



# PRICING PROPOSAL

**Advertiser: Genesee County Health Department - Telehealth Family Planning**

Contact Name	Kayla Johnson	Contact Email	kjohnson2@geneseecountymi.gov
Phone		Billing Contact / Email	kjohnson2@geneseecountymi.gov
Billing Address	,		
Campaign Initiative	Telehealth Family Planning		
Campaign Duration	4 Months		
Geo Targeted	Genesee County MI		

Property	Placement	Creative Size	Quantity	Rate	Rate Type	Cost
<b>Proposal 1</b>						
Snapchat	10 Second Vertical Video / Static	1080x1920	200,000	\$15.00	CPM	\$3,000.00
Tiktok	15 Second Vertical Video	1080x1920	200,000	\$15.00	CPM	\$3,000.00
Period and Pregnancy Tracker apps	Custom Integration	Custom	1	\$2,000.00	FLAT FEE	\$2,000.00
Google Adwords	Paid Keywords	Custom	1	\$7,000.00	FLAT FEE	\$7,000.00
Facebook & Instagram	Social Conversion LGBTQ	1080x1080, 1080x1920	1	\$13,000.00	FLAT FEE	\$13,000.00
Custom Creative Design & Resizing (NO COST)	Ad Creative For All Digital Platforms	Custom	1	\$1,000.00	FLAT FEE	\$1,000.00
Custom Landing Page Design (NO COST)	Mobile & Desktop Web	Custom	1	\$500.00	FLAT FEE	\$500.00
<b>Subtotal</b>						<b>\$29,500.00</b>
<b>Discount</b>						<b>\$1,500.00</b>
<b>Total</b>						<b>\$28,000.00</b>

**CLIENTPOINT DOWNLOAD RECEIPT**

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**DOWNLOADED: 03-26-2024**

**CLIENTPOINT ID: 963316**