



NEW HAVEN PUBLIC SCHOOLS
AGREEMENT COVER SHEET

Cover Sheet is an Internal Document for Business Office Use

Please Type

Contractor full name: CV Media, Inc.

Doing Business As, if applicable:

Business Address: 18 Quarry Road, Simsbury, CT 06070

Business Phone: 860-651-8123

Business email: www.cvmediainc.com

Funding Source & Acct # including location code: Magnet 17-22 Central Office C/O
2517-6258-56694-0000

Principal or Supervisor: Marquelle Middleton

Agreement Effective Dates: From 11/15/22 To 06/30/23.

Hourly rate or per session rate or per day rate. \$23,989 Cable Campaign; \$12,228
Outdoor Posters Campaign; \$12,015 Radio Campaign; \$21,768 Digital Campaign
Total amount: \$70,000

Description of Service: Please provide a one or two sentence description of the
service. *Please do not write "see attached."*

CV Media, Inc. will provide New Haven Public Schools the following service
including Cable, Outdoor Posters, Radio and Digital Campaigns that will general
awareness among target audiences of New Haven's 25 magnet schools and their
academic, athletic and arts programs offered to students ages-3-16 who have free bus
service in 10 specific towns.

Submitted by: Julie King Phone: 8-1436



NEW HAVEN PUBLIC SCHOOLS

Memorandum

To: New Haven Board of Education Finance and Operations Committee
From: Marquelle Middleton
Date: October 17, 2022
Re: CV MEDIA INC, Marketing Agreement

Please **answer all questions and attach any required documentation as indicated below.** Please have someone **ready to discuss** the details of each question during the Finance & Operations meeting or this proposal might not be advanced for consideration by the full Board of Education.

1. **Contractor Name:** *CV MEDIA, Inc.*
2. **Description of Service:** *CV MEDIA, Inc. will be responsible for the securing and management of all media-purchases to support the district's 2023-2024 school choice process.*
3. **Amount** of Agreement and hourly or session cost: *\$70,000.00*
4. **Funding Source** and account number: *Magnet 17-22 Central Office C/O, 2517-6258-56694-0000.*
5. Approximate number of staff served through this program or service: *N/A*
6. Approximate number of students served through this program or service: *20,000 students' district wide (7,000+ applicants each year).*
7. **Continuation/renewal or new Agreement?**
Answer all questions:
 - a. If continuation/renewal, has the cost increased? If yes, by how much? *This is a new agreement for this year however; the vendor was used previously and thus may be considered a continuation of service. There is a substantial decrease in cost from the most recent 2021 agreement as we seek to strategically target and streamline are marketing efforts.*
 - b. What would an alternative contractor cost: *N/A*
 - c. If this is a continuation, when was the last time alternative quotes were requested? *N/A*
 - d. For new or continuation: is this a service existing staff could provide. If no, why not? *New Haven Public Schools does not employ or contract with a vendor who is able to provide professional media-buying services; in addition, position of Magnet Recruitment Coordinator remains vacant as of 10/17/22. Traditionally, this is the person that was responsible for seeking out and managing all media buys and vendor agreements associated with the school choice process.*

8. Type of Service:

Answer all questions:

- a. Professional Development? *No*
 - i. If this is a professional development program, can existing staff provide the service? If no, why not? *N/A*
- b. After School or Extended Hours Program? *No*
- c. School Readiness or Head Start Programs? *No*
- d. Other: (Please describe) *This is a professional service.*

9. Contractor Classification:

Answer all questions:

- a. Is the Contractor a Minority or Women Owned Business? *Yes, Women-Owned*
- b. Is the Contractor Local? *No*
- c. Is the Contractor a Not-for-Profit Organization? If yes, is it local or national? *No*
- d. Is the Contractor a public corporation? *No*
- e. Is this a renewal/continuation Agreement or a new service? *Continuation*
- f. If it is a renewal/continuation has cost increased? If yes, by how much? *This proposal for the services this year has decreased by \$15,000.00.*
- g. Will the output of this Agreement contribute to building internal capabilities? If yes, please explain: *Yes, the results of this agreement will support the marketing and recruitment efforts associated with increasing overall student enrollment in New Haven Public Schools and particularly our Magnet Schools, which will increase school revenue and support to 15 Interdistrict schools.*

