

State of New Jersey
New Jersey Department of Health

P.O. Date: 12/23/2020

Management and Administration (4210)
Release Purchase Order
T3067 Statewide Advertising and Public Relations Services

Blanket Order Number

19-PROSV-00703:5

SHOW THIS NUMBER ON ALL
PACKAGES, INVOICES AND
SHIPPING PAPERS.

Agency Ref. # RT 118073

**V
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D
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R**
Vendor Number: V00022401
Kivvit, LLC

608 612 Cookman Avenue
Asbury Park, NJ 07712
njstart@kivvit.com
732-280-9600

Vendor Alternate ID: V0002240100

Remit Address:
Yuri Samovalov
222 W Merchandise Mart Plaza
Chicago, IL 60654
US

Email: accounting@kivvit.com
Phone Number: [REDACTED]

**S
H
I
P
T
O**
[REDACTED] -DOH H&A Building - Central Receiving
Warehouse Rear Loading Dock, Basement Rm 8
369 South Warren Street
Trenton, NJ 08608
US
Email: [REDACTED]
Phone: [REDACTED]

**B
I
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T
O**
[REDACTED]
DOH M&A Accounting & Procurement Unit
H & A Building, 7th Fl, PO BOX 360
Trenton, NJ 08625-0360
US
Email: [REDACTED]
Phone: [REDACTED]

INVOICES: Direct invoices in DUPLICATE to the address shown above. TERMS AND CONDITIONS set forth in our Bid or Quotation, on the reverse side hereof or incorporated herein by reference become a part of this order.

ATTN: Contact [REDACTED] at [REDACTED]

Solicitation (Bid) No.: [REDACTED]

Payment Terms: Not Applicable
Shipping Terms:
Freight Terms:
Delivery Calendar Day(s) A.R.O.: 0

Item # 1
Class-Item 915-03

President - All Inclusive Hourly Rate, Statewide COVID-19 Testing, Contact Tracing and App Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
10.00	\$ 150.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 1,500.00

LN/FY/Account Code	Dollar Amount
1/21/20-100-S5CM- -126-2001-3825- - -1129	\$ 1,500.00

Item # 2
Class-Item 915-03

Senior Account Executive - All Inclusive Hourly Rate, Statewide COVID-19 Testing, Contact Tracing, and App Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
143.00	\$ 150.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 21,450.00

<u>LN/FY/Account Code</u> 2/21/20-100-S5CM- -126-2001-3825- - -1129	<u>Dollar Amount</u> \$ 21,450.00
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Item # 3
Class-Item 915-03

Senior Account Executive (Translation) - All Inclusive Hourly Rate, Statewide COVID-19 Testing, Contact Tracing, and App Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
65.00	\$ 150.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 9,750.00

<u>LN/FY/Account Code</u> 3/21/20-100-S5CM- -126-2001-3825- - -1129	<u>Dollar Amount</u> \$ 9,750.00
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Item # 4
Class-Item 915-03

Account Executive - All Inclusive Hourly Rate, Statewide COVID-19 Testing, Contact Tracing, and App Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
135.00	\$ 90.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 12,150.00

<u>LN/FY/Account Code</u> 4/21/20-100-S5CM- -126-2001-3825- - -1129	<u>Dollar Amount</u> \$ 12,150.00
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Item # 5
Class-Item 915-03

Comptroller - All Inclusive Hourly Rate, Statewide COVID-19 Testing, Contact Tracing, and App Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
10.00	\$ 90.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 900.00

<u>LN/FY/Account Code</u> 5/21/20-100-S5CM- -126-2001-3825- - -1129	<u>Dollar Amount</u> \$ 900.00
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Item # 6
Class-Item 915-03

Administrative Support - All Inclusive Hourly Rate, Statewide COVID-19 Testing, Contact Tracing, and App Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
90.00	\$ 90.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 8,100.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
6/21/20-100-S5CM- -126-2001-3825- - -1129	\$ 8,100.00

Item # 7
Class-Item 915-03

Creative Copy Director - All Inclusive Hourly Rate, Statewide COVID-19 Testing, Contact Tracing, and App Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
180.00	\$ 150.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 27,000.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
7/21/20-100-S5CM- -126-2001-3825- - -1129	\$ 27,000.00

Item # 8
Class-Item 915-03

Senior Production Director - All Inclusive Hourly Rate, Statewide COVID-19 Testing, Contact Tracing, and App Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
208.00	\$ 150.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 31,200.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
8/21/20-100-S5CM- -126-2001-3825- - -1129	\$ 31,200.00

