



12/1/2021

CCRI Agency Price Agreements per State of RI MPA 479: Marketing Communications, Media Planning and Buying for the Periods: Effective Date: April 1, 2021 - Expiration Date: March 31, 2024

Awards per Request for Proposals received on October 29, 2021:

Duffy & Shanley, Inc., Banner ID #94375963
10 Charles St.
Providence, RI 02904
Contact: Jonathan D. Duffy, jonduffy@duffyshanley.com
Contact: Suzanne Griscom, sgriscom@duffyshanley.com
O: 401-278-4405
M: 401-559-5061

JL Media Inc, Banner ID #94308058
1600 Route 22 East
Union, NJ 07083
Contact: Gleen Dennis Email: gdennis@jlmedia.com
O: 201-563-3590

Services:

The vendor to provide media planning, buying and placement services for CCRI across traditional and digital platforms, as well as paid search, programmatic behavioral, site retargeting, optimization and more. In addition, the vendor will provide comprehensive reporting on individual campaigns to include, but not limited to, reach, CTR, and other available analytics to gauge the success of campaigns. CCRI's Marketing and Communications team provides in-house creative, strategy, and budget management. The team will work with the vendor to develop strategy and planning for enrollment campaigns throughout the year, as well as program- and event-specific marketing campaigns throughout the year.

The fee structure will be set at 5% of the net cost for media placement plus \$150 per hour for non-commissionable services, including social and paid search, production and technical fixes, benchmarking and research, and inter-agency resource partnerships.

Instructions:

Individual CCRI departments must work through Marketing & Communications on paid advertisement planning, buying and placement services.

Vendor to provide MBE Utilization Plan at time of quote for projects \$5,000 or greater.

Submit Banner college requisition; email MBE Utilization Plan and quote with Requisition Number in subject line to purchasing@ccri.edu.