10. Contractor Selection: In this section, please describe the selection process, including other sources considered and the rationale for selecting the contractor. Please answer all questions:

- a. What specific skill set does this contractor bring to the project? Please attach a copy of the contractor's resume if an individual or link to contractor website if a company: *This contractor has decades of experience and existing working relationships with various media related purchases for various media companies throughout Connecticut. This contact will yield cost-effective and optimal media purchases for multiple vendors in TV, radio, digital and print advertisement. Through this contract, we anticipate that the district will be provided with optimal pricing that may not be afforded to us as non-connected professional in this sector. The work outlined under this contract will support the mass distribution and outreach of the district's school choice program comprised of both New Haven residents and suburban families.*
- b. How was the Contractor selected? Quotes, RFP/RFQ, Sealed Bid or Sole Source designation from the City of New Haven Purchasing Department? *Two additional quotes received from Mack Media Group and Gaskell Media Management.*
- c. Is the contractor the lowest bidder? If no, why? Why was this contractor selected? *Neither one vendor quoted an amount since both vendors required a sit down to further discuss specifications.*
- d. Who were the members of the selection committee that scored bid applications? *Marquelle Middleton and Michele Bonanno.*
- e. If the contractor is Sole Source, please attach a copy of the Sole Source designation letter from the City of New Haven Purchasing Department. *N/A*

11. Evidence of Effectiveness & Evaluation

Answer all questions

- a. What **specific need** will this contractor address and how will the contractor's performance be measured and monitored to ensure that the need is met? *This contractor will manage all media relations on behalf of the Office of School Choice & Enrollment, ensure cost-effective pricing and optimal visibility, messaging and provide a report detailing campaign effectiveness and total impressions, view-rates etc. In addition, the contractor will ensure that all media buys are executed daily in accordance with all contractual agreements.*
 - b. If this is a **renewal/continuation service** attach a copy of the evaluation or archival data that demonstrates effectiveness. *N/A*
 - c. How is this service aligned to the District Continuous Improvement Plan? *All work under this agreement will be overseen by the Office of School Choice & Enrollment. All work conducted under this agreement directly correlates to the most recent district improvement plan as an effort to increase student diversity and provide theme-based learning opportunities for all enrolled students.*
12. Why do you believe this Agreement is fiscally sound? *This agreement is found to be fiscally sound because the vendor has been able to provide a substantive proposal for media buys that is within our limited budget availability for the fiscal year. The vendor will secure TV, Radio and billboard buys for our visual marketing campaign for NHPS magnet programming to capture our educational message for our district.*
13. What are the implications of not approving this Agreement? *Should this agreement not be approved it will not allow for the district's school choice process to be advertised in major media markets and would remove the district's and Office of School Choice & Enrollment's ability to appropriately market the school choice process and creatively reach prospective students and families.*

Rev: 8/2021



NEW HAVEN PUBLIC SCHOOLS

AGREEMENT
By And Between
The New Haven Board of Education
AND

CV Media, Inc.

FOR DEPARTMENT/PROGRAM:

New Haven Federal Magnet Schools Program

This Agreement entered into on the 17th day of October, 2022, effective (*no sooner than the day after Board of Education Approval*), the 15th day of November, 2022, by and between the New Haven Board of Education (herein referred to as the “Board” and, CV Media, Inc. located at, 18 Quarry Road, Simsbury, CT 06070 (herein referred to as the “Contractor”).

Compensation: The Board shall pay the contractor for satisfactory performance of services required the amount of \$23,989-Cable Campaign; \$12,228-Outdoor Posters Campaign; \$12,015-Radio Campaign; \$21,768 Digital Campaign.

The maximum amount the contractor shall be paid under this agreement: Seventy thousand dollars (**\$70,000**). Compensation will be made upon submission of an itemized invoice which includes a detailed description of work performed and date of service.