Item # 9
Class-Item 915-03

Production Media Director - All Inclusive Hourly Rate, Statewide COVID-19 Testing, Contact Tracing, and App Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
247.00	\$ 150.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 37,050.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
9/21/20-100-S5CM- -126-2001-3825- - -1129	\$ 37,050.00

Item # 10
 Class-Item 915-03

Copywriter - All Inclusive Hourly Rate, Statewide COVID-19 Testing, Contact Tracing, and App Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
111.00	\$ 90.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 9,990.00

<u>LN/FY/Account Code</u> 10/21/20-100-S5CM- -126-2001-3825- - -1129	<u>Dollar Amount</u> \$ 9,990.00
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Item # 11
 Class-Item 915-03

Graphic Designer - All Inclusive Hourly Rate, Statewide COVID-19 Testing, Contact Tracing, and App Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
220.00	\$ 90.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 19,800.00

<u>LN/FY/Account Code</u> 11/21/20-100-S5CM- -126-2001-3825- - -1129	<u>Dollar Amount</u> \$ 19,800.00
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Item # 12
 Class-Item 915-03

Media Buying Fee (1%), Statewide COVID-19 Testing, Contact Tracing, and App Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 49,635.24	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 49,635.24

<u>LN/FY/Account Code</u> 12/21/20-100-S5CM- -126-2001-3825- - -1129	<u>Dollar Amount</u> \$ 49,635.24
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Item # 13
 Class-Item 915-03

Commission (2.75%), Statewide COVID-19 Testing, Contact Tracing, and App Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 136,496.91	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 136,496.91

<u>LN/FY/Account Code</u> 13/21/20-100-S5CM- -126-2001-3825- - -1129	<u>Dollar Amount</u> \$ 136,496.91
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Item # 14
 Class-Item 915-03

Research, Statewide COVID-19 Testing, Contact Tracing, and App Campaign

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 52,000.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 52,000.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
14/21/20-100-S5CM- -126-2001-3825- - -1129	\$ 52,000.00

Item # 15
 Class-Item 915-03

Digital Media Plan, Statewide COVID-19 Testing, Contact Tracing, and App Campaign: Snapchat \$108,764.43, Reddit \$87,140.87, Twitch \$90,471.16, Apple Store \$61,813.71, Facebook and Instagram \$360,810.42, Display \$87,995.11, Preroll \$71,996.00, Location based Display-Video IP \$110,915.74, NJ.com \$55,996.89, CTV-OTT \$111,993.78, Twitter \$121,174.22, YouTube \$78,428.02, and SEM \$95,657.54

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 1,443,157.89	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 1,443,157.89

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
15/21/20-100-S5CM- -126-2001-3825- - -1129	\$ 1,443,157.89

Item # 16
 Class-Item 915-03

Radio Plan: Statewide COVID-19 Testing, Contact Tracing, and App campaign, AAPI Radio \$80,000, AA radio \$292,500.00, Latinx Radio \$120,000.00, and General Market \$90,000.00

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 582,500.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 582,500.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
16/21/20-100-S5CM- -126-2001-3825- - -1129	\$ 582,500.00

Item # 17
 Class-Item 915-03

Univision, Statewide COVID-19 testing, Contact Tracing, and App Campaign - Digital \$194,000, TV \$196111.00, and Radio \$103,080.00

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 493,191.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 493,191.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
17/21/20-100-S5CM- -126-2001-3825- - -1129	\$ 493,191.00

Item # 18
 Class-Item 915-03

OOH Plan: Statewide COVID-19 Testing, Contact Tracing, and App Campaign - Bus Kings \$33015.64, Rail Stations \$45,984.36, LinkNWK \$5,500.00, Billboards \$90,000

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 174,500.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 174,500.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
18/21/20-100-S5CM- -126-2001-3825- - -1129	\$ 174,500.00

Item # 19
 Class-Item 915-03

TV Plan: Statewide COVID-19 Testing, Contact Tracing, and App Campaign - Baseline \$580,000.00 and Broadcast \$1,638,175.00

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 2,218,175.00	Net	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 2,218,175.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
19/21/20-100-S5CM- -126-2001-3825- - -1129	\$ 2,218,175.00

TAX: \$ 0.00
 FREIGHT: \$ 0.00
 TOTAL: \$ 5,328,546.04

APPROVED

By: _____
 Phone#: _____
 BUYER

State of New Jersey
New Jersey Department of Health

P.O. Date: 4/20/2021

Management and Administration (4210)
Release Purchase Order
T3067 Statewide Advertising and Public Relations Services

Blanket Order Number

19-PROSV-00703:6

SHOW THIS NUMBER ON ALL
PACKAGES, INVOICES AND
SHIPPING PAPERS.

