

Media Buy Request (MBR)

CUNY Online (OAA)

Campaign: For the 24/25 academic year, CUNY Online wishes to advertise all CUNY Online degree programs to multiple audiences.

Length of campaign: 01.15.2025 – 6/30/2025

Budget: \$175,000

Location of campaign: NYC + Boroughs

Demographic: Adults with 'some college' who are 21-55; adults who have a UG degree. CUNY 'stop-outs', former CUNY students with UG degrees, and former CUNY Students with AA degrees.

Description of Work: CUNY Online needs assistance with strategy and placement for digital recruitment advertisements. CUNY Online is interested in placing ads for recruitment campaigns in the following media outlets:

- Hulu
- Roku
- YouTube
- Streaming TV

- CTV (eg. StackAdapt)

The following material is available for use in the media buy:

- 6 second video
- 15 second video
- 30 second video
- Photographic Images

Media Plan Deliverables: Based on the campaign description above, the Contractor should propose a media plan, which includes the following:

1. The precise locations, including counties, where the proposed media placements will be in;
2. Analyses, evaluations, and recommendations based on professional experience, market research and a strategic framework, including, but not limited to:
 - a. Media platforms to be used;
 - b. Weight of each platform in the overall buy;
 - c. Cost for each element of the media buy;
 - d. A list of sizes and formats of recommended media elements;
 - e. Audience size;
 - f. Audience demographics; and
 - g. Number of impressions anticipated;
3. Strategies and tactical details that support the marketing solution being proposed;

4. Media flowcharts, plans, and other data to illustrate the planned placement and costs associated with the media buy (where and when placements will be made);
5. Time requirements and/or projections;
6. Measurements of success of the media plan/marketing solution (provide examples); and
7. Rationale for decision-making on the media buys.
8. proposed breakdown of media costs by outlet (e.g., Facebook, YouTube, TV, radio, etc.), including media outlet payment due dates and payment requirements for all media purchasing;
9. confirmation of Contractor's commission rate to be charged;
10. description of past experience, if any, with similar campaign and its outcome;
11. description of experience with account management staff;
12. disclosure of any conflicts of interest.

Evaluation Criteria: Each Contractor's response to the MBR will be evaluated using the following criteria:

1. The contractor's response to MBR was complete, clear and satisfactorily covered each aspect of the MBR. An MBR response will be deemed complete and satisfactorily covering each aspect of the MBR by providing everything listed above under "**Media Plan Deliverables.**" An MBR response will be deemed clear if there is a logical flow in the presentation of information; the Contractor should organize their MBR response by responding to the media plan deliverables 1-12

2. The contractor's response reflects an understanding of the MBR that resulted in a responsible media buy recommendation. The Contractor's response will demonstrate that the Contractors understood the MBR by submitting a response that (A) states what is the media plan, (B) how the media plan will fulfill our request, (C) the research and reasoning behind the formation of the media plan, (D) the amount of time the media plan will take to implement, (E) the detailed budget of this media plan
 [This Criteria will be rated between 0-10 Points]

3. The contractor's reasoning for the allocation of the budget for the MBR showed an understanding of the appropriate use of each media platform to achieve the maximum value for the campaign. The Contractor will demonstrate its reasoning for the allocation of the budget for the MBR by providing a detailed explanation as to how each proposed media and the proposed media placement locations will reach CUNY School of Professional Studies' desired demographic cost-effectively. [This Criteria will be rated between 0-10 Points]

3. Contractor's creativity/originality/inventiveness in response to the MBR when looking at the NYS/national media market and time of year the campaign will run. The Contractor will demonstrate its creativity/originality/inventiveness in response to the MBR by providing new digital media planning

solutions instead of providing digital media planning solutions that are already well known and established within the advertising industry. [This Criteria will be rated between 0-10 Points]

5. The contractor's proposed measures of success appropriately document the effectiveness of the Campaign. The Contractor will demonstrate that its proposed measures of success appropriately document the effectiveness of the campaign by providing analyses, evaluations, and, market research of the rate of effectiveness of each media source that will be utilized in its digital media plan. [This Criteria will be rated between 0-10 Points]

6. Contractor's commission rate. The Contractor's commission rate should include a breakdown that shows what fraction of the commission rate accounts for materials & equipment, research/labor, and profit. [This Criteria will be rated between 0-10 Points]

7. Contractor's experience with similar campaigns.

[This Criteria will be rated between 0-20 Points]

8. Contractor's account management experience with similar campaigns.

[This Criteria will be rated between 0-20 Points]

Responses may be sent via e-mail to contact listed below

* Awarded Contractor will be notified no later than ten (10) business days after advertisement close date

*Non-Awarded Contractor(s) will be notified no later than ten (10) business days after advertisement close date

Contact: Tracey.R.Mainer@cuny.edu