



# Peoria Park District | Golf Agreement

Total Golf Investment Mid March – Mid April 2024 | \$9,770

	Mid March	Mid April	Total
General Display	\$500	\$500	\$1,000
Social Media: Snapchat	\$950	\$950	\$1,900
Social Media: Tik Tok	\$1,100	\$1,100	\$2,200
Email Marketing	\$400	\$400	\$800
Direct Mailing List Purchase	\$150		\$150
Direct Mailing List	\$2,500		\$2,500
Management Fee	\$610	\$610	\$1,220
<b>Total</b>	<b>\$6,210</b>	<b>\$3,560</b>	<b>\$9,770</b>

### AGREEMENT

At Central States Marketing, we welcome the opportunity to manage your marketing efforts. We will strive to provide a platform which will provide the most effective and efficient capability for reaching clients in Illinois. Management Fee is inclusive of placement of ads/videos, daily monitoring and management of performance and spend, and monthly reporting.

Any termination of online marketing has a 60-day cancellation policy. A written and signed letter of cancellation is also required.

Please signify your acceptance of this proposal by signing in the appropriate space below.

CENTRAL STATES MARKETING

BY: B. Buralli

Print Name: Brian Buralli

Title: Project Manager

Date: 2/29/24

PEORIA PARK DISTRICT

BY: Emily Gehl

Print Name: Emily Gehl

Title: Executive Director

Date: 2/29/24



Peoria Park District  
Community Survey  
Mid August - Mid September

**SOCIAL MEDIA: FACEBOOK & INSTAGRAM**

Users continuously pay attention to and engage with Facebook ads, rather than tuning them out! Instagram is no different: an average of 1 billion people use Instagram every month, and 63% of users log in at least once per day. Businesses have a huge impact on this platform as well – 200 million Instagram users visit at least one business profile daily!

**target geography** 10-Mile Radius of Peoria, IL

**target demographic:** adults 18+

**potential target audience reach:** 164,800

**estimated daily reach of target audience:** 2,000– 5,700

**estimated daily link clicks:** 22 – 67

**recommended investment:** \$530

**ONLINE DISPLAY**

Display advertising builds brand awareness where consumers are spending time online. With a variety of advanced targeting techniques, we put your display ads in front of local consumers across the web, so your brand is top of mind when they're ready to decide. Display advertising allows you to reach a large audience through a network of sites and is good for building broad exposure for your business.

**target geography:** 10-Mile Radius of Peoria, IL

**estimated cpm:** \$1 – 4

**estimated monthly impressions:** 250,000 – 1,000,000

**recommended monthly investment:** \$1,000

**EMAIL MARKETING**

Email marketing is a cost-effective way to maintain customer relationships, increase brand awareness, and drive sales by delivering targeted and personalized messages directly to the inboxes of potential and existing customers.

**target geography** 10-Mile Radius of Peoria, IL

**target audience:** Adults 18+

**email list qty:** 68,255

**estimated cost per deployment:** \$550

**STREAMING RADIO: SPOTIFY**

If you want to get to know someone quickly, ask them what's on their favorite playlist. Why? Because music is personal, emotional, and authentic — it's central to people's lives, and can tell you a lot about them. Reach listeners based on their age, gender, location, activity, and even music taste. Select mobile, desktop or both so your ad gets heard in the right context.

**target geography** 10-Mile Radius of Peoria, IL

**target audience:** Adults 18+

**creative length:** :30

**estimated impressions:** 28,500 – 43,100

**estimated reach:** 9,300 – 15,400

**recommended monthly investment:** \$557





Peoria Park District  
Community Survey  
Mid August - Mid September

Investment	Mid Aug	Mid Sept	Total
Social Media: Facebook/Instagram	\$530	\$530	\$1,060
Online Display	\$1,000	\$1,000	\$2,000
Targeted Email Marketing	\$550		\$550
Streaming Radio: Spotify	\$557		\$557
Management Fee	\$527	\$306	\$833
Total	\$3,164	\$1,836	\$5,000

Monthly Media Management and Support Fees:

A monthly management fee of 20% of your media budget will be billed along with the total monthly media investment.

OK B & W  
8/1/24



Peoria Park District

Research states 55% of emails are opened on Mobile devices and, 45% on laptops. Emails sent on Tuesdays have 20% more opens than any other day of the week. 91% of people check their email daily.

Purchased lists can be narrowed down geographically, demographically, and/or psychographically. We can assist with designing the perfect email for your campaign, which can include multiple links and images. Email communications can be scheduled in advance to ensure they go out when they should. Email marketing uses targeted messaging to reach current or prospective customers.

- target geography:** 61603 zip code
- target audience:** People within the selected 61603 zip code
- email list qty:** 5,903
- estimated cost per email deployment:** \$400
- second deployment:** date 2/2/24

**AGREEMENT**

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CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: *B. Buralli*

BY: *Jennifer Swanson*

Print Name: Brian Buralli

Print Name: Jennifer Swanson

Title: Project Manager

Title: Sr. Marketing Manager

Date: 2/2/24

Date: 2.8.2024







Peoria Park District

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CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: *B. Buralli*

BY: *Jennifer Swanson*

Print Name: Brian Buralli

Print Name: Jennifer Swanson

Title: Project Manager

Title: Sr. Marketing Manager

Date: 1/19/24

Date: 01.22.24





Peoria Park District  
 Fall Registration 2024  
 August 5 – September 15, 2024

INVESTMENT	August 5 - Sept 15
Online Display	\$1,000
Social Media: Facebook/Instagram	\$683
Social Media: TikTok	
Digital Outdoor	\$2,475
Streaming Radio	
Management Fee	\$832
<b>Total</b>	<b>\$4,990</b>

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CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: B. Buralli

BY: B. Wheeler

Print Name: Brian Buralli

Print Name: BRENT WHEELER

Title: Project Manager

Title: Deputy Director

Date: 8/1/24

Date: 8-1-24





Peoria Park District  
 Fiesta en el Rio 2024  
 Event: July 27, 2024

**Target Demographic:** Adults 18+

**Target Geography:** 15 Mile Radius of Peoria, 10 Mile Radius of Galesburg & Bloomington

**Social Media: Facebook/Instagram Ad | 7/12 - 7/26 (14 days prior to the event)**

**potential target audience reach:** 254,000 – 298,800  
**estimated daily reach of target audience:** 6,700 – 19,000  
**estimated daily link clicks:** 68 - 197  
**recommended investment:** \$700

**Outdoor Advertising | 7/17 - 7/26/24 (10 days prior to the event)**

Your impressions are scheduled across the entire 16-face footprint but are not guaranteed to run on all units. Equal rotation/placement should not be expected and is not guaranteed. Impressions are delivered on available boards around the area to maximize your brand’s exposure.

**type of board(s):** digital

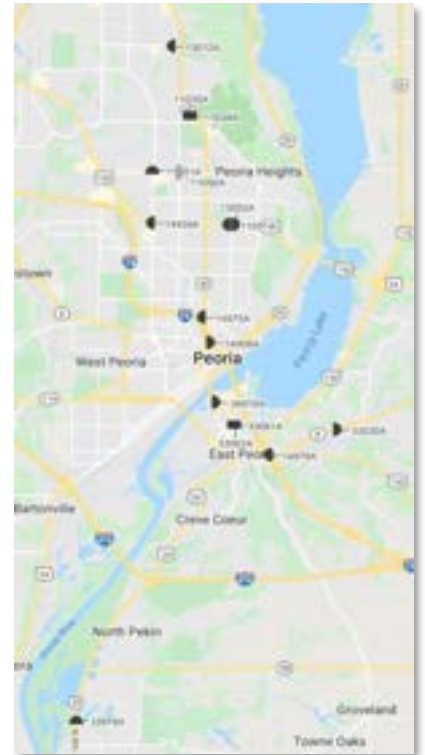
**total monthly impressions:** 117,212

**details:** digital impression campaign, creative to rotate throughout all outdoor boards in the market based on availability.

**Rotary Digital Locations**

- 11031A 4917 University St N 150 ft N/O 1307 W Glen Ave WS F/South
- 11034A 6000 Knoxville Ave N 85 ft N/O Mt Hawley Rd WS F/North
- 11035A 6000 Knoxville Ave N 85 ft N/O Mt Hawley Rd WS F/South
- 11050A 627 Glen Ave W 110 ft E/O Sheridan Rd NS F/West
- 11051A 528 War Memorial Dr E 155 ft E/O Indiana SS F/East
- 13012A 836 Pioneer Pkwy W 425 ft E/O Hale Ave SS F/East
- 33020A 2200 Washington St E 680 ft E/O Dolans Ln SS F/West
- 33978A 1918 Eighth Street N 330 ft N/O Kennedy Drive ES F/South
- 13052A 720 War Memorial Drive E 407 ft E/O Wisconsin Ave SS F/W
- 33061A 510 Camp St W 130 ft W/O Clock Tower Dr WS F/Southeast
- 33062A 510 Camp St W 130 ft W/O Clock Tower Dr WS F/Northwest
- 14908A I-74 50 ft E/O Glendale Ave SS F/West
- 14975A I-74 200 ft W/O Knoxville Ave NS F/East
- 14979A I-74 200 ft E/O Camp St SS F/East
- 14939A 3613 War Memorial Dr W 205 ft W/O University St SS F/East
- 34918A 1167 Washington St W E/O Riverfront Rd NS F/West

**recommended investment:** \$967



	Investment
Facebook	\$700
Outdoor	\$967
Management	\$333
<b>Total</b>	<b>\$2,000</b>

**monthly media management and support fees:**

A monthly management fee of 20% (due to nonprofit status) of your media budget will be billed along with the total monthly media investment.





## Peoria Park District

Founders Day | Event Date: 9/7

**target geography** 10-Mile Radius of Peoria, IL  
**target demographic** Adults 25 – 54 with children  
**flight dates:** 8/3/24 - 9/7/24

### SOCIAL MEDIA: FACEBOOK & INSTAGRAM

Users continuously pay attention to and engage with Facebook ads, rather than tuning them out! Instagram is no different: an average of 1 billion people use Instagram every month, and 63% of users log in at least once per day. Businesses have a huge impact on this platform as well – 200 million Instagram users visit at least one business profile daily!

**potential target audience reach:** 26,600  
**estimated daily reach of target audience:** 1,800 – 5,200  
**estimated daily landing page views:** 10 – 35  
**estimated frequency:** 4.1  
**recommended monthly investment:** \$363

### ONLINE DISPLAY

Display advertising builds brand awareness where consumers are spending time online. With a variety of advanced targeting techniques, we put your display ads in front of local consumers across the web, so your brand is top of mind when they're ready to decide. Display advertising allows you to reach a large audience through a network of sites and is good for building broad exposure for your business.

**estimated cpm:** \$1 – 4  
**estimated monthly impressions:** 150,000 – 600,000  
**recommended monthly investment:** \$600

### STREAMING RADIO: SPOTIFY

If you want to get to know someone quickly, ask them what's on their favorite playlist. Why? Because music is personal, emotional, and authentic — it's central to people's lives, and can tell you a lot about them. Reach listeners based on their age, gender, location, activity, and even music taste. Select mobile, desktop or both so your ad gets heard in the right context.

