

Metrolinx Planning Budget

ACCOUNT, STRATEGIC AND PROJECT MANAGEMENT	Phase 1	Full Year
Range: Phase 1 - Full Year	\$ 255	\$ 365
Development of campaign strategy, attend meetings, background research to support campaign launch. Assumes campaign launch begin in Dec 2012 with new campaign elements launched by Feb. Phase 1: Nov-Mar. Phase 2: Apr-Oct.		
CREATIVE DEVELOPMENT	\$ 165	\$ 165
Development and presentation of creative concepts. Assumes 3 week intense creative development to land the core concept followed by 2 weeks of concept roll-out into integrated media. Assumes 2 rounds of revisions. Once concept is approved, individual production estimates will be created. Media assumptions: TV, radio, OOH (drivers), OOH (riders), newspaper, online banners, web, social		
CREATIVE EXECUTION TO BE ESTIMATED FROM APPROVED CONCEPT: RANGE: LOW - HIGH		
TELEVISION PRODUCTION	\$ 505	\$ 605
Production and supervision of 2 x :30 TV spots; English only. Assumes 3-4 ACTRA; 1 year usage for talent and music; Assume talent usage for online; original creative and music; Local production.		
RADIO PRODUCTION	\$ 70	\$ 90
Production and supervision of 6 x :30 radio spots; English only. Assumes 1-2 VO; 1 year usage for talent and music GTA/Hamilton; original music. Assumes all spots recorded in single session. High range assumes more talent and more complex production.		
OOH BILLBOARD PRODUCTION	\$ 45	\$ 60
Production of OOH billboards from approved concept. Assume 50 (10x20) billboards + 5 (47 x 13) spectaculars. English only.		
TRANSIT AD PRODUCTION	\$ 75	\$ 85
Production of transit advertising from approved creative concept. Assumes 2 creative units. Image pick up from brochure or existing. English only.		
DIGITAL BANNER PRODUCTION	\$ 25	\$ 50
Production of 4 banners (BB, leaderboard and skyscraper. English only. Assume stock imagery and assets from TV and brochures.		
PRE-ROLL PRODUCTION	\$ 10	\$ 85
Production of 4 banners (BB, leaderboard and skyscraper. English only. Assume stock imagery and assets from TV and brochures.		
SOCIAL MEDIA	\$ -	\$ -
Development and management of a social media community TBC		
WEB PRODUCTION	\$ -	\$ -
Development of a public facing website with a content GOIP interface TBC		
BROCHURE PRODUCTION	\$ -	\$ -
Printing of initial concept brochure; development and printing of 2 additional brochures TBC		
TOTAL	\$ 1,150	\$ 1,504