Fiscal support for this Agreement shall be by **Federal Magnet 17-22 Central Office C/O Program** of the New Haven Board of Education, **Account Number:** 2517-6258-56694 **Location Code:** 0000.

This agreement shall remain in effect from 11/15/22 to 06/30/23.

SCOPE OF SERVICE: *In the space below, please provide brief summary of service.*

CV Media, Inc. will provide New Haven Public Schools the following services, including but not limited to Cable, Outdoor Posters, Radio and Digital Campaigns that will generate awareness among target audiences of New Haven’s 25 magnet schools and their academic, athletic and arts programs offered to students ages 3-16 who have free bus service in 10 specific towns.

Exhibit A: Scope of Service: Please attach contractor's detailed Scope of Service on contractor letterhead with all costs for services including travel and supplies, if applicable.

Exhibit B: Student Data Privacy - attached

Exhibit C: Contractor's Declaration Attesting to Compliance with Executive Order No. 13G - form must be completed by the contractor. See attached form for contractors who are working with students or staff in school or in after school programs, regardless of location.

APPROVAL: This Agreement must be approved by the New Haven Board of Education ***prior to service start date***. Contractors **may begin service no sooner than the day after Board of Education approval.**

HOLD HARMLESS: The Contractor shall insure and/or indemnify the Board and its members, employees and agents against all claims, suits, and expenses, including reasonable attorney's fees, in connection with loss of life, bodily injury or property damage arising from any neglect act or omission of the Contractor or its employees or agents. Further, the Contractor covenants and agrees that it shall hold the Board and its members, employees and agents harmless against any and all claims, suits judgments of any description whatsoever caused by the Contractor's breach of this agreement or based upon the conduct of the Contractor, or its agents or its employees or arising out of in connection with their activities under this agreement.

TERMINATION: The Board may cancel this agreement for any reason upon thirty (30) days' written notice sent to the Contractor by certified U.S. mail, return receipt requested; provided however, that the Board shall be responsible to the Contractor for all services rendered by the Contractor through the last day of thirty (30) day notice period, as long as the Agreement was approved by the Board prior to the start date of service.


Contractor Signature

President
New Haven Board of Education

10-18-2022
Date

Date

Charmaine L. Spavy
CJ MEDIA, INC
President
Contractor Printed Name & Title

Revised: 9-27-21



NEW HAVEN PUBLIC SCHOOLS

EXHIBIT B

STUDENT DATA PRIVACY AGREEMENT SPECIAL TERMS AND CONDITIONS

For the purposes of this Exhibit B "directory information," "de-identified student information," "school purposes," "student information," "student records," "student-generated content," and "targeted advertising" shall be as defined by Conn. Gen. Stat. §10-234aa.

1. All student records, student information, and student-generated content (collectively, "student data") provided or accessed pursuant this Agreement or any other services agreement between the Parties are not the property of, or under the control of, the Contractor.
2. The Board shall have access to and the ability to delete student data in the possession of the Contractor except in instances where such data is (A) otherwise prohibited from deletion or required to be retained under state or federal law, or (B) stored as a copy as part of a disaster recovery storage system and that is (i) inaccessible to the public, and (ii) unable to be used in the normal course of business by the Contractor. The Board may request the deletion of any such student information, student records or student-generated content if such copy has been used by the operator to repopulate accessible data following a disaster recovery. The Board may request the deletion of student data by the contractor within two (2) business days of receiving such a request and provide to the Board confirmation via electronic mail that the student data has been deleted in accordance with the request, the date of its deletion, and the manner in which it has been deleted. The confirmation shall contain a written assurance from the Contractor that proper disposal of the data has occurred in order to prevent the unauthorized access or use of student data and that deletion has occurred in accordance with industry standards/practices/protocols.
3. The Contractor shall not use student data for any purposes other than those authorized pursuant to this Agreement.
4. A student, parent or legal guardian of a student may review personally identifiable information contained in student data and correct any erroneous information, if any, in such student data. If the Contractor receives a request to review student data in the Contractor's possession directly from a student, parent, or guardian, the Contractor agrees to refer that individual to the Board and to notify the Board within two (2) business days of receiving such a request. The Contractor agrees to work cooperatively with the Board to permit a student, parent, or guardian to review personally identifiable information in student data that has been shared with the Contractor, and correct any erroneous information therein.