**creative length:** :30  
**estimated impressions:** 31,600 – 58,700  
**estimated reach:** 7,000 – 13,200  
**recommended monthly investment:** \$500







Peoria Park District  
 Founders Day | Event  
 Date: 9/7

Outdoor Advertising

type of board(s): Poster

qty: 2

recommended investment: \$800ea + \$135ea production = \$1,870

**1230 Jefferson St NE 130 ft S/O Spring St ES F/N - 2**

**11103 • Poster**

City: Peoria County: Peoria State: Illinois



This bottom poster on the stacked unit has a great read for traffic heading into downtown Peoria from the communities to the north and east of Peoria, including Chillicothe, Germantown Hills, Washington and more.



**Location Details**

Geopath Number: **437279**  
 Total Weekly Impressions: **120,200\***  
 Direction Facing: **N**  
 Hours of Illumination: **18**  
 Size: **10'4.5" x 22'7.5"**  
 Zip Code: **61603**  
 Latitude: **40.701557**  
 Longitude: **-89.576405**

**2413 Knoxville Ave N 65 ft S/O Beverley Ct WS F/N - 2**

**11026 • Poster**

City: Peoria County: Peoria State: Illinois



This structure sits very close to the road on Knoxville, one of the main arteries through the city and is in route to downtown Peoria, UnityPoint Health - Methodist, OSF Saint Francis Medical Center and I-74 leading toward East Peoria and Merton. Panel closer to road.



**Location Details**

Geopath Number: **437224**  
 Total Weekly Impressions: **116,409\***  
 Direction Facing: **N**  
 Hours of Illumination: **18**  
 Size: **10'4.5" x 22'7.5"**  
 Zip Code: **61604**  
 Latitude: **40.71661**  
 Longitude: **-89.593995**



# Peoria Park District

Founders Day | Event Date: 9/7

	3 Week Investment
Social Media: Facebook & Instagram	\$363
Online Display	\$600
Streaming Radio: Spotify	\$500
OOO   Outdoor Advertising   Posters	\$1,600
OOO   Outdoor Advertising   Production	\$270
Management	\$667
<b>Total</b>	<b>\$4,000</b>

### Monthly Media Management and Support Fees:

A monthly management fee of 20% of your media budget will be billed along with the total monthly media investment.

Assets due 5 business days prior to the start of the campaign.

Tactic	Ad Size
Facebook/Instagram	1080x1080, 1200x630, 1080x1920 (story size)
Online Display	300x250, 728x90, 160x600
Streaming Radio: Spotify	640x640 image & .mp3
Outdoor   Poster	5.333"h x 15.333"w
Destination URL	

OK  
Emily Gabriel  
7/25/24



# TRADE AGREEMENT

Station/Market: Peoria Trade Amount: \$ 15,000.00

Required Cash Spend: \$ 0.00

Advertiser: Peoria Park District

Term of Trade Agreement:

Advertiser Contact: Tabatha Hart

From 1/1/24

Advertiser Contact Phone #: 309-693-2345

To 12/31/24

This document is intended to confirm certain information with respect to a trade agreement which exists between the parties named herein. On air, online and/or mobile applications advertising ("Advertising") and/or other services provided by the Station referenced above ("Station/Market") will be exchanged for merchandise/services stated in Section Four (4) below and will be subject to the following terms:

1. Advertiser agrees to order, and Station/Market agrees to accept advertising in the Amount of Trade referenced above during the term of this agreement. The Advertising will be used only for Advertiser referenced above. Such announcements will be at the rates indicated in the Station/Market's rate card in effect at the time such Advertising is placed. All commercial material for the announcements shall be furnished by the Advertiser, and Advertiser shall be responsible for all production, duplication, and integration costs associated with this material.
2. All Advertising scheduled is subject to:
  - a. Availability at time of offering, and
  - b. Preemption by Station/Market in the event time or placement is sold commercially or used for public service announcements or programs.
3. The term of this Agreement is reference above. At the end of the term of this Agreement by expiration, any unused Advertising due Advertiser and any merchandise or services due Station/Market will be forfeited without recourse unless an extension of time to complete performance has been mutually agreed upon in writing. Generally, a carryover will only be granted if Station/Market is unable to deliver said time due to lack of availability or technical difficulties.
4. In exchange, and in full consideration of the rights herein granted to Advertiser, Advertiser agrees to furnish Station/Market with the following merchandise/services:
 

25 Adult Riverplex/YMCA memberships @ \$50.00 each membership values at \$15,000 year

This merchandise/service will be ordered and delivered as follows:  
Airtime schedule to run in 2024
5. If merchandise is involved, Advertiser hereby warrants that the merchandise delivered by Advertiser is new merchandise in working condition.
6. Both parties agree to furnish monthly proof of performance in the form of memo billing, merchandise invoices, or service invoices on an as-provided basis. All proof of performance should be marked "TRADE - DO NOT PAY".





Clear Form

# TRADE AUTHORIZATION

All information on this form must be completed before submitting for approval and before the Trade Contract is executed.

Market	<u>Peoria</u>	Station	<u>WEEK</u>
Date	<u>12/12/23</u>	Account Executive	<u>Julie Morales</u>
Advertiser	<u>Peoria Park District</u>	Agency	<u>Central States Media</u>
Address	<u>1125 W Lake Ave</u>	Address	<u>2006 W. Altorfer Dr</u>
	<u>Peoria, IL 61614</u>		<u>Peoria, IL 61615</u>
Contact	<u>Emily Cahill</u>	Contact	<u>Tabatha Hart</u>
Phone #	<u>309-682-1200</u>	Phone #	<u>309-693-2345</u>

Complete Description of Trade including What is to Be Received, and How and When it is to Be Used

This is a trade agreement for 25 memberships @ \$50.00 each for 2024. Total trade amount will be \$15,000.00 for the year.

Proposed Terms:

Fair Market Value to be Received \$ 15,000

Fair Market Value of Advertising to be Given \$ 15,000

Trade Ratio (1:1, 2:1, etc.) 1:1

*If the trade ratio is not 1:1, SVP approval is required.*

Start Date of Agreement 1/1/2024

End Date of Agreement 12/31/24

Required Cash in Spend \$ 0

Approved By:

General Sales Manager *Shirley Howell*

Date 12/15/23

General Manager *[Signature]*

Date 12/14/23

*If over \$50,000 or Trade Ratio is not 1:1, the following approval is also required:*

SVP Local Media \_\_\_\_\_

Date \_\_\_\_\_



7. All Advertising placed hereunder will be subject to the terms and conditions set forth in the standard contract in effect at the time of placement.
8. In no event shall the contractual obligation of the Agreement be assigned, transferred, or offered for resale by Advertiser to any third party, agency, or time broker, or otherwise be used in any way other than in accordance with the terms of this Agreement.
9. All Advertising, messages, products, or services are subject to the prior approval of Station/Market and must comply with the Station/Market's Standard Terms and Conditions ([www.gray.tv/advertising](http://www.gray.tv/advertising)), rules, policies, standards, and practices, and with all rules and regulations of the Federal Communications Commission, and any other government body having jurisdiction in the premises.
10. Sales and use taxes on merchandise/services supplied pursuant to this Agreement shall be the sole responsibility of the Advertiser. No agency or sales commissions on this arrangement will be payable by either party.
11. This is a reciprocal agreement involving the exchange of equal dollar amounts referenced above as the Amount of Trade for its equivalent dollar value in advertising time or other services provided by Station/Market. If the Advertiser is unable to provide the services or products specified in this Agreement, Advertiser will immediately inform Station/Market, at which time this Agreement will be terminated and Advertiser will remit the cash value of all Advertising already aired, placed, or placed on the schedule at the time of cancellation.

Advertiser Signature: Emily G. Hull Date: 12/18/23

Station General Manager: \_\_\_\_\_ Date: \_\_\_\_\_

Station Sales Manager: Christy Howell Date: 12/15/23

Station Accounting Manager: \_\_\_\_\_ Date: \_\_\_\_\_

GRAY TELEVISION, INC AND ITS STATIONS DO NOT DISCRIMINATE IN ADVERTISING CONTRACTS ON THE BASIS OF RACE OR ETHNICITY. ANY PROVISION IN ANY ORDER OR AGREEMENT FOR ADVERTISING THAT PURPORTS TO DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, EVEN IF HANDWRITTEN, TYPED OR OTHERWISE MADE A PART OF THE PARTICULAR CONTRACT, IS HEREBY REJECTED. SIGNATURES TRANSMITTED BY FAX, E-MAIL OR OTHER COMPARABLE ELECTRONIC MEANS WILL BE DEEMED AND WILL HAVE THE SAME LEGAL FORCE AND EFFECT AS AN ORIGINAL.



Peoria Park District  
 IndiaFest 2024  
 Event: August 17, 2024 4p-9p

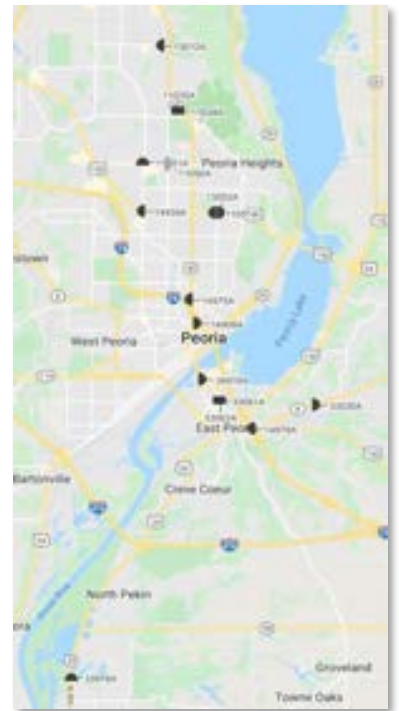
**Target Demographic:** Adults 25-54  
**Target Geography:** 10 Mile Radius of Peoria

**Facebook/Instagram | 8/9 - 8/17 @ 3pm**  
**potential target audience reach:** 81,300 – 85,600  
**estimated daily landing page views:** 2,600 – 7,500  
**recommended monthly investment:** \$150

**Outdoor Advertising | 8/9 - 8/17 @ 3pm**  
**type of board(s):** digital  
*Your impressions are scheduled across the entire 16-face footprint but are not guaranteed to run on all units. Equal rotation/placement should not be expected and is not guaranteed. Impressions are delivered on available boards around the area to maximize your brand's exposure.*  
**total monthly impressions:** 72,727

**Rotary Digital Locations**

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- 14939A 3613 War Memorial Dr W 205 ft W/O University St SS F/East
- 34918A 1167 Washington St W E/O Riverfront Rd NS F/West



	Investment
Facebook	\$150
Outdoor	\$600
Management	\$150
<b>Total</b>	<b>\$900</b>





Peoria Park District  
 IndiaFest 2024  
 Event: August 17, 2024 4p-9p

	Investment
Facebook	\$150
Outdoor	\$600
Management	\$150
Total	\$900

**Total PO is in the amount of \$750**

**AGREEMENT**

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CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: 

BY: 

Print Name: Brian Buralli

Print Name: Jennifer Swanson

Title: Project Manager

Title: Sup. of Advancement & Communications

Date: 7/24/24

Date: 7.25.24



Black Business Alliance-Peoria Chapter dba  
Minority Business Development Center  
2139 SW. Adams St.  
Peoria, IL 61602 US



# INVOICE

**BILL TO**

Tabatha Hart  
Central States Marketing

**INVOICE #** 2311  
**DATE** 05/20/2024  
**DUE DATE** 06/19/2024  
**TERMS** Net 30

DESCRIPTION	AMOUNT
\$880 Covers 11 Spots per day (6,7,8,9am, Noon, 3,4,5,6,7 and 10pm)	1,200.00
\$200 Covers 10 Shorties (Brief Interviews 3 to 5minutes in length) to air in place of news and over the holiday weekend. The Interview puts the event in a social/cultural context.	
\$120 Covers "As-Live" coverage on the day of the event. We are planning to have a WPNV Correspondent at the event with a handheld recorder to capture it in quasi-real time. It will tape-delayed. , 1 @ \$1,200.00	
<hr/>	
BALANCE DUE	<b>\$1,200.00</b>





Peoria Park District  
 RiverPlex/YMCA - January 2024  
 Spotify/Pandora

**Spotify/Pandora**

**Geography:** 10 Mile Radius of 2320 N. Prospect Rd. Peoria, IL

**Demographic:** Adults 25 - 54

**Recommended one-month investment:** \$1,218

**AGREEMENT**

At Central States Media, we welcome the opportunity to manage your marketing efforts. We will strive to provide a platform which will provide the most effective and efficient capability for reaching clients in Illinois. Management Fee is inclusive of placement of ads/videos, daily monitoring and management of performance and spend, and monthly reporting.

