<b>PST if Applicable</b>			<b>\$0.00</b>
<b>Total:</b>			<b>\$219,663.60</b>

To be completed by SUPPLIER

	Richard Fisher	01-Nov-21
Authorized Signatory Approval	Print Name	Date

To be completed by GCPE

	Kathryn LeSueur	21-11-25
GCPE Approval	Print Name	Date

To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY

	Sage Aaron	21-11-25
Expense Authority Approval	Print Name	Date

**Project #** W2466





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

Stob 67  
32N0108

This workorder is subject to the terms and conditions of **Standing Offer #SO-GCPE018-016**

**Ministry, Originating Office and Contact:**

Government Communications and Public Engagement Kathryn LeSueur, Director Marketing and Advertising

**Supplier Name, Address and Contact:**

Trapeze Communications Inc. 2031 Store Street, Victoria BC V8T 5L9 – Richard Fisher

**TERM: October 1 – December 31, 2021**

**Campaign Name: GCPE-11333 Enviro/Forestry Campaign – Web Development and UX**

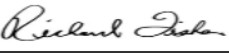
**Deliverables:**

**Trapeze & Weaver Co-op:** These are the associated fees and costs to manage Web Development and UX including:

Kick off, research, planning, writing, editing, content design, page design, CMS lite entry and post-launch support.

FEES (per standing offer hourly rates)	Hours	Hourly Rate	Estimated Cost
<b>Client Services:</b>			
Account Services	2	\$ 150.00	\$ 300.00
<b>Agency Hard Costs (total only, attach estimate)</b>			\$ -
<b>Sub-Contracted Services (total only, attach estimate)</b>			
Weaver Co-op			\$ 1,068.75
			\$ -
			\$1,368.75
<b>PST if Applicable</b>			\$0.00
<b>Total</b>			<b>\$1,368.75</b>


**To be completed by SUPPLIER**

	Richard Fisher	01-Nov-21
Authorized Signatory Approval	Print Name	Date

**To be completed by GCPE**

	Karl Hardin	10-dec-21
GCPE Approval	Print Name	Date

**To be completed by MINISTRY OR GCPE EXPENSE AUTHORITY**

	Sage Aaron	21-12-10
Expense Authority Approval	Print Name	Date

**Project #** W2476