5. The Contractor shall take actions designed to ensure the security and confidentiality of student data.
6. The Contractor will notify the Board, in accordance with Conn. Gen. Stat. § 10-234dd, when there has been an unauthorized release, disclosure or acquisition of student data. Such notification will include the following steps:

Upon discovery by the Contractor of a breach of student data, the Contractor shall conduct an investigation and restore the integrity of its data systems and, without unreasonable delay, but not more than thirty (30) days after such discovery, shall provide the Board with a more detailed notice of the breach, including but not limited to the date and time of the breach; name(s) of the student(s) whose student data was released, disclosed or acquired; nature of and extent of the breach; and measures taken to ensure that such a breach does not occur in the future.

7. Student data shall not be retained or available to the Contractor upon expiration of the contract between the Contractor and Board, except a student, parent or legal guardian of a student may choose independently to establish or maintain an electronic account with the Contractor after the expiration of such contract for the purpose of storing student-generated content.
8. The Contractor and Board shall each ensure their own compliance with the Family Educational Rights and Privacy Act of 1974, 20 U.S.C. § 1232g, as amended from time to time.
9. The Contractor acknowledges and agrees to comply with the above and all other applicable aspects of Connecticut's Student Data Privacy law according to Connecticut General Statutes §§ 10-234aa through 10-234dd.
10. The Parties agree that this Agreement controls over any inconsistent terms or conditions contained within any other agreement entered into by the Parties concerning student data.

New Haven Public Schools School Choice & Enrollment – Advertising Proposal

Presented by: Charmaine Seavy/CV Media, Inc.

Date: Oct. 14, 2022

New Haven Magnet Campaign Objective:

To generate awareness among target audiences of New Haven's 20 magnet schools and their academic, athletic and arts programs offered for students ages 3-16 who have free bus service in 10 specific towns.

Target Audience: Parents of children 3 - 16

Geo-Targeting: Hamden, West Haven, Woodbridge, East Haven, Milford, Orange, North Haven, Wallingford, Ansonia, Derby, New Haven with limited impressions

Effectv Zoned Cable Campaign Summary = \$23,989

No Waste Geographic Targeting: Cable zones of Branford, Seymour, New Haven

Live Sports

21x College Football Holiday Bowl Package Dec. 26, 2022 – Jan. 2, 2023

21x NCAA Mens & Womens UCONN Regular Season Games 12/28/2022 – 2/15/2023

5x NFL Games ESPN Monday Night 12/26/22 -1/7/23

Network Line Up / High Frequency Network Campaign

18x Fixed Positions Top Shows Weekly (target W25-49)

37x Per Week in Cross Network Line Up... FREEFRM, FOOD, E, TLC, VH1, NICK, TOON, BRAVO, DISC, FOOD, HISTORY

8x Week in News Block ... MSNBC, FXNC, CNN, CNBC, HDL, TWC

OTT Full Episodic Forced View Programs 93,750 Impressions (HH with Children in target towns)

Bonus and Added Value (\$3,200 Value)

50x Per Week across all networks 6a-12m Rotation = 600 Commercials

Campaign Performance Metrics

Average TV Commercials, Per Week, Per Zone 85X

Total 30 sec.TV Ads 3,420

Total Reach 86%

Total Frequency 5.5

Total Estimated Impressions 419,466

Effectv Cable Flight: Dec. 26, 2022 – Feb. 19, 2023

Total Cost	\$27,298
Less Added Value No Charge	\$3,400
Grand Total Cost	\$23,989

Outdoor Poster Campaign Summary = \$12,280

8 Week Flight Starting Dec. 26, 2022 – Feb. 19, 2023

5 Cherry Picked Posters for 8 Weeks

PLUS 1 additional space available poster placed within a target town

GRAND TOTAL placed posters = 6

Grand Total Impression: 3,645,544

Grand Total Cost with production = \$12,280

IHEART CT Radio - New Haven = \$6,015

WKCI FM 8 weeks Flight Dec. 26, 2022 – Feb. 19, 2023

- 598 total commercials on WKCI
- 299 :30 sec. on-air and 299 30 sec. no charge online streaming
- 5x extra per week :05 recorded adlets on WKCI FM no charge
-