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CENTRAL STATES MEDIA

BY:

Brian Buralli

Print Name:

Brian Buralli

Title:

Project Manager

Date:

12/18/24

PEORIA PARK DISTRICT

BY:

Emily Cahill

Print Name:

Emily Cahill

Title:

Executive Director

Date:

12/19/23





Peoria Park District  
 RiverPlex/YMCA - January 2024  
 Broadcast Radio

BROADCAST RADIO  
 Midwest 360 RADIO GROUP  
 WSWT - 106.9

Recommended Total Investment: \$1,330

**AGREEMENT**

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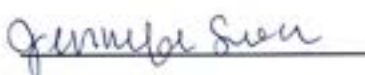
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CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: 

BY: 

Print Name: Brian Buralli

Print Name: Jennifer Swanson

Title: Project Manager

Title: Sr. met mg

Date: 12/18/24

Date: 12/19/23



Peoria Park District  
 RiverPlex/YMCA - January 2024  
 Management

Monthly Media Management and Support Fees:

A monthly management fee of 20% of your digital media budget will be billed along with the total monthly media investment.

Management Fee: \$1,514

AGREEMENT

At Central States Marketing, we welcome the opportunity to manage your marketing efforts. We will strive to provide a platform which will provide the most effective and efficient capability for reaching clients in Illinois. Management Fee is inclusive of placement of ads/videos, daily monitoring and management of performance and spend, and monthly reporting.

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CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: B. Buralli

BY: J Swanson

Print Name: Brian Buralli

Print Name: Jennifer Swanson

Title: Project Manager

Title: Sr. Mkt mgr

Date: 12/18/24

Date: 12/19/23





Peoria Park District  
 RiverPlex/YMCA - January 2024  
 Broadcast Radio

**BROADCAST RADIO**  
**AMP RADIO GROUP**  
 WPIA - 98.5 (Top 40)

**Recommended Total Investment: \$1,000**

**AGREEMENT**

At Central States Marketing, we welcome the opportunity to manage your marketing efforts. We will strive to provide a platform which will provide the most effective and efficient capability for reaching clients in Illinois. Management Fee is inclusive of placement of ads/videos, daily monitoring and management of performance and spend, and monthly reporting.

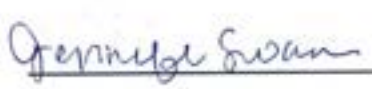
Any termination of online marketing has a 60-day cancellation policy. A written and signed letter of cancellation is also required.

Please signify your acceptance of this proposal by signing in the appropriate space below.

CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: 

BY: 

Print Name: Brian Buralli

Print Name: Sr. Mkt Mgr's

Title: Project Manager

Title: Jennifer Swanson

Date: 12/18/24

Date: 12/19/23





Peoria Park District  
 RiverPlex/YMCA - January  
 2024  
 Broadcast Radio

**BROADCAST RADIO**

**Cumulus RADIO GROUP**

WFYR – 97.3 (Country)  
 WZPW – 92.3 (Rhythmic Top 40)

**Recommended Total Investment: \$1,448**

**AGREEMENT**

At Central States Marketing, we welcome the opportunity to manage your marketing efforts. We will strive to provide a platform which will provide the most effective and efficient capability for reaching clients in Illinois. Management Fee is inclusive of placement of ads/videos, daily monitoring and management of performance and spend, and monthly reporting.

Any termination of online marketing has a 60-day cancellation policy. A written and signed letter of cancellation is also required.

Please signify your acceptance of this proposal by signing in the appropriate space below.

CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: *Brian Buralli*

BY: *Jennifer Swanson*

Print Name: Brian Buralli

Print Name: Jennifer Swanson

Title: Project Manager

Title: Sr. mkt mg

Date: 12/18/24

Date: 12/19/23



Peoria Park District  
 RiverPlex/YMCA - January 2024  
 TikTok

**TIKTOK**

**Geography:** 10 Mile Radius of 2320 N. Prospect Rd. Peoria, IL  
**Demographic:** Adults 25 - 54  
**Recommended one-month investment:** \$1,200

**AGREEMENT**

At Central States Media, we welcome the opportunity to manage your marketing efforts. We will strive to provide a platform which will provide the most effective and efficient capability for reaching clients in Illinois. Management Fee is inclusive of placement of ads/videos, daily monitoring and management of performance and spend, and monthly reporting.

Any termination of online marketing has a 60-day cancellation policy. A written and signed letter of cancellation is also required.

Please signify your acceptance of this proposal by signing in the appropriate space below.

CENTRAL STATES MEDIA

PEORIA PARK DISTRICT

BY: 

BY: 

Print Name: Brian Buralli

Print Name: Sr. mkt mgr

Title: Project Manager

Title: Jennifer Swanson

Date: 12/18/24

Date: 12/19/23





Peoria Park District  
 RiverPlex/YMCA - January 2024  
 YouTube

**YouTube**

**Geography:** 10 Mile Radius of 2320 N. Prospect Rd. Peoria, IL

**Demographic:** Adults 25 - 54

**Recommended one-month investment:** \$1,000

**AGREEMENT**

At Central States Media, we welcome the opportunity to manage your marketing efforts. We will strive to provide a platform which will provide the most effective and efficient capability for reaching clients in Illinois. Management Fee is inclusive of placement of ads/videos, daily monitoring and management of performance and spend, and monthly reporting.

Any termination of online marketing has a 60-day cancellation policy. A written and signed letter of cancellation is also required.

Please signify your acceptance of this proposal by signing in the appropriate space below.

CENTRAL STATES MEDIA

PEORIA PARK DISTRICT

BY: 

BY: 

Print Name: Brian Buralli

Print Name: Jennifer Swanson

Title: Project Manager

Title: Sr. mkt mgr

Date: 12/18/23

Date: 12/19/23



Peoria Park District  
 RiverPlex/YMCA - January 2024  
 OOH

Billboards are a medium that viewers cannot fast forward and can reach people where they live, work, and play. Outdoor advertising is anything but boring; it is fully customizable to your brand, target audience, and marketing goal.

**Outdoor – Digital**

Digital Impression: 315,151

**Total Spend: \$3,000**

**AGREEMENT**

At Central States Marketing, we welcome the opportunity to manage your marketing efforts. We will strive to provide a platform which will provide the most effective and efficient capability for reaching clients in Illinois. Management Fee is inclusive of placement of ads/videos, daily monitoring and management of performance and spend, and monthly reporting.

Any termination of online marketing has a 60-day cancellation policy. A written and signed letter of cancellation is also required.

Please signify your acceptance of this proposal by signing in the appropriate space below.

CENTRAL STATES MARKETING

BY:

B. Buralli

Print Name:

Brian Buralli

Title:

Project Manager

Date:

12/18/24

PEORIA PARK DISTRICT

BY:

Emily Cahill

Print Name:

Emily Cahill

Title:

Executive Director

Date:

12/19/23







# Peoria Park District

Job Fair | April 2024

Agreement

### SOCIAL MEDIA: FACEBOOK

Run dates: 3/26/24 – 4/3/24 \*turn off ad by 12pm

Target Geography: 15-Miles of 61614

Recommended Investment: \$250 + mgmt. fee \$50

Total April Job Fair Investment | \$50

JOB FAIR	3/26 – 4/3 Noon
Management Fee	\$50

### AGREEMENT

At Central States Marketing, we welcome the opportunity to manage your marketing efforts. We will strive to provide a platform which will provide the most effective and efficient capability for reaching clients in Illinois. Management Fee is inclusive of placement of ads/videos, daily monitoring and management of performance and spend, and monthly reporting.

Any termination of online marketing has a 60-day cancellation policy. A written and signed letter of cancellation is also required.

Please signify your acceptance of this proposal by signing in the appropriate space below.

CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: B. Buralli

BY: Jennifer Swanson

Print Name: Brian Buralli

Print Name: Jennifer Swanson

Title: Project Manager

Title: Sr. Mkt Mng

Date: 3/26/24

Date: 3/26/24



## Peoria Park District | Peoria Zoo

May 1 – June 30, 2024

### SOCIAL MEDIA: FACEBOOK | GENERAL

**target geography:** 15-mile radius of Peoria, IL  
**target demographic:** adults 25-54  
**estimated audience size:** 153,000  
**estimated daily reach:** 2,500 – 7,200  
**estimated daily landing page views:** 28 - 83  
**recommended investment:** \$500

### SOCIAL MEDIA: TIKTOK

**target geography:** 15-mile radius of Peoria, IL  
**target demographic:** Adults 25-54  
**estimated cpm:** \$7-12  
**estimated daily impressions:** 1,800 – 2,300  
**estimated monthly investment:** \$1,400

### YOUTUBE

**target geography:** 15-mile radius of Peoria, IL  
**target demographic:** adults 25-54  
**estimated cpcv:** \$0.15 – 0.30  
**estimated monthly impressions:** 3,333 – 6,667  
**estimated monthly investment:** \$1,000

### GENERAL DISPLAY

**target geography:** 15-mile radius of Peoria, IL  
**estimated cpm:** \$1 – 4  
**estimated monthly impressions:** 187,500 – 750,000  
**recommended monthly investment:** \$750

### OUTDOOR

**flight Dates:** 4 weeks

**type of board(s):** digital

*Your impressions are scheduled across the entire 16-face footprint but are not guaranteed to run on all units. Equal rotation/placement should not be expected and is not guaranteed. Impressions are delivered on available boards around the area to maximize your brand's exposure.*

**total monthly impressions:** 287,272 per market

✓ digital campaign to rotate 3-4 boards in the market based on availability.

