

**Sauk Valley Community College
July 31, 2023**

Action Item 5.8

Topic: **Contract Approval – EffecTV**

College Health Metric: **Marketing – The College uses multiple contemporary marketing strategies to increase enrollment and retention of students and to promote the SVCC brand.**

Presented By: **Drs. David Hellmich and Lori Cortez**

Presentation:

The College’s Marketing Department will continue to conduct its yearly targeted digital marketing campaign on TV and streaming devices. Through EffecTV, Sauk will amplify its brand within the geographical confines, educational attainment level, and age demographics of the service district. EffecTV is exempt from public bidding or other solicitations under the sole-provider exclusion with the local television market.

Recommendation:

The administration recommends the Board approve the contract with EffecTV for \$31,916.

**SAUK VALLEY COMMUNITY COLLEGE
TARGETED CAMPAIGN RECOMMENDATION**

AUDIENCE TARGET:

Education Level - Less than High School, High School, Some College reaching Traditional & Non-Traditional Students

Sauk Valley Community College		2023						2024						TOTAL
		JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	
Targeted OTT, VOD & Digital Video	Streaming Commercials	33,187	26,569	0	35,466	33,090	33,090	0	0	0	29,430	39,248	39,253	269,333
	Dollars	\$1,369.00	\$1,096.00		\$1,463.00	\$1,365.00	\$1,365.00				\$1,214.00	\$1,619.00	\$1,619.00	\$11,110.00
NFL Package	Games/commercials		0	4	8	7	7	4	0					30
	Dollars			\$119.00	\$465.00	\$232.00	\$227.00	\$235.00						\$1,278.00
NCAA FB Package	Games/commercials			4	4	4	30	5						47
	Dollars			\$160.00	\$160.00	\$160.00	\$1,164.00	\$270.00						\$1,914.00
Chicago Cubs	Commercials	14	12	13	3									42
	Dollars	\$210.00	\$180.00	\$195.00	\$45.00									\$630.00
NASCAR	Commercials	5	3		3						5	10	7	33
	Dollars	\$120	\$72		\$72						\$120	\$240	\$168	\$792.00
Networks Mon-Sun 5a-4pm & 4pm-12m	Commercials	1,013	720		818	810	792				1028	807	881	6,869
	Dollars	\$2,342.00	\$1,872.00		\$2,012.00	\$1,886.00	\$1,889.00				\$2,369.00	\$1,901.00	\$1,921.00	\$16,192.00
Total Streaming Commercials:		33,187	26,569	0	35,466	33,090	33,090	0	0	0	29,430	39,248	39,253	269,333
Total Cable Commercials		1,027	732	21	833	821	829	9	0	0	1,028	807	881	6,988
Total Investment:		\$4,041.00	\$3,220.00	\$ 474.00	\$4,217.00	\$3,643.00	\$4,645.00	\$ 505.00			\$3,703.00	\$3,760.00	\$3,708.00	\$31,916.00

96% Reach

11.9 Frequency