WKCI – HD2, THE BEAT 8 weeks Flight Dec.26, 2022 – Feb. 19, 2023

- THE BEAT/Hip Hop R & B, all spots at No Charge Bonus
- 51 :30 sec. on-air and 51 30 sec. no charge online streaming

- IHEART NEW HAVEN Additional Added Value
- Community Access Interview on all 11 iHeartMedia stations
- 2 Community Access interviews with Renee DiNino airing on all 11 IHEART CT stations WAVZ, WELI AM & FM, WHCN, WKCI, WKCI-2 THE BEAT, WKSS FM, WPOP AM & FM, WUCS, WWYZ. On average interview will range from 7-10 minutes and are pre-recorded in advance. These will also be posted on the iHeartRadio app and iHeart Communities page and can be shared on social media.
- All production services included

IHEART Campaign Summary

2 interviews, 7-10 minutes run on all 11 Iheart Radio Stations in CT

Total Commercials = 700

350 :30 sec. on-air and 350 :30 sec. no charge online streaming

Total Gross Impressions A25-54 = 254,000

Total Reach 31.3%

Total Frequency 4.4

Grand Total Cost = \$6,015

BOMBA New Haven Spanish Language Radio = \$6,000

8 week Flight Dec. 26, 2022 – Feb. 19, 2023

Added Value 2 Interviews

BOMBA Campaign Summary

Total Commercials = 256

Total Gross Impressions A25-44 = 92,800

Total Frequency 13.4

Grand Total Cost = \$6000

Digital Campaign Overview = \$21,768

Flight Dates: Dec. 26, 2022 to Feb. 19, 2023

GRAND TOTAL Budget: \$21,768

Grand Total Impressions = 1,141,800

Behavioral, & Contextual = 681,800 guaranteed impressions = \$6818

Programmatic Digital Video 225,000 guaranteed impressions = \$4950

Connected Tv/OTT 60,000 guaranteed impressions = \$3000

Audio/radio spot targeted digitally 100,000 impressions = \$3000

SOCIAL MEDIA estimated 75,000 impressions = \$4000

New Haven Magnet Public Schools – Multi Media Advertising Proposal Summary

	IMPRESSIONS	TOTAL COST
Effectv Targeted Cable	419,466	\$23,989
Outdoor Posters	3,645,544	\$12,228
IHEART RADIO	254,000	\$6,015
BOMBA RADIO	92,800	\$6,000
Digital Advertising	<u>1,141,800</u>	<u>\$21,768</u>
GRAND TOTALS	5,553,610	\$70,000

From: [MIDDLETON, MARQUELLE](#)
To: [LOPEZ, JUBALIZ](#)
Subject: Re: Mack Media- Multi Channel Campaign
Date: Thursday, November 17, 2022 3:59:14 PM

They said they need to know how much we are willing to spend and then they would spend that much. Not ideal.

Get [Outlook for iOS](#)

From: LOPEZ, JUBALIZ <JubieL@new-haven.k12.ct.us>
Sent: Thursday, November 17, 2022 3:57:52 PM
To: MIDDLETON, MARQUELLE <MARQUELLE.MIDDLETON@new-haven.k12.ct.us>
Subject: RE: Mack Media- Multi Channel Campaign

Hey, is there a reason why there's no amounts on this proposal?