Agency Ref. # RT 119417

**V
E
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R**
Vendor Number: V00022401
Kivvit, LLC

608 612 Cookman Avenue
Asbury Park, NJ 07712
njstart@kivvit.com
732-280-9600

Vendor Alternate ID: V0002240100

Remit Address:
Yuri Samovalov
222 W Merchandise Mart Plaza
Chicago, IL 60654
US

Email: accounting@kivvit.com
Phone Number: [REDACTED]

**S
H
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P
T
O**
[REDACTED]
55 North Willow Street
TRENTON , NJ 08608
US
Email: [REDACTED]
Phone: [REDACTED]

**B
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O**
[REDACTED]
DOH M&A Accounting & Procurement Unit
H & A Building, 7th Fl, PO BOX 360
Trenton, NJ 08625-0360
US
Email: Accounting-FinSvs@doh.nj.gov
Phone: [REDACTED]

INVOICES: Direct invoices in DUPLICATE to the address shown above. TERMS AND CONDITIONS set forth in our Bid or Quotation, on the reverse side hereof or incorporated herein by reference become a part of this order.

ATTN: Contact [REDACTED] at [REDACTED]

Account Code: 20-100-4210- -132-2001-3825- - -COVID					Payment Terms: Not Applicable			
Solicitation (Bid) No.:					Shipping Terms:			
					Freight Terms:			
					Delivery Calendar Day(s) A.R.O.: 0			
Item # 1								
Class-Item 915-03								
President - All Inclusive Hourly Rate, COVID-19 Testing Public Awareness Campaign extension thru June 2021								
Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
5.00	\$ 150.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 750.00
LN/FY/Account Code							Dollar Amount	
1/21/20-100-4210- -132-2001-3825- - -COVID							\$ 750.00	

Item # 2
Class-Item 915-03

Senior Account Executive - All Inclusive Hourly Rate COVID-19 Testing Public Awareness Campaign Extension thru June 2021

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
150.00	\$ 150.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 22,500.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
2/21/20-100-4210- -132-2001-3825- - -COVID	\$ 22,500.00

Item # 3
Class-Item 915-03

Senior Account Executive - All Inclusive Hourly Rate, COVID-19 Testing Public Awareness Campaign Extension thru June 2021

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
50.00	\$ 150.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 7,500.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
3/21/20-100-4210- -132-2001-3825- - -COVID	\$ 7,500.00

Item # 4
Class-Item 915-03

Comptroller - All Inclusive Hourly Rate, COVID-19 Testing Public Awareness Campaign Extension thru June 2021

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
15.00	\$ 90.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 1,350.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
4/21/20-100-4210- -132-2001-3825- - -COVID	\$ 1,350.00

Item # 5
Class-Item 915-03

Administrative Support - All Inclusive Hourly Rate, COVID-19 Testing Public Awareness Campaign Extension thru June 2021

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
140.00	\$ 90.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 12,600.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
5/21/20-100-4210- -132-2001-3825- - -COVID	\$ 12,600.00

Item # 6
 Class-Item 915-03

Creative Copy Director - All Inclusive Hourly Rate, COVID-19 Testing Public Awareness Campaign Extension thru June 2021

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
40.00	\$ 150.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 6,000.00

<u>LN/FY/Account Code</u> 6/21/20-100-4210- -132-2001-3825- - -COVID	<u>Dollar Amount</u> \$ 6,000.00
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Item # 7
 Class-Item 915-03

Senior Production Director - All Inclusive Hourly Rate, COVID-19 Testing Public Awareness Campaign Extension thru June 2021

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
150.00	\$ 150.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 22,500.00

<u>LN/FY/Account Code</u> 7/21/20-100-4210- -132-2001-3825- - -COVID	<u>Dollar Amount</u> \$ 22,500.00
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Item # 8
 Class-Item 915-03

Graphic Designer - All Inclusive Hourly Rate, COVID-19 Testing Public Awareness Campaign Extension thru June 2021

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
120.00	\$ 90.00	HOUR	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 10,800.00

<u>LN/FY/Account Code</u> 8/21/20-100-4210- -132-2001-3825- - -COVID	<u>Dollar Amount</u> \$ 10,800.00
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Item # 9
 Class-Item 915-03

