



RECEIVED
CASS COUNTY COMMISSION

FEB 16 2016

February 16, 2016

Mary Scherling, Chairperson
Cass County Commission
211 9th Ave S
Fargo ND 58103

Re: 2016 Election Education Media

Dear Commissioner Scherling;

With the changes in laws regarding identification requirements that have taken place over the past few legislative session DeAnn Buckhouse, Election Coordinator, and I have been concerned about doing something for voter education this year. With this election season we will probably see record turnout, and a lot of those voters will be first time voters. The national and state political races will be generating a lot of interest among groups that we don't think has traditionally been coming to the polls. At the same time we have some changes in how students from outside the area are affected by the changing laws.

We have met with Kelner Communications, used by Sheriff's Department for advertising in the past, and have come up with a proposal for an ad campaign leading up to the two elections this year. It is expensive, we have looked at our office budget and our elections budget and will be able to fund their proposal from current funds.

I normally would not ask to add something like this to the agenda at this late date but the proposal was completed while I was on vacation and Kelner communications is anxious go get working on the ads as soon as possible.

We owe it to our voters to do our best to inform them of the identification requirements to ensure their participation in this election cycle.

Sincerely,


Michael Montplaisir
Cass County Auditor

SUGGESTED MOTION:

Move to allow the Chairperson to sign a contract proposal with Klener Communications for advertising services for the 2016 election cycle.

Auditor

Michael Montplaisir, CPA
701-241-5601

Treasurer

Charlotte Sandvik
701-241-5611

Director of Equalization

Frank Klein
701-241-5616

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February 11, 2016

TO: DeAnn Buckhouse & Mike Montplaisir **CLIENT:** Cass County Voting

FROM: Karen Kelner & Amber Ott Kelner Communications, Inc.

RE: 2016 Cass County Voting Media Budget Proposal

Option 1

Media	Feb-16	May-16	Jun-16	Oct-16	Nov-16	
Total- Forum Communications	\$ -	\$ 5,482.93	\$ 5,720.33	\$ 5,289.45	\$ 3,124.50	
Kelner Market Analysis	\$ 500.00	\$ -	\$ -	\$ -	\$ -	Option 1 Total
Total	\$ 500.00	\$ 5,482.93	\$ 5,720.33	\$ 5,289.45	\$ 3,124.50	\$ 20,117.20

***Video Production Included**

Option 2

Media	Apr-16	May-16	Oct-16	Nov-16	Option 2 Total
Total- NDSU- The Spectrum	\$ 141.71	\$ 137.56	\$ 137.56	\$ 91.71	\$ 508.54

***Production Included**

SEE SUMMARY PAGE FOR PROPOSAL DETAILS

 Client Signature

 Date

We hereby authorize Kelner Communications, Inc. to act on our behalf in the purchase of advertising services. We agree that Kelner Communications, Inc. shall be paid a fee for its services which shall be included in, each advertising proposal accepted by us. We also agree that Kelner Communications, Inc.'s fee is earned upon our acceptance of each proposal submitted by Kelner Communications, Inc. and that our subsequent reduction in budget or cancellation of advertising service will not relieve us from responsibility to pay Kelner Communications, Inc.'s earned fees (20% of all cancelled media schedules). Kelner Communications, Inc.'s fees shall be payable in full when our payment for media ordered by Kelner Communications, Inc. is due, except, the fee or any fees occasioned by our reduction in budget or cancellation of advertising services shall be due and payable within ten days of such reduction or cancellation.