Jubie (Jubaliz) Lopez

Fiscal Officer (MSAP)
New Haven Public Schools
Magnet Office, 1st Fl.
(P): 475-220-1436
(F): 203-946-5697
(E): jubiel@nhboe.net

From: MIDDLETON, MARQUELLE <MARQUELLE.MIDDLETON@new-haven.k12.ct.us>
Sent: Thursday, November 17, 2022 3:56 PM
To: LOPEZ, JUBALIZ <JubieL@new-haven.k12.ct.us>
Subject: Fwd: Mack Media- Multi Channel Campaign

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From: Scott Johnson <scott@mackmediagroup.com>
Sent: Thursday, November 17, 2022 3:54:43 PM
To: MIDDLETON, MARQUELLE <MARQUELLE.MIDDLETON@new-haven.k12.ct.us>
Subject: Re: Mack Media- Multi Channel Campaign

CAUTION:

This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Marquelle, Here is the presentation. If you have any questions tomorrow or over the weekend. Please feel free to reach out.

Office - 203-778-1120

Cell- 203-948-5116

Safe travels back to CT.

Best,

Scott Johnson.

On Thu, Nov 17, 2022 at 9:49 AM Scott Johnson <scott@mackmediagroup.com> wrote:

OK sounds good. I will send an invite over.

Thanks,

Scott Johnson

On Thu, Nov 17, 2022, 9:32 AM MIDDLETON, MARQUELLE <MARQUELLE.MIDDLETON@new-haven.k12.ct.us> wrote:

Hi Scott:

I am currently in DC at a conference I have time to meet virtually after 2pm

Get [Outlook for iOS](#)

From: Scott Johnson <scott@mackmediagroup.com>

Sent: Thursday, November 17, 2022 9:31:23 AM

To: MIDDLETON, MARQUELLE <MARQUELLE.MIDDLETON@new-haven.k12.ct.us>

Subject: Mack Media- Multi Channel Campaign

CAUTION:

This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Marquelle, I hope you are doing well. I have the presentation ready for you to submit to the board.

As we discussed on our last call. I wanted to run through it with you first.

Do you have time this afternoon to review it with me via screen share?

Please let me know.

Thanks,

Scott Johnson.





Please Note: Vendor was unable to provide pricing since they required a sit down to further discuss specifications.



NEW HAVEN PUBLIC SCHOOLS



OUR MISSION MACK MEDIA GROUP

Mack Media is a full service internet marketing and design agency founded on the principle of client care. Other agencies claim to be the biggest, fastest, smartest, or cheapest. We set our sights on building lasting relationships by caring about your needs.

By developing an understanding of your goals, your brand, and your audience, we take you through each step of the project cycle and beyond to deliver world-class results. Mack Media has a history of delighted clients who we continue to support.





MARKETING STRATEGY

Generate awareness and enrollment by managing omnichannel media buys for the New Haven Public Schools "School Choice" campaign for the 2023 school year.



SWOT Analysis

As your marketing consultant, we want to help the brand lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis.

STRENGTHS

- Specialized curriculum
- Higher academic standards

WEAKNESSES

- Mixed brand reputation (online reviews)
- General awareness

OPPORTUNITIES

- Omni-channel marketing
- Improving online reviews
- Consistent branding across all magnet schools.

THREATS

- Private schools

Initiative

Generate awareness and applications for the next school year.

Metrics to Measure Success

- Impression and click data from online campaigns.
- Available analytics from traditional media campaigns.
- Number of applications for the next registration period.



Target Market

We've identified the following personas to represent a sampling of our ideal demographic.

Claire

Is a married stay at home mom in her 30's. She has a child who will be school aged next year and is looking for the best options for education.

Simon

Is a small business owner and the father to a son who has shown proficiency in science and doesn't feel like traditional public school is challenging him enough.

Beth

Is a single young business professional who has a newborn but hasn't yet thought about schools.



Marketing Channels

The goal is to achieve at least 5 brand impressions with a prospective parent or future parent. **Consistent visual branding and messaging is critical.**

Television	
Purpose of channel	Brand Awareness
Metrics to measure success	Impression data from the vendor. If possible: Campaign tracking with a custom phone number along with a custom URL to track visitors.

Billboard	
Purpose of channel	Brand Awareness
Metrics to measure success	Campaign tracking with a custom phone number along with a custom URL to track visitors.

Marketing Channels (cont'd)

Podcast	
Purpose of channel	Brand Awareness - Locally targeted podcast ads.
Metrics to measure success	Impression data from the vendor. Campaign tracking with a custom phone number along with a custom URL to track visitors.