**estimated monthly investment:** \$2,370

*In addition to the paid media, we can use our trade on WMBD and WEEK to push the message.*



# Peoria Park District | Peoria Zoo

May 1 – June 30, 2024

INVESTMENT	May	June	Total
Social: Facebook/IG   General	\$500	\$500	\$1,000
Social: Tik Tok	\$1,400	\$1,400	\$2,800
YouTube	\$1,000	\$1,000	\$2,000
General Display	\$750	\$750	\$1,500
OOH   Outdoor Advertising	\$2,370	\$2,370	\$4,740
Management Fee	\$1,204	\$1,204	\$2,408
<b>Total</b>	<b>\$7,224</b>	<b>\$7,224</b>	<b>\$14,448</b>

### Monthly Media Management and Support Fees:

A monthly management fee of 20% of your media budget will be billed along with the total monthly media investment.

Tactic	Ad Spec   Assets due 4/22 for a 5/1 start
Social: Facebook/IG	(1080 x 1080) (1080 x 1920) (1200 x 630)
Social: Tik Tok	(1080 x 1920) video only
General Display	(160 x 600) (300x 250) (728 x 90) under 200KB
YouTube	YouTube video link
Outdoor	432h x 864w 384h x 1408w 180h x 560w

OK Emily Gabriel  
4/5/24





**Peoria Park District**  
**Festival: Oktoberfest 2024**  
**Dates: September 20-22**

**Target Demographic:** Adults 18+  
**Target Geography:** 10 Mile Radius of Peoria

**GeoFence**

**we recommend fencing the following locations**

- Irish Fest 8/23-25/24
- Marigold Fest 9/4-9/8
- Morton Pumpkin Fest 9/11-9/14

**average cpm:** \$6 - \$8  
**estimated monthly impressions:** 125,000 – 166,666  
**recommended investment:** \$1,000

**Facebook/Instagram | 9/13- 9/22 (10 days before the event ends by noon)**

**potential target audience reach:** 167,300  
**estimated daily reach of target audience:** 6,300 - 18,000  
**estimated daily landing page views:** 62 - 179  
**recommended investment:** \$529

**Outdoor Advertising | 9/7- 9/22 (15 days before the event)**

Your impressions are scheduled across the entire 16-face footprint but are not guaranteed to run on all units. Equal rotation/placement should not be expected and is not guaranteed. Impressions are delivered on available boards around the area to maximize your brand's exposure.

**type of board(s):** digital  
**total monthly impressions:** 278,787

**Rotary Digital Locations**

- 11031A 4917 University St N 150 ft N/O 1307 W Glen Ave WS F/South
- 11034A 6000 Knoxville Ave N 85 ft N/O Mt Hawley Rd WS F/North
- 11035A 6000 Knoxville Ave N 85 ft N/O Mt Hawley Rd WS F/South
- 11050A 627 Glen Ave W 110 ft E/O Sheridan Rd NS F/West
- 11051A 528 War Memorial Dr E 155 ft E/O Indiana SS F/East
- 13012A 836 Pioneer Pkwy W 425 ft E/O Hale Ave SS F/East
- 33020A 2200 Washington St E 680 ft E/O Dolans Ln SS F/West
- 33978A 1918 Eighth Street N 330 ft N/O Kennedy Drive ES F/South
- 13052A 720 War Memorial Drive E 407 ft E/O Wisconsin Ave SS F/W
- 33061A 510 Camp St W 130 ft W/O Clock Tower Dr WS F/Southeast
- 33062A 510 Camp St W 130 ft W/O Clock Tower Dr WS F/Northwest
- 14908A I-74 50 ft E/O Glendale Ave SS F/West
- 14975A I-74 200 ft W/O Knoxville Ave NS F/East
- 14979A I-74 200 ft E/O Camp St SS F/East
- 14939A 3613 War Memorial Dr W 205 ft W/O University St SS F/East
- 34918A 1167 Washington St W E/O Riverfront Rd NS F/West

**recommended investment:** \$2,300







Peoria Park District  
Festival: Oktoberfest 2024  
Dates: September 20-22

Radio | Trade  
Contracts Attached

	Investment
Geofence	\$1,000
Facebook	\$529
Outdoor	\$2,300
Printing of Palm Cards	\$405
Management	\$766
Total	\$5,000

OK Emily Gabriel  
7/17/24



## **OKTOBERFEST 2024 PROMOTION**

**Friday, September 20 – Sunday, September 22**

104.9 The Wolf will Provide:

*\*Two week promotion*

- 30 Live On-Air Mentions
- On Air Ticket Giveaways (1-2 extra mentions per day)
- Web Feature
- Minimum 3 Social Media Posts
- Remote Broadcast on Friday, September 20<sup>th</sup> from \_\_\_\_\_

In exchange, 104.9 The Wolf will receive:

- 20 Tickets to Oktoberfest
- Midwest Communications will be the only Media Outlet On-Site Friday, September 20<sup>th</sup>



# Peoria Park District

## Oktoberfest 2024

### **Oktoberfest- Promotional Plan , WIXO, and WFYR**

Cumulus FM'S stations WIXO, and WFYR will support with minimum 40 live promos per station. We would like the opportunity to park vans on site.

We will post event details on stations' social media platforms minimum 1 time per station.

WIXO and WFYR to contest 5 sets of 4 packs tickets for the event. Ticket contesting will include an additional 20 live promos per station on WIXO and WFYR.



## Radio Promotions Proposal

Event: Oktoberfest 2024

Event Promoter: Peoria Park District

Date: September 20<sup>th</sup> & 22<sup>nd</sup>

PEORIA'S CT 99.9 WILL PROMOTE OKTOBERFEST AT PEORIA RIVERFRONT PARK, ON SEPTEMBER 20TH AND 22ND. IN DOING SO, WWCT WILL DO AN ON-AIR GIVEAWAY THE WEEK OF AUGUST 26<sup>TH</sup>. WWCT WILL ALSO RUN PROMOTIONAL ANNOUNCEMENTS DURING THAT TIME AN HAVE EVENT AND TICKET INFORMATION ON THE STATION WEBSITE (WWCTFM.COM) AND SOCIAL MEDIA ACCOUNTS.

### Promotional Request:

- Recorded and Live promotional announcements (50 total)
  - August 24 – 30
- Social Media promotion (2 posts)
- Website presence
- Online Ticket Giveaway (10 Pairs of Tickets total)
- Onsite Friday September 20<sup>th</sup> – Time TBD

Tickets Requested: 10 PAIRS OF TICKETS (winners and Staff)

# Live/Recorded Promos:	50	Value Per: \$40	Total: \$2,000
Web/Online/Social:			Total: \$1,500

**TOTAL PROMOTIONAL VALUE \$3,500**

Name: Mike Rizzo, Promotions Director

Station: WWCT-FM

Mailing Address: 2006 WEST ALTORFER DRIVE

City: PEORIA State: IL ZIP Code: 61615

Phone: 309-691-0101 Fax: 309-692-0111

E-mail: [mrizzo@ampillinois.com](mailto:mrizzo@ampillinois.com)

Station Web Address: [www.WWCTFM.com](http://www.WWCTFM.com)



Robert Caruth Jr

Emily Gehl

Approved by:

Date:

7/18/2023

Cumulus Media - Radio Peoria  
120 Eaton Street Peoria, IL 61614  
(p) 309-676-5000 (f) 309-676-2600



central states  
marketing

## Peoria Park District Park-A-Palooza

### SOCIAL MEDIA: FACEBOOK

Ads on Facebook are unique. They're shown to specific groups of highly engaged people on desktop and mobile. When your custom-designed ads have great creative content and are well-targeted, they get more likes, comments and shares.

**target geography:** 20-Mile Radius of Peoria

**target demographic:** Adults 25 – 54

**target audience size:** 160,100

**estimated daily reach:** 3,400 – 9,800

**estimated daily landing page views:** 36 - 103

**recommended investment:** \$800

### SOCIAL MEDIA: TIK TOK

TikTok is the world's leading destination for short-form mobile videos, available for iOS and Android. This platform is the sixth largest social network with about 800 million monthly active users worldwide. TikTok users love the app, spending an average of 52 minutes per day in the platform. Close to half of all users are between 18-24, followed by those aged 13-17.

**target geography:** 20-mile radius of Peoria, IL

**target demographic:** Adults 25 - 54

**estimated cpm:** \$7 - 12

**estimated daily impressions:** 4,000 – 5,600

**estimated monthly investment:** \$1,200

### GENERAL DISPLAY

Display advertising builds brand awareness where consumers are spending time online. With a variety of advanced targeting techniques, we put your display ads in front of local consumers across the web, so your brand is top of mind when they're ready to decide. Display advertising allows you to reach a large audience through a network of sites and is good for building broad exposure for your business.

**target geography:** Peoria/Bloomington DMA

**estimated cpm:** \$1 – 4

**estimated impressions:** 437,500 – 1,750,000

**recommended investment:** \$1,750

### OUTDOOR (OOH)

Your impressions are scheduled across the entire 16-face footprint but are not guaranteed to run on all units. Equal rotation/placement should not be expected and is not guaranteed. Impressions are delivered on available boards around the area to maximize your brand's exposure.

**monthly impressions:** Estimated 242,424 monthly digital impressions

**number of boards:** impression-based campaign rotating on 4-5 locations during flight weeks.

**cost per thousand:** \$8.25

**recommended monthly investment:** \$2,100





Peoria Park District  
Park-A-Palooza

PAID BROADCAST RADIO

Flight Dates: 5/20 (s/su), 5/27, 6/3 (m-we)

Recommended Stations:

- WFYR 97.3 (Country)
- WSWT 106.9 (A/C)
- WPIA 98.5 (Top 40)
- WZPW 92.3 (Rhythmic CHR)

recommended total investment: \$3,328

Proposed Schedule

Vendor	Time	Days	Len	20-May	27-May	3-Jun	Ads
WFYR-FM	10:00A-7:00P	----SU	30	8	9	0	17
WFYR-FM	6:00A-7:00P	MTWRF--	30	0	18	18	36
WZPW-FM	6:00A-7:00P	MTWRF--	30	8	8	0	16
WPIA-FM	10:00A-7:00P	----SU	30	6	7	0	13
WPIA-FM	6:00A-7:00P	MTWRF--	30	0	17	16	33
WSWT-FM	10:00A-7:00P	----SU	30	8	9	0	17
WSWT-FM	6:00A-7:00P	MTWRF--	30	0	18	18	36

	May 1 - June 7
Social Media: Facebook/Instagram (Peoria)	\$800
Social Media: TikTok (Peoria)	\$1,200
Online Display	\$1,750
Outdoor OOH	\$2,100
Broadcast Radio	\$3,238
Management Fee (10%)	\$909
<b>Total</b>	<b>\$9,997</b>

Monthly Media Management and Support Fees:

A monthly management fee of 10% of your media budget will be billed along with the total monthly media investment.

*OK Emily Cahill*



*5/2/24*





# Peoria PlayHouse

## Media Proposal

### GENERAL DISPLAY

Display advertising builds brand awareness where consumers are spending time online. With a variety of advanced targeting techniques, we put your display ads in front of local consumers across the web, so your brand is top of mind when they're ready to decide. Display advertising allows you to reach a large audience through a network of sites and is good for building broad exposure for your business.

**target geography** 25-Mile Radius of Peoria, Illinois (Includes Morton, Washington, Elmwood, Brimfield, Dunlap, Metamora)  
**estimated cpm** \$1 – 4  
**estimated monthly impressions** 125,000 – 500,000  
**recommended monthly investment** \$500

### SOCIAL MEDIA: FACEBOOK

Ads on Facebook are unique. They're shown to specific groups of highly engaged people on desktop and mobile. When your custom-designed ads have great creative content and are well-targeted, they get more likes, comments and shares.