DO



Revised

Proposal Summary 2016 Cass County Voting Media Budget Proposal
February 11, 2016

Option 1

TV	Length	Time Period	Program	Dates	# of Spots	Zone	
WDAY (ABC)	:30	Primary Election					Fargo
		6-7a	First News	May 25, 31	2		
		7-8a	GMA	May 26	1		
		9a-5p	Daytime ROS	May 23-31	7		
		5-5:30p	5p News	May 23	1		
		5:30-6p	Sun 5:30p News	May 29	1		
		6:30-7p	ET	May 24	1		
		10-10:35p	10p News	May 25, 30	2		
		10:35-11:35p	Kimmel	May 27	1		
		6-7a	First News	June 10, 14	2		
		7-8a	GMA	June 3, 9, 13	3		
		9a-5p	Daytime ROS	June 1-13	8		
		5-5:30p	5p News	June 8	1		
		5:30-6p	Sun 5:30p News	June 5, 12	2		
	6-6:30p	6p News	June 2, 6	2			
	6:30-7p	ET	June 9, 10	2			
	10-10:35p	10p News	June 13	1			
	10:35-11:35p	Kimmel	June 1, 7	2			
	:30	General Election					Fargo
		6-7a	First News	October 19, 24	2		
		7-8a	GMA	October 20, 28	2		
		9a-5p	Daytime ROS	October 17-31	10		
		5-5:30p	5p News	October 17	1		
		5:30-6p	Sun 5:30p News	October 23, 30	2		
		6-6:30p	6p News	October 27, 31	2		
		6:30-7p	ET	October 18	1		
10-10:35p		10p News	October 25	1			
10:35-11:35p		Kimmel	October 21, 26	2			
6-7a		First News	November 4, 8	2			
7-8a		GMA	November 3, 7	2			
9a-5p	Daytime ROS	November 1-7	5				
5-5:30p	5p News	November 2	1				
5:30-6p	Sun 5:30p News	November 6	1				
6:30-7p	ET	November 4	1				
10-10:35p	10p News	November 7	1				
10:35-11:35p	Kimmel	November 1, 3	2				

- *Primary Election Reach % of Men/Women 18+: 43.53
- *Primary Election Frequency of Men/Women 18+: 4.63
- *General Election Reach % of Men/Women 18+: 43.89
- *General Election Frequency of Men/Women 18+: 4.5
- *100% Matching Bonus
- *Schedule subject to change

Radio	Format	Length	Time Period	# Per Day	Dates	# of Spots
WDAY AM 970	News/Talk	:30	6a-10p	5	June 1, 2, 3, 6, 7, 8, 9, 10, 13, 14	50
					October 26, 27, 28, 31	20
					November 1, 2, 3, 4, 7, 8	30

- *Reach % of Men/Women 18+: 7.7
- *Frequency of Men/Women 18+: 7.2
- *100% Matching Bonus
- *Schedule subject to change

Print	Ad Size	Specs	Circulation	Issue	Space & Copy Deadline
The Forum	3 col x 4", Full Color	5.251" x 4"	36,000	6/1/2016	5/27/2016
			36,000	6/2/2016	5/27/2016
			46,000	6/5/2016	5/27/2016
			36,000	6/6/2016	5/27/2016
			36,000	6/8/2016	6/3/2016
			36,000	6/9/2016	6/3/2016
			46,000	6/12/2016	6/3/2016
			36,000	6/13/2016	6/3/2016
			36,000	10/27/2016	10/24/2016
			46,000	10/30/2016	10/24/2016
			36,000	10/31/2016	10/24/2016
			36,000	11/2/2016	10/28/2016
			36,000	11/3/2016	10/28/2016
			46,000	11/6/2016	10/28/2016
			36,000	11/7/2016	10/28/2016

*Schedule subject to change

*The Forum upgrading to color as bonus

Online	Date	Gf Impressions	Daypart	Details	Deadline	Target
Inforum.com	5/23/2016 - 6/14/2016	150,000	300 x 250 300 x 600 320 x 50 728 x 90	18% Share of Voice	5/20/2016	Geo-target Cass County, ND Audience: Men/Women 18+ Capped at 5 ads per user per day
	5/23/2016 - 6/14/2016	150,000	300x600	20% Share of Voice	5/20/2016	
	10/17/2016 - 11/7/2016	150,000	300 x 250 300 x 600 320 x 50 728 x 90	18% Share of Voice	10/14/2016	
	10/17/2016 - 11/7/2016	150,000	300x600	20% Share of Voice	10/14/2016	

*Schedule subject to change

*Includes bonus impressions

Option 2

Print	Ad Size	Specs	Circulation	Issue	Space & Copy Deadline
NDSU - The Spectrum	2 col x 4", B/W	3.4" x 4"	2,000	4/25/2016	4/21/2016
			2,000	4/28/2016	4/25/2016
			2,000	5/2/2016	4/28/2016
			2,000	5/5/2016	5/2/2016
			2,000	5/9/2016	5/5/2016
			2,000	10/24/2016	10/20/2016
			2,000	10/27/2016	10/24/2016
			2,000	10/31/2016	10/27/2016
			2,000	11/3/2016	10/31/2016
			2,000	11/7/2016	11/3/2016

*Schedule subject to change