



Friday, November 18, 2016

City of Columbus Railroad Mitigation Communications Proposal

Overview

The City of Columbus Redevelopment Commission request a proposal to best communicate strategies regarding mitigation of congestion and delays caused by expansion of railroad traffic to the citizens of Columbus, Indiana.

TD Advertising will provide its expertise to manage these communications via various media, print and online channels as outlined below. A detailed report of time and expenses utilized during the previous month will be provided with each monthly invoice.

Community Outreach

- Act as the media relations arm of the City of Columbus with regard to media inquiries
- Assist with publicity of all public meetings
- Develop Powerpoint presentations, in conjunction with City staff, to be used for community information meetings and outreach efforts with community groups

Print Communications

- Coordinate design and production of print materials to communicate railroad mitigation efforts with key community groups and the public

Online/Web Communications

- Develop a stand alone domain name to communicate latest information on railroad data
- Insure that railroad information is included in monthly City of Columbus Email Newsletter

Thank You

We're pleased to present you this proposal.

If you have any questions, feel free to reach out to one of our partners:

Todd Dickerson
812.342.1559 office
812.371.7897 mobile
todd@tdadvertising.com

Katia Hatter
812.371.8438 mobile
katia@tdadvertising.com

TD Advertising
442 Fifth St, Suite A
Columbus, IN 47201
tdadvertising.com

Proposal

Railroad Mitigation Communications (monthly)	Hours
Community Outreach	6
Print Communications	3
Online/Web Communications	6
Estimated Monthly Hours	15
Estimated Monthly Budget (15 x \$125/hour)	\$1,875
12 Month Budget Not To Exceed	\$22,500

Agreement, Terms and Conditions

Once approved, work will be completed in a timely manner by TD Advertising. Deadlines will be coordinated with needs of the client. All final version of electronic artwork (MOV, MP4, JPG, PDF), and photography are property of the client. Native files (Photoshop, Illustrator, Indesign, Premiere, After Effects, etc.) are property of TD Advertising, Inc.

Additional Fees

Any additional content or media needed for promotions or project completion (artwork, photography, video, printing, postage, newspaper/radio media, etc.) will be provided and/or purchased as needed and with client's prior approval. Client will be responsible for expenses.

Terms: Payment due 30 days upon receipt of invoice.

Project proposal presented on Friday, November 18, 2016.

(Proposal estimate valid for 30 days after above date).

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Project Acceptance

Accepted by Client

Accepted by TD Advertising

Representative Signature

Representative Signature

Printed Name

Printed Name

Date

Date

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