**target geography:** 25-Mile Radius of Peoria, Illinois  
(Includes Morton, Washington, Elmwood, Brimfield, Dunlap, Metamora)  
**target demographic:** Parents  
**target audience size:** 69,500  
**estimated daily reach:** 1,100 – 3,200  
**estimated daily landing page views:** 11 – 32  
**recommended monthly investment:** \$200 (\$350 in May)

### SOCIAL MEDIA: FACEBOOK | RETARGETING

By using a Facebook pixel, we are able to retarget ads to users who have already shown interest in your brand, helping to prompt them to take action. By using a Facebook pixel to retarget ads, helps ensure that your ads will be seen by users who are most likely to take a desired action.

**recommended monthly investment** \$150







# Peoria PlayHouse

## Media Proposal

### SOCIAL MEDIA: TIK TOK

TikTok is the world's leading destination for short-form mobile videos, available for iOS and Android. This platform is the sixth largest social network with about 800 million monthly active users worldwide. TikTok users love the app, spending an average of 52 minutes per day in the platform. Close to half of all users are between 18-24, followed by those aged 13-17.

**target geography:** 25-Mile Radius of Peoria, Illinois  
(Includes Morton, Washington, Elmwood, Brimfield, Dunlap, and Metamora)

**target demographic:** 18+  
**estimated cpm:** \$7 - 12  
**estimated daily impressions:** 430 - 560  
**estimated monthly investment:** \$625

### PURCHASED LIST OPTION / EMAIL MARKETING:

**target geography:** Zip codes- 61550, 61571, 61615, 61529, 61517, 61525, 61548, 61635  
**target audience:** Families with children > presence of children > ages 0 - 12  
**email / postal list qty:** 13,184  
**estimated cost of direct mail postal list:** \$150  
**estimated cost per email deployment:** \$400

INVESTMENT	March	April	May	June	July	Aug	Sept	Oct	Nov	Total
Display		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$4,000
Social: Facebook/IG	\$200	\$200	\$350			\$200			\$200	\$1,150
Facebook Retargeting	\$150	\$150	\$150	\$150	\$150	\$150	\$150			\$1,050
Social: Tik Tok	\$625		\$625						\$625	\$1,875
Direct Mail Postal List	\$150									\$150
Email Marketing	\$400		\$400				\$400	\$400		\$1,600
Management Fee	\$305	\$170	\$405	\$130	\$130	\$170	\$210	\$180	\$265	\$1,965
Direct Mail Printing   2,500 pieces	\$475									\$475
<b>Total</b>	<b>\$2,305</b>	<b>\$1,020</b>	<b>\$2,430</b>	<b>\$780</b>	<b>\$780</b>	<b>\$1,020</b>	<b>\$1,260</b>	<b>\$1,080</b>	<b>\$1,590</b>	<b>\$12,265</b>

### Monthly Media Management and Support Fees:

A monthly management fee of 20% of your digital media budget will be billed along with the total monthly media investment.

### Additional Consideration – Direct Mail

6" x 9" 2-sided postcard, 14pt C1S Cardstock, 4-color  
 2,500 - \$475 plus postage





# Peoria PlayHouse Agreement

Total Playhouse Investment March – November 2024 | \$12,265

INVESTMENT	March	April	May	June	July	Aug	Sept	Oct	Nov	Total
Display		\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$4,000
Social: Facebook/IG	\$200	\$200	\$350			\$200			\$200	\$1,150
Facebook Retargeting	\$150	\$150	\$150	\$150	\$150	\$150	\$150			\$1,050
Social: Tik Tok	\$625		\$625						\$625	\$1,875
Direct Mail Postal List	\$150									\$150
Email Marketing	\$400		\$400				\$400	\$400		\$1,600
Management Fee	\$305	\$170	\$405	\$130	\$130	\$170	\$210	\$180	\$265	\$1,965
Direct Mail Printing   2,500 pieces	\$475									\$475
<b>Total</b>	<b>\$2,305</b>	<b>\$1,020</b>	<b>\$2,430</b>	<b>\$780</b>	<b>\$780</b>	<b>\$1,020</b>	<b>\$1,260</b>	<b>\$1,080</b>	<b>\$1,590</b>	<b>\$12,265</b>

### AGREEMENT

At Central States Marketing, we welcome the opportunity to manage your marketing efforts. We will strive to provide a platform which will provide the most effective and efficient capability for reaching clients in Illinois. Management Fee is inclusive of placement of ads/videos, daily monitoring and management of performance and spend, and monthly reporting.

Any termination of online marketing has a 60-day cancellation policy. A written and signed letter of cancellation is also required.

Please signify your acceptance of this proposal by signing in the appropriate space below.

CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: 

BY: \_\_\_\_\_

Print Name: Brian Buralli

Print Name: \_\_\_\_\_

Title: Project Manager

Title: \_\_\_\_\_

Date: 2/26/24

Date: \_\_\_\_\_





# Peoria Park District

## Anti-Littering Proposal

### SOCIAL MEDIA: FACEBOOK/INSTAGRAM

Ads on Facebook are unique. They're shown to specific groups of highly engaged people on desktop and mobile. When your custom-designed ads have great creative content and are well-targeted, they get more likes, comments and shares.

- target geography:** 40-mile radius of Peoria, IL
- target demographic:** Adults 18+
- target audience size:** 555,300
- estimated daily reach:** 7,600 – 22,000
- estimated daily landing page views:** 64 – 184
- recommended monthly investment:** \$1,200

### SOCIAL MEDIA: TIK TOK

TikTok is the world's leading destination for short-form mobile videos, available for iOS and Android. This platform is the sixth largest social network with about 800 million monthly active users worldwide. TikTok users love the app, spending an average of 52 minutes per day in the platform. Close to half of all users are between 18-24, followed by those aged 13-17.

- target geography:** 40-mile radius of Peoria, IL
- target demographic:** Adults 18+
- estimated cpm:** \$7 - 12
- estimated daily impressions:** 5,600 – 6,800
- estimated monthly investment:** \$1,500

### SOCIAL MEDIA: SNAPCHAT

Snapchat lets you easily talk with friends, view Live Stories from around the world, and explore news via the Discover Stories feature. On average there are 249 million daily active Snapchatters globally, with over 4 billion Snaps created every day. Reach the most relevant Snapchatters for your business. Snapchat helps you reach an engaged audience, make an impression with ads tailored to the mobile-first generation, and drive results to achieve your business goals.

- target geography:** 40-mile radius of Peoria, IL
- target demographic:** Adults 18+
- estimated daily reach of snapchatters:** 1,200 – 5,800
- estimated daily swipe ups:** 0 - 140
- estimated daily investment:** \$2,000





# Peoria Park District

## Anti-Littering Proposal

### YOUTUBE

Video is the fastest growing digital media. YouTube is the #1 video site for influencing purchase decisions. It's the most popular website for digital video consumption, reaching 90% of the digital video audience. 51% of YouTube users visit the site daily, and 500 hours of video are uploaded to YouTube every minute worldwide.

**target geography:** Peoria MSA includes Peoria, Marshall, Stark, Tazewell, Woodford & Fulton Counties

**target demographic:** Adults 18+

**estimated cost per completed view:** \$0.15 - \$0.30

**estimated completed views:** 5,000 – 10,000

**recommended monthly investment:** \$1,500

### BROADCAST RADIO

Radio reaches 237.7 million people across the US every week! Men 18+ spend an average of 13.1 hours per week listening to the radio while women average 11.3 hours per week.

**target demographics:** 18+

**creative length:** :30

**recommended stations**

- WPBG 93.3 (Classic Hits)
- WGLO 95.5 (Classic Rock)
- WFYR 97.3 (Country)
- WPIA 98.5 (Top 40)
- WSWT 106.9 (Adult Contemporary)

**flight weeks:** 4/15, 4/22, 4/29, 5/6, 5/13, 5/20, 5/27, 6/3, 6/10, 6/17 (sa/sun only)

**estimated reach:** 75%

**estimated frequency:** 7

**estimated :30 commercial count:** 450

**recommended total investment:** \$3,900

### OUT OF HOME | OUTDOOR ADVERTISING

Your impressions are scheduled across the entire 16-face footprint but are not guaranteed to run on all units. Equal rotation/placement should not be expected and is not guaranteed. Impressions are delivered on available boards around the area to maximize your brand's exposure.

**flight weeks:** April 15<sup>th</sup> – May 19<sup>th</sup> (5 weeks)

**type of board(s):** digital

**total monthly impressions:** 246,424 per month

**cost per thousand:** \$8.25

**recommended monthly investment:** \$2,033







# Peoria Park District Anti-Littering Proposal

	April 15 - May 31st	June 1 - 30th	Total
Social: Facebook/IG	\$1,200	\$1,200	\$2,400
Social: Tik Tok	\$1,500	\$1,500	\$3,000
Social: Snapchat	\$2,000	\$2,000	\$4,000
YouTube	\$1,500	\$1,500	\$3,000
Broadcast Radio	\$1,950	\$1,950	\$3,900
OOH   Outdoor Advertising	\$2,033		\$2,033
Management Fee	\$2,037	\$1,630	\$3,667
<b>Total</b>	<b>\$12,220</b>	<b>\$9,780</b>	<b>\$22,000</b>

### Monthly Media Management and Support Fees:

A monthly management fee of 20% of your digital media budget will be billed along with the total monthly media investment.

Digital Assets needed 7 days prior to campaign launch, Outdoor artwork due 14 days prior to campaign launch

Tactic	Ad Spec
Social: Facebook/IG	(1080 x 1080) (1080 x 1920) (1200 x 630)
Social: Tik Tok	(1080 x 1920) video only
Social: Snapchat	(1080 x 1920) video and/or static
YouTube	.mp4 or .mov file (under 100MB)
Broadcast Radio	.mp3
Outdoor	432h x 864w, 384h x 1408w, 180h x 560w





# Peoria Park District Anti-Littering Proposal

Total Anti-Littering Investment April 15<sup>th</sup> – May 31<sup>st</sup> , \$9,600

	April 15 - May 31st
Social: Tik Tok	\$1,500
Social: Snapchat	\$2,000
YouTube	\$1,500
Broadcast Radio	\$1,950
OOH   Outdoor Advertising	\$850
Management Fee	\$1,800
<b>Total</b>	<b>\$9,600</b>

### AGREEMENT

At Central States Marketing, we welcome the opportunity to manage your marketing efforts. We will strive to provide a platform which will provide the most effective and efficient capability for reaching clients in Illinois. Management Fee is inclusive of placement of ads/videos, daily monitoring and management of performance and spend, and monthly reporting.

Any termination of online marketing has a 60-day cancellation policy. A written and signed letter of cancellation is also required.

Please signify your acceptance of this proposal by signing in the appropriate space below.

CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY:

BY:

\_\_\_\_\_

Print Name:

Brian Buralli

Print Name:

\_\_\_\_\_

Title:

Project Manager

Title:

\_\_\_\_\_

Date:

4/23/24

Date:

\_\_\_\_\_





# Peoria Park District

## Anti-Littering Proposal

Total Anti-Littering Investment June 1 – June 30th, \$10,000

	June 1 - 30th
Social: Tik Tok	\$1,500
Social: Snapchat	\$2,000
YouTube	\$1,500
Broadcast Radio	\$1,950
OOH   Outdoor Advertising	\$1,183
Management Fee	\$1,867
<b>Total</b>	<b>\$10,000</b>

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CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: 

BY: \_\_\_\_\_

Print Name: Brian Buralli

Print Name: \_\_\_\_\_

Title: Project Manager

Title: \_\_\_\_\_

Date: 4/23/24

Date: \_\_\_\_\_





Peoria Park District  
Social Media - Job Fairs

**JOB FAIR – MARCH 9, 2024**

**Target Demographic:** Adults 18+\*

*\*Due to TikTok Advertising policies, employment ads must target all users aged 18+*

**SOCIAL MEDIA: FACEBOOK**

**Run dates:** 3/4/24 – 3/9/24 *\*turn off ad by 11am*

**Target Geography:** 15-Miles of 61614

**Potential Target Audience Reach:** 263,600

**Estimated Daily Reach of Target Audience:** 7,500 – 22,000

**Estimated Daily Landing Page Views:** 70 - 202

**Recommended Investment:** \$100

**SOCIAL MEDIA: TIKTOK**

**Run dates:** 2/28/24 – 3/9/24 *\*turn off ad by 11am*

**Target Geography:** Peoria, IL

**Estimated CPM:** \$7 - 12

**Estimated Daily Impressions:** 5,500 - 9,500

**Recommended Investment:** \$500

**SOCIAL MEDIA: SNAPCHAT**

**Run dates:** 2/28/24 – 3/9/24 *\*turn off ad by 11am*

**Target Geography:** Peoria-Bloomington

**Potential Target Audience Reach:** 450,000

**Estimated Daily Reach of Target Audience:** 4,500 – 15,000

**Estimated Daily Impressions:** 4,600 – 15,000

**Recommended Investment:** \$500

JOB FAIR	2/28/24 - 3/9/24
Social Media: Facebook	\$100
Social Media: TikTok	\$500
Social Media: Snapchat	\$500
Management Fee	\$220
<b>Total</b>	<b>\$1,320</b>







# Peoria PlayHouse Agreement

Total March Job Fair Investment | \$1,220

JOB FAIR	2/28/24 - 3/9/24
Social Media: TikTok	\$500
Social Media: Snapchat	\$500
Management Fee	\$220
<b>Total</b>	<b>\$1,220</b>

### AGREEMENT

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Please signify your acceptance of this proposal by signing in the appropriate space below.

CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: *B. Buralli*

BY: *Jennifer Swanson*

Print Name: Brian Buralli

Print Name: Jennifer Swanson

Title: Project Manager

Title: Sr. Marketing Manager

Date: 2/28/24

Date: 3.1.2024





## Peoria Park District Rec N Roll Proposal

### SOCIAL MEDIA: SNAPCHAT

Snapchat lets you easily talk with friends, view Live Stories from around the world, and explore news via the Discover Stories feature. On average there are 249 million daily active Snapchatters globally, with over 4 billion Snaps created every day. Reach the most relevant Snapchatters for your business. Snapchat helps you reach an engaged audience, make an impression with ads tailored to the mobile-first generation, and drive results to achieve your business goals.

- target geography:** 15-mile radius of Peoria, IL
- target demographic:** Adults 18+
- estimated daily impressions of snapchatters:** 625 – 2,2500
- estimated daily swipe ups:** 0 - 30
- estimated 6-week investment:** \$900

### SOCIAL MEDIA: TIK TOK

TikTok is the world's leading destination for short-form mobile videos, available for iOS and Android. This platform is the sixth largest social network with about 800 million monthly active users worldwide. TikTok users love the app, spending an average of 52 minutes per day in the platform. Close to half of all users are between 18-24, followed by those aged 13-17.

- target geography:** 15-mile radius of Peoria, IL
- target demographic:** Adults 18-54
- estimated cpm:** \$7 - 12
- estimated daily impressions:** 93,750 – 150,713
- estimated 6-week investment:** \$1,350

### GENERAL DISPLAY

Display advertising builds brand awareness where consumers are spending time online. With a variety of advanced targeting techniques, we put your display ads in front of local consumers across the web, so your brand is top of mind when they're ready to decide. Display advertising allows you to reach a large audience through a network of sites and is good for building broad exposure for your business.

- target geography:** 15-Mile Radius of Peoria, IL
- estimated cpm:** \$1 – 4
- estimated monthly impressions:** 250,000 – 100,000
- recommended 6-week investment:** \$1,000





# Peoria Park District

## Rec N Roll Proposal

	6 Weeks
Social: Snapchat	\$900
Social: TikTok	\$1,350
General Display	\$1,000
Management Fee	\$650
<b>Total</b>	<b>\$3,900</b>

### Monthly Media Management and Support Fees:

A monthly management fee of 20% of your digital media budget will be billed along with the total monthly media investment.

### Digital Assets needed 7 days prior to campaign launch

Tactic	Ad Spec
Social: Snapchat	(1080 x 1920) video and/or static
Social: Tik Tok	1080x1920 (5 - 60 seconds)
General Display	(160 x 600) (300x 250) (728 x 90) under 200KB





**Peoria Park District**  
 General Summer 2024  
 June 19 – July 31, 2024

*OK Amy Ball 5/24*

**BROADCAST RADIO**

Radio reaches 237.7 million people across the US every week! Men 18+ spend an average of 13.1 hours per week listening to the radio while women average 11.3 hours per week.

**target demographics: Adults 25+**

**creative length: :30**

**recommended stations**

- WZPW 92.3 (Hit Music)
- WFYR 97.3 (Country)
- WPIA 98.5 (Top 40)
- WWCT 99.9 (AAA)
- WSWT 106.9 (Adult Contemporary)

**flight weeks: 6/17, 6/24, 7/15, 7/22**

**estimated reach: 61.8**

**estimated frequency: 5.0**

**estimated :30 commercial count: 600**

**recommended 4-week investment: \$11,380**

INVESTMENT	Mid Jun	July	Total
Online Display	\$840	\$1,680	\$2,520
Social Media: Facebook/Instagram	\$250	\$500	\$750
Social Media: TikTok	\$325	\$650	\$975
Broadcast Radio	\$5,690	\$5,690	\$11,380
Management Fee	\$1,421	\$1,704	\$3,125
<b>Total</b>	<b>\$8,526</b>	<b>\$10,224</b>	<b>\$18,750</b>

Monthly Media Management and Support Fees:

A monthly management fee of 20% of your digital media budget will be billed along with the total monthly media investment.

Digital Assets needed 7 days prior to campaign launch

Tactic	Ad Spec
Online Display	160x600, 300x250, 728x90 (jpgs or gifs, sized under 150KB)
Social Media: Facebook/Instagram	1080x1080, 1200x630, 1080x1920 (story size)
Social Media: TikTok	1080 x 1080 (video only)
Broadcast Radio	mp3 file





## Peoria Park District

General Summer 2024

June 17 - July 31, 2024

### SOCIAL MEDIA: FACEBOOK/INSTAGRAM

Ads on Facebook are unique. They're shown to specific groups of highly engaged people on desktop and mobile. When your custom-designed ads have great creative content and are well-targeted, they get more likes, comments and shares.

**Target Geography:** 15 Mile Radius of Peoria

**Target Demographic:** Adults 25+

**target audience size:** 225,000

**estimated daily reach:** 2,600 - 7,500

**estimated daily landing page views:** 27 - 77

**recommended 6-week investment:** \$750



### SOCIAL MEDIA: TIK TOK

TikTok is the world's leading destination for short-form mobile videos, available for iOS and Android. This platform is the sixth largest social network with about 800 million monthly active users worldwide. TikTok users love the app, spending an average of 52 minutes per day in the platform. Close to half of all users are between 18-24, followed by those aged 13-17.

**target geography:** 15-mile radius of Peoria, IL

**target demographic:** Adults 25+

**estimated cpm:** \$7 - 12

**estimated daily impressions:** 2,400 - 3,000

**estimated monthly investment:** \$650

### GENERAL DISPLAY

**target geography:** Peoria/Bloomington DMA

**estimated cpm:** \$1 - 4

**estimated monthly impressions:** 630,000 - 2,520,000

**recommended 6-week investment:** \$2,520





## PROCTOR RECREATION CENTER GRAPHIC DESIGN May 2024

- Design concepts for signage, wall and window graphics
- 2 rounds of revisions on each design
- File prep, cost estimates management, and print management with select vendor.
- Delivery of final files to Peoria Park District

**Total Design, Formatting, Revisions and File Prep: ..... \$2,500.00**

**TOTAL INVESTMENT: \$2,500.00**

### PAYMENT TERMS

Central States Marketing will bill these costs after the project is completed.

Approval *Jennifer Swanson* Date 5.20.2024  
Peoria Park District

Approval *Bob Ball* Date 5.20.2024  
Central States Media



# Peoria Zoological Society

Membership Campaign

April 1 – 30, 2024

### SOCIAL MEDIA: FACEBOOK

Ads on Facebook are unique. They're shown to specific groups of highly engaged people on desktop and mobile. When your custom-designed ads have great creative content and are well-targeted, they get more likes, comments and shares.

**target geography:** 15-mile radius of Peoria

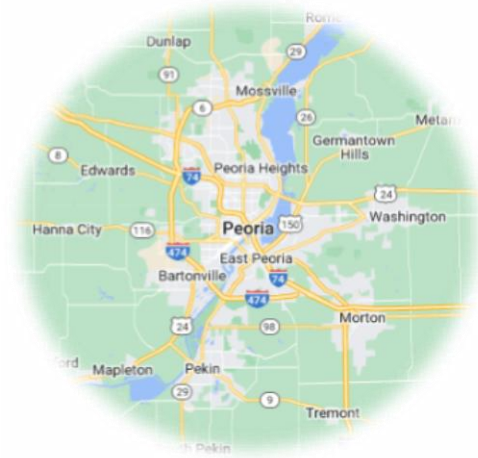
**target demographic:** Adults 25 - 54

**target audience size:** 152,300

**estimated daily reach:** 2,200 – 6,400

**estimated daily landing page views:** 27 - 80

**recommended investment:** \$450



### GENERAL DISPLAY

Display advertising builds brand awareness where consumers are spending time online. With a variety of advanced targeting techniques, we put your display ads in front of local consumers across the web, so your brand is top of mind when they're ready to decide. Display advertising allows you to reach a large audience through a network of sites and is good for building broad exposure for your business.

**target geography** 15-mile radius of Peoria

**estimated cpm** \$1 – 4

**estimated monthly impressions** 156,250 – 625,000

**recommended monthly investment** \$625

Approved: 3.21.24

*Jennifer Swanson*

	April
Social Media: Facebook	\$450
General Display	\$625
Management Fee	\$108
<b>Total</b>	<b>\$1,183</b>

### Monthly Media Management and Support Fees:

A monthly management fee of 10% of your media budget will be billed along with the total monthly media investment.





Peoria Park District  
RiverPlex/YMCA - February 2024  
TikTok

**TIKTOK**

**Geography:** 10 Mile Radius of 2320 N. Prospect Rd. Peoria, IL

**Demographic:** Adults 25 - 54

**Recommended one-month investment:** \$1,200

**AGREEMENT**

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Any termination of online marketing has a 60-day cancellation policy. A written and signed letter of cancellation is also required.