Radio (We recommend Spotify or a streaming service in lieu of traditional Radio)	
Purpose of channel	Brand Awareness
Metrics to measure success	Impression data from the vendor. If possible: Campaign tracking with a custom phone number along with a custom URL to track visitors.

Marketing Channels (cont'd)

Social Media	
Purpose of channel	Brand Awareness / Direct Conversions
Metrics to measure success	Impression data. Campaign tracking with custom phone number and ad conversion.

Google Ads	
Purpose of channel	Brand Awareness / Direct Conversions
Metrics to measure success	Impression data. Campaign tracking with custom phone number and ad conversion.

Marketing Channels (cont'd)

SEO	
Purpose of channel	Brand Awareness / Direct Conversions
Metrics to measure success	Google Analytics for an increase in organic visitors. Increase in Google My Business analytics Over 3000 monthly searches for “school near me” related keywords in the New Haven area.



ESTIMATED BUDGET

Marketing Expense	Estimated Price	Creative/Mgmt Cost
Television	~\$-- per month	TBD
Billboard	~\$3,000+ (will vary depending on placement/size)	TBD
Radio/Spotify/Streaming	~\$50CPM (cost per thousand impressions) \$-- per month	TBD
Podcast	~\$20CPM (cost per thousand impressions) \$-- per month	TBD
Google/Paid Ads	~\$--/mo spend across all campaigns	TBD
SEO	TBD	TBD
	\$TBD	\$TBD



THANK YOU



From: [MIDDLETON, MARQUELLE](#)
To: [LOPEZ, JUBALIZ](#)
Cc: [BONANNO, MICHELE](#)
Subject: Fwd: NHPS Inquiry - Gaskell Media Management
Date: Thursday, November 17, 2022 4:04:26 PM

Below is email communication with Gaskell Media Management,
Mary is attempting to provide proposal to us by Friday.

We did have an in-depth phone conversation around our media needs .

Mr. Marquelle I. Middleton
Director of School Choice & Enrollment
475-220-1430
Marquelle.Middleton@new-haven.k12.ct.us
www.newhavenmagnetschools.com

Begin forwarded message:

From: gmminc1@aol.com
Subject: Re: NHPS Creative Design Inquiry - Gaskell Media Management
Date: November 15, 2022 at 4:08:35 PM EST
To: "MARQUELLE.MIDDLETON@new-haven.k12.ct.us"
<MARQUELLE.MIDDLETON@new-haven.k12.ct.us>
Reply-To: gmminc1@aol.com

CAUTION:

This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi Marquelle:

It was a pleasure to meet you on the phone. I'm glad we had a chance to talk about your plans and I will endeavor to email you a proposal by Friday.

I look forward to working with you.

Best regards,
Mary

Mary Loncharich Gaskell
President
Gaskell Media Management
485 Boston Street
Guilford, CT 06437

Phone: (203) 458-3284
Cell: (203) 214-1241
Fax: (203) 458-3228
E-mail: marygaskell@gaskellmedia.com

-----Original Message-----

From: MIDDLETON, MARQUELLE <MARQUELLE.MIDDLETON@new-haven.k12.ct.us>
To: gmminc1@aol.com <gmminc1@aol.com>
Sent: Tue, Nov 15, 2022 2:07 pm
Subject: NHPS Creative Design Inquiry - Gaskell Media Management

Hello:

I hope this message finds you well. I am reaching out to you in reference to media advertising work and for New Haven Public Schools. I would very much like to discuss our scope of work, timeline and needs with you at your earliest convenience.

You can reach me at Marquelle.Middleton@nhboe.net or at 475-220-1435. I will be out of the office the remainder of the week so you can best reach me at 203-668-2258.

Thanks
Marquelle

Mr. Marquelle L. Middleton, MA
Director of School Choice & Enrollment
New Haven Public Schools
54 Meadow Street
New Haven, CT 06519
E-Mail: Marquelle.Middleton@new-haven.k12.ct.us
Office: 475-220-1430
www.newhavenmagnetschools.com