Please signify your acceptance of this proposal by signing in the appropriate space below.

CENTRAL STATES MEDIA

PEORIA PARK DISTRICT

BY: 

BY: 

Print Name: Brian Buralli

Print Name: Jennifer Swanson  
Sr. Marketing Manager  
2.7.2024

Title: Project Manager

Title: \_\_\_\_\_

Date: 1/30/24

Date: \_\_\_\_\_







Peoria Park District  
RiverPlex/YMCA - February 2024  
YouTube

**YouTube**

**Geography:** 10 Mile Radius of 2320 N. Prospect Rd. Peoria, IL

**Demographic:** Adults 25 - 54

**Recommended one-month investment:** \$1,000

**AGREEMENT**

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CENTRAL STATES MEDIA

PEORIA PARK DISTRICT

BY: 

BY: 

Print Name: Brian Buralli

Print Name: Jennifer Swanson  
Sr. Marketing Manager  
2.7.2024

Title: Project Manager

Title: \_\_\_\_\_

Date: 12/18/23

Date: \_\_\_\_\_





Peoria Park District  
RiverPlex/YMCA - February 2024  
OOH

Billboards are a medium that viewers cannot fast forward and can reach people where they live, work, and play. Outdoor advertising is anything but boring; it is fully customizable to your brand, target audience, and marketing goal.

**Outdoor – Digital**

Digital Impression: 315,151

**Total Spend:** \$3,000

**AGREEMENT**

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PEORIA PARK DISTRICT

BY: 

BY: 

Print Name: Brian Buralli

Print Name: Jennifer Swanson

Title: Project Manager

Sr. Marketing Manager  
2.7.2024

Date: 1/30/24

Date: \_\_\_\_\_





Peoria Park District  
RiverPlex/YMCA - February 2024  
Spotify/Pandora

**Spotify/Pandora**

**Geography:** 10 Mile Radius of 2320 N. Prospect Rd. Peoria, IL

**Demographic:** Adults 25 - 54

**Recommended one-month investment:** \$1,218

AGREEMENT

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PEORIA PARK DISTRICT

BY: 

BY: 

Print Name: Brian Buralli

Print Name: Jennifer Swanson

Title: Project Manager

Sr. Marketing Manager  
2.7.2024

Date: 1/30/24

Date: \_\_\_\_\_





Peoria Park District  
RiverPlex/YMCA - February 2024  
Broadcast Radio

**BROADCAST RADIO  
AMP RADIO GROUP**

WPIA – 98.5 (Top 40)

**Recommended Total Investment: \$1,100**

**AGREEMENT**

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BY: 

BY: 

Print Name: Brian Buralli

Print Name: Jennifer Swanson  
Sr. Marketing Manager  
2.7.2024

Title: Project Manager

Title: \_\_\_\_\_

Date: 1/30/24

Date: \_\_\_\_\_







Peoria Park District  
RiverPlex/YMCA - February  
2024  
Broadcast Radio

**BROADCAST RADIO**

**Cumulus RADIO GROUP**

WFYR – 97.3 (Country)  
WZPW – 92.3 (Rhythmic Top 40)

**Recommended Total Investment: \$1,488**

**AGREEMENT**

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CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: *B. Buralli*

BY: *Jennifer Swanson*

Print Name: Brian Buralli

Print Name: Jennifer Swanson  
Sr. Marketing Manager  
2.7.2024

Title: Project Manager

Title: \_\_\_\_\_

Date: 1/30/24

Date: \_\_\_\_\_





Peoria Park District  
RiverPlex/YMCA - February 2024  
Broadcast Radio

**BROADCAST RADIO**

**Midwest 360 RADIO GROUP**  
WSWT – 106.9

**Recommended Total Investment: \$1,320**

**AGREEMENT**

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PEORIA PARK DISTRICT

BY: 

BY: 

Print Name: Brian Buralli

Print Name: Jennifer Swanson  
Sr. Marketing Manager  
2.7.2024

Title: Project Manager

Title: \_\_\_\_\_

Date: 1/30/24

Date: \_\_\_\_\_





Peoria Park District
RiverPlex/YMCA - February 2024
Management

Monthly Media Management and Support Fees:

A monthly management fee of 20% of your digital media budget will be billed along with the total monthly media investment.

Management Fee: \$1,514

AGREEMENT

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CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: [Signature of Brian Buralli]

BY: [Signature of Jennifer Swanson]

Print Name: Brian Buralli

Print Name: Jennifer Swanson
Sr. Marketing Manager
2.7.2024

Title: Project Manager

Title:

Date: 1/30/24

Date:





Peoria Park District  
RiverPlex/YMCA - February 2024  
YouTube

**YouTube**

**Geography:** 10 Mile Radius of 2320 N. Prospect Rd. Peoria, IL

**Demographic:** Adults 25 - 54

**Recommended one-month investment:** \$1,000

**AGREEMENT**

At Central States Media, we welcome the opportunity to manage your marketing efforts. We will strive to provide a platform which will provide the most effective and efficient capability for reaching clients in Illinois. Management Fee is inclusive of placement of ads/videos, daily monitoring and management of performance and spend, and monthly reporting.

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CENTRAL STATES MEDIA

PEORIA PARK DISTRICT

BY: 

BY: 

Print Name: Brian Buralli

Print Name: Jennifer Swanson

Title: Project Manager

Title: Sr. Marketing Manager  
2.7.2024

Date: 12/18/23

Date: \_\_\_\_\_







Peoria Park District  
RiverPlex/YMCA - February 2024  
OOH

Billboards are a medium that viewers cannot fast forward and can reach people where they live, work, and play. Outdoor advertising is anything but boring; it is fully customizable to your brand, target audience, and marketing goal.

**Outdoor – Digital**

Digital Impression: 208,484

**Total Spend:** \$1,900

**AGREEMENT**

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CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: *Brian Buralli*

BY: *Jennifer Swanson*

Print Name: Brian Buralli

Print Name: Jennifer Swanson

Title: Project Manager

Title: Sr. Marketing Manager

Date: 1/30/24

Date: \_\_\_\_\_





Peoria Park District  
RiverPlex/YMCA - February 2024  
Spotify/Pandora

**Spotify/Pandora**

**Geography:** 10 Mile Radius of 2320 N. Prospect Rd. Peoria, IL

**Demographic:** Adults 25 - 54

**Recommended one-month investment:** \$1,018

AGREEMENT

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PEORIA PARK DISTRICT

BY: 

BY: 

Print Name: Brian Buralli

Print Name: Jennifer Swanson  
Sr. Marketing Manager  
2.7.2024

Title: Project Manager

Title: \_\_\_\_\_

Date: 1/30/24

Date: \_\_\_\_\_





Peoria Park District
RiverPlex/YMCA - February 2024
Broadcast Radio

BROADCAST RADIO
AMP RADIO GROUP

WPIA - 98.5 (Top 40)

Recommended Total Investment: \$1,100

AGREEMENT

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CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: [Signature of Brian Buralli]

BY: [Signature of Jennifer Swanson]

Print Name: Brian Buralli

Print Name: Jennifer Swanson
Sr. Marketing Manager
2.7.2024

Title: Project Manager

Title:

Date: 1/30/24

Date:





Peoria Park District
RiverPlex/YMCA - February
2024
Broadcast Radio

BROADCAST RADIO

Cumulus RADIO GROUP

WFYR - 97.3 (Country)
WZPW - 92.3 (Rhythmic Top 40)

Recommended Total Investment: \$1,488

AGREEMENT

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CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: [Signature of Brian Buralli]

BY: [Signature of Jennifer Swanson]

Print Name: Brian Buralli

Print Name: Jennifer Swanson
Sr. Marketing Manager
2.7.2024

Title: Project Manager

Title:

Date: 1/30/24

Date:





Peoria Park District
RiverPlex/YMCA - February 2024
Broadcast Radio

BROADCAST RADIO
Midwest 360 RADIO GROUP
WSWT - 106.9

Recommended Total Investment: \$1,320

AGREEMENT

At Central States Marketing, we welcome the opportunity to manage your marketing efforts. We will strive to provide a platform which will provide the most effective and efficient capability for reaching clients in Illinois. Management Fee is inclusive of placement of ads/videos, daily monitoring and management of performance and spend, and monthly reporting.

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CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: [Signature of Brian Buralli]

BY: [Signature of Jennifer Swanson]

Print Name: Brian Buralli

Print Name: Jennifer Swanson
Sr. Marketing Manager
2.7.2024

Title: Project Manager

Title:

Date: 1/30/24

Date:







Peoria Park District  
RiverPlex/YMCA - February 2024  
Management

Monthly Media Management and Support Fees:

A monthly management fee of 20% of your digital media budget will be billed along with the total monthly media investment.

Management Fee: \$1,014

AGREEMENT

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Please signify your acceptance of this proposal by signing in the appropriate space below.

CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: 

BY: 

Print Name: Brian Buralli

Print Name: Jennifer Swanson  
Sr. Marketing Manager  
2.7.2024

Title: Project Manager

Title: \_\_\_\_\_

Date: 1/30/24

Date: \_\_\_\_\_





RiverPlex/YMCA  
Summer Pool Memberships

**GOALS**

Increase awareness of RiverPlex & YMCA services and increase the number of summer pool memberships

**TARGET**

**Demographic:** Adults 18-64  
**Geography:** 10-Mile Radius 2320 N Prospect Rd, Peoria, IL 61603

**SOCIAL MEDIA: FACEBOOK/INSTAGRAM**

**Potential Target Audience Reach:** 208,600  
**Estimated Daily Reach of Target Audience:** 2,800 – 8,000  
**Estimated Daily Link Clicks:** 48 - 139  
**Recommended 4-Week Spend:** \$500

**SOCIAL MEDIA: SNAPCHAT**

**Demographic:** Adults 18-45  
**Estimated Target Audience Size:** 45,000 – 54,000  
**Estimated Daily Impressions:** 0 – 1,000  
**Estimated Daily Clicks:** 0 - 17  
**Recommended 4-Week Spend:** \$300

**OUTDOOR**

**type of board(s):** digital  
**total digital impressions:** 212,121  
**cost per thousand:** \$8.25  
**details:** digital impression campaign, creative to rotate throughout all outdoor boards in the market based on availability.  
**Recommended 4-Week Spend:** \$1,750

INVESTMENT	4 Weeks
Social Media: Facebook Instagram	\$500
Social Media: Snapchat	\$300
Outdoor	\$1,750
Management Fee (20%)	\$510
<b>Total</b>	<b>\$3,060</b>

	Riverplex 51%	YMCA 49%	4 weeks
Social Media: Facebook Instagram   General	\$255	\$245	\$500
Social Media: Snapchat	\$153	\$147	\$300
Outdoor	\$893	\$858	\$1,750
Management Fee (20%)	\$260	\$250	\$510
<b>Total</b>	<b>\$1,561</b>	<b>\$1,499</b>	<b>\$3,060</b>

**Monthly Media Management and Support Fees:**

A monthly management fee of 20% of your media budget will be billed along with the total monthly media investment.





Peoria Park District | Festivals  
GospelFest  
Event: Friday, August 2nd

SoulFest 2024  
Event: Saturday August 3rd

**Target Demographic:** Adults 18+  
**Target Geography:** Peoria/Bloomington DMA

**Facebook/Instagram | 5/13 - 5/19 (Tickets for Sale)**  
**potential target audience:** 317,300  
**estimated daily reach of target audience:** 4,900 – 14,000  
**estimated investment:** \$100

**Facebook/Instagram | 6/17 - 6/19 (Special Discount)**  
**potential target audience:** 316,700  
**estimated daily reach of target audience:** 3,200 – 9,200  
**estimated investment:** \$50

**Facebook/Instagram | 7/19 – 8/3 @ noon (2 weeks before event)**  
**potential target audience:** 316,700  
**estimated daily reach of target audience:** 5,300 – 15,000  
**estimated investment:** \$500

**TikTok | 7/19 – 8/3 @ noon (2 weeks before event)**  
**estimated cpm:** \$6-10  
**estimated monthly impressions:** 5,200 – 6,400  
**estimated monthly investment:** \$1,375

**Outdoor Advertising**  
**type of board(s):** Poster | **7/5 - 8/2 (4 weeks prior to event)**  
**location:** 1815 Adams St. SW 155ft S/O Edmunds (same location as last year but on the top)  
**estimated investment:** \$800  
+ \$135 production = \$935

**type of board(s):** digital | **7/24 - 8/3 @ noon**  
**total monthly impressions:** 190,303 digital impressions  
**details:** digital impression campaign, creative to rotate throughout all outdoor boards in the market based on availability.  
**estimated total investment:** \$1,570

**WAZU & WPNV**  
Recommended partnership proposals are attached.

**WVEL:**  
Total of 60 spots along with 5 pairs of tickets to giveaway.  
**estimated total investment:** \$650

**Streaming Radio: Spotify**  
**estimated impressions:** 58,400 – 108,600  
**estimated reach:** 24,000 – 44,700  
**recommended monthly investment:** \$850

**Traveler Ad**  
Trade | Due June 30th





Peoria Park District | Festivals  
GospelFest  
Event: Friday, August 2nd

SoulFest 2024  
Event: Saturday August 3rd

proposed investment	Total Campaign
Social Media: Facebook (Total)	\$650
Social Media: TikTok	\$1,375
Traveler   Trade	\$0
WPNV	\$250
WAZU	\$250
WVEL   Ticket Trade	\$650
Streaming Radio: Spotify	\$850
Outdoor   Digital	\$1,570
Outdoor   Poster	\$800
OOH Poster (includes production)	\$135
Management (20%)	\$1,279
Total	\$7,809

**monthly media management and support fees:**

A monthly management fee of 20% of your media budget will be billed along with the total monthly media investment.





Peoria Park District | Festivals  
SoulFest 2024  
Event: Saturday August 3rd

## 90.7 WAZU – Peoria Park District 2024 Partnership Proposal

This proposal is offered to market and promote SoulFest Peoria Park District festival:

- Saturday, August 3, 2023 – Featuring Musiq Soulchild & special guest Keke Wyatt

Peoria Park District will receive:

- 35 paid commercials to advertise SoulFest
- 35 PSA's to promote SoulFest

WAZU will receive:

- \$250 for advertising
- 10-pair tickets for SoulFest giveaway
- Table/booth space at SoulFest
- Banner placement at SoulFest

Notes:

- A PO will be issued to WAZU for invoicing purposes.
- WAZU will submit a hard copy or PDF of the invoice to Peoria Park District for payment.

Central States Marketing

WAZU

By: \_\_\_\_\_

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_







Peoria Park District | Festivals  
SoulFest 2024  
Event: Saturday August 3rd

**106.3 WPNV – Peoria Park District 2024 Partnership Proposal**

This proposal is offered to market and promote SoulFest Peoria Park District festivals:

- Saturday, August 3, 2023 – Featuring Musiq Soulchild & special guest Keke Wyatt

Peoria Park District will receive:

- 35 paid commercials to advertise SoulFest
- 35 PSA’s to promote SoulFest

WPNV will receive:

- \$250 for advertising
- 10-pair tickets for SoulFest giveaway
- Table/booth space at SoulFest
- Banner placement at SoulFest

Notes:

- A PO will be issued to WPNV for invoicing purposes.
- WPNV will submit a hard copy or PDF of the invoice to Peoria Park District for payment.

Central States Marketing

WAZU

By: \_\_\_\_\_

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_





Peoria Park District  
Streets Belong To Me  
Agreement | WPNV

\$880 Covers 11 Spots per day (6,7,8,9am, Noon, 3,4,5,6,7 and 10 pm)  
\$200 Covers 10 Shorties (Brief Interviews 3 to 5 minutes in length) to air in place of news and over the holiday weekend. The Interview puts the event in a social/cultural context.  
\$120 Covers "As-Live" coverage on the day of the event. We are planning to have a WPNV Correspondent at the event with a handheld recorder to capture it in quasi-real time. It will tape-delayed 1 @ \$1,200.00

Contract Investment: \$1,200 for the total package and run time + \$240 Mgmt  
**Total Investment: \$1,440**

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CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: 

BY: 

Print Name: Brian Buralli

Print Name: Jennifer Swanson

Title: Project Manager

Title: Sr. Marketing Manager

Date: 5/21/24

Date: 6.4.24





# Peoria Park District Streets Belong To Me Agreement

This proposal is for Proctor Center to advertise on WAZU’s Strictly Hip Hop to promote The Streets Belong to ME and Hoopfest at Proctor.

**Package Details:**

Midwest Best Package - \$200 per week (minimum of two weeks)

12 non-prime time plays per business day

2 prime time announcements (weekdays 4pm-6pm)

15 weekend announcements (Saturday & Sunday)

Timeline: Ads will run from 5/15 through 6/4

On the day of the event, the ads will change from event promotion to promotion about Proctor, or the next event as chosen by the representative for Proctor

Contract Investment: \$400 for the total package and run time + \$80 Mgmt

**Total Investment: \$480**

**AGREEMENT**

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CENTRAL STATES MARKETING

PEORIA PARK DISTRICT

BY: 

BY: \_\_\_\_\_

Print Name: Brian Buralli

Print Name: \_\_\_\_\_

Title: Project Manager

Title: \_\_\_\_\_

Date: 5/21/24

Date: \_\_\_\_\_





# TRAVELER ★ WEEKLY ★

Peoria's Longest Running Black Newspaper

Established in 1966 • Elise F. Allen, Founder

1600 Dr. M.L. King Jr. Drive • Peoria, IL 61605-1816

Phone: (309) 673-2613

## INVOICE

**TERMS:**

Balance due upon receipt.

#PPDFeb24\_Dec 2024

*Thank You*

PLEASE PAY  
LAST AMOUNT  
SHOWN IN  
THIS COLUMN



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Peoria Park District  
Purchasing Dept.  
1125 W. Lake Avenue  
Peoria, IL 61614

Purchase Order # \_\_\_\_\_

DATE	DESCRIPTION	CHARGES	BALANCE
2/28/2024	Advertising in the Traveler Newspaper for Year 2024 / Feb 2024 - Dec 2024 Monthly / Camera Ready / 1/4 page / ROP / Grayscale  * ADDED VALUE WITH 2024 CONTRACT Additional 2 FREE Ads - Minority Contracting Opportunities (4x4) All Ads Billed Monthly @ \$400  Thank You	\$4,400.00	\$4,400.00

*Emily G. Smith*  
*2/28/24*

Black Business Alliance-Peoria Chapter dba  
Minority Business Development Center  
2139 SW Adams St.  
Peoria, IL 61602 US

# INVOICE

BILL TO  
Peoria Park District

INVOICE # 2213  
DATE 01/29/2024  
DUE DATE 02/13/2024  
TERMS Net 15



DESCRIPTION	AMOUNT
General year -round sponsorship promoting Park District events from Jan 2024 - December 2024, 1 @	2,500.00
General year -round sponsorship promoting Park District events from Jan 2024 - December 2024	\$2,500.00

**\$2,500.00**

BALANCE DUE

General year -round sponsorship promoting Park District events from

Details attached

*Dr. Kimberly Moore*  
*6/16/24*





Peoria Park District  
World Wide Day of Play | 2024

run dates: ~~may 7 - 28, 2024~~ 4/22-5/11.  
target demographic: adults 25 - 50

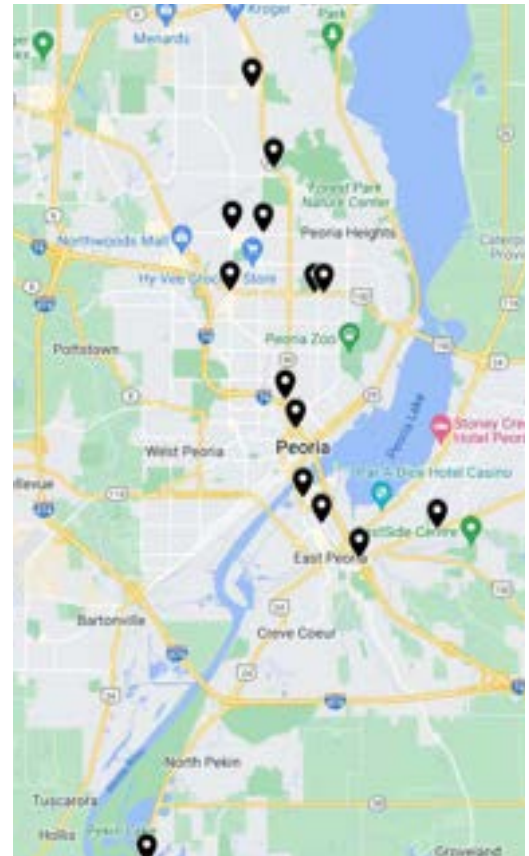
**SOCIAL MEDIA: FACEBOOK**

target geography: 10-miles of peoria, il  
potential target audience reach: 119,100  
estimated daily reach of target audience: 3,000 – 8,600  
estimated daily landing page views: 34 - 99  
recommended investment: \$500

**OOH OUTDOOR ADVERTISING**

Your impressions are scheduled across the entire 16-face footprint but are not guaranteed to run on all units. Equal rotation/placement should not be expected and is not guaranteed. Impressions are delivered on available boards around the area to maximize your brand’s exposure.

flight weeks: ~~May 7 - 28, 2024~~ 4/22-5/11.  
type of board(s): digital  
total monthly impressions: digital impressions (200,000 per month)  
cost per thousand: \$8.25  
details: digital impression campaign, creative to rotate throughout all outdoor boards in the market based on availability.  
total digital paid investment: \$1,650



INVESTMENT	4/22-5/11
Social Media: Facebook/Instagram	\$500
OOH - Digital Impressions	\$1,650
Management Fee	\$430
<b>Total</b>	<b>\$2,580</b>

**monthly media management and support fees:**

A monthly management fee of 20% of your media budget will be billed along with the total monthly media investment.





Peoria Park District  
World Wide Day of Play | 2024  
Agreement

Total Investment | \$2,080

INVESTMENT	4/22-5/11
OOH - Digital Impressions	\$1,650
Management Fee	\$430
Total	\$2,080

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BY: 

BY: 

Print Name: Brian Buralli

Print Name: Jennifer Swanson

Title: Project Manager

Title: Sr. Marketing Manager

Date: ~~3/25/24~~ 4.8.24

Date: 4.1.2024