Media Buying Fee (1%) - COVID-19 Testing Public Awareness Campaign Extension thru June 2021

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 45,582.13	Each	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 45,582.13

<u>LN/FY/Account Code</u> 9/21/20-100-4210- -132-2001-3825- - -COVID	<u>Dollar Amount</u> \$ 45,582.13
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Item # 10
Class-Item 915-03

Commission (2.75%), COVID-19 Testing Public Awareness Campaign Extension thru June 2021

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 125,350.84	Each	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 125,350.84

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
10/21/20-100-4210- -132-2001-3825- - -COVID	\$ 125,350.84

Item # 11
Class-Item 915-03

Digital Media Plan - COVID-19 Testing Public Awareness Campaign Extension thru June 2021, Snapchat \$168,500 - Reddit \$152,000 - Twitch \$157,000 - Facebook and Instagram \$782,500 - Mobile Location Based Display \$64,500 - Native Display \$165,500 - Digital Radio \$154,000 - NJ.com \$162,500 - CTV/OTT \$250,000 - You Tube \$268,500 - SEM \$175,000

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 2,500,000.00	Each	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 2,500,000.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
11/21/20-100-4210- -132-2001-3825- - -COVID	\$ 2,500,000.00

Item # 12
Class-Item 915-03

Radio Plan, COVID-19 Testing Public Awareness Campaign Extension thru June 2021, AAPI Radio \$115,000 - AA Radio \$375,000 - Latinx Radio \$175,000

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 665,000.00	Each	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 665,000.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
12/21/20-100-4210- -132-2001-3825- - -COVID	\$ 665,000.00

Item # 13
Class-Item 915-03

Univision , COVID-19 Testing Public Awareness Campaign Extension thru June 2021, Digital \$225,000 - Radio \$175,000

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 400,000.00	Each	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 400,000.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
13/21/20-100-4210- -132-2001-3825- - -COVID	\$ 400,000.00

Item # 14
 Class-Item 915-03

OOH Plan, COVID-19 Testing Public Awareness Campaign Extension thru June 2021, Transit \$129,612.51 - Bil boards \$268,600

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 398,212.51	Each	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 398,212.51

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
14/21/20-100-4210- -132-2001-3825- - -COVD	\$ 398,212.51

Item # 15
 Class-Item 915-03

TV Plan, COVID-19 Testing Public Awareness Campaign Extension thru June 2021, Addressable Cable - NYC (NJ Homes Only) \$235,000 - Linear Cable - NYC (NJ Homes Only) \$275,000 - Linear Cable - PHL (NJ Homes Only) \$85,000

Quantity	Unit Price	UOM	Discount %	Total Discount Amt.	Tax Rate	Tax Amount	Freight	Total Cost
1.00	\$ 595,000.00	Each	0.00 %	\$ 0.00		\$ 0.00	\$ 0.00	\$ 595,000.00

<u>LN/FY/Account Code</u>	<u>Dollar Amount</u>
15/21/20-100-4210- -132-2001-3825- - -COVD	\$ 595,000.00

TAX: \$ 0.00
 FREIGHT: \$ 0.00
 TOTAL: \$ 4,813,145.48

APPROVED

By: _____
 Phone#: _____
 BUYER

Vendor Proposal for A Statewide COVID-19 Testing and Contact Tracing Public Awareness Campaign

New Jersey continues its efforts to stop the spread of COVID-19. Testing is widely available to all, and the state has expanded its contact tracing workforce and efforts to reach those exposed to the virus. However, after months of living with new coronavirus restrictions and practices, New Jerseyans, like many around the world, seem to be tired of taking precautions and appear to be experiencing “[pandemic fatigue](#)” or “[burnout](#).”

The recent increase in new cases indicates that despite the state’s efforts, there continues to be resistance to adhering to critical components of the COVID-19 fight such as wearing masks, adhering to social distancing, and answering the call from contact tracers. Particularly, young adults (age 18-29) and other adults age 30-49 have been challenging groups to reach on messaging.

The state is undertaking a public awareness multichannel, multilingual campaign with particular emphasis on network TV in Philadelphia and New York to:

- increase messaging for individuals and communities on the critical need to get tested for COVID 19;
- stress the importance of responding to calls from contact tracers;
- include a strong emphasis on mask wearing, social distancing incorporating the new CDC guidelines, hand washing, avoiding gatherings and other COVID mitigation strategies, and,
- educate the public on the app and encourage downloading the COVID Alert NJ app.

Testing messaging must explain the importance of getting tested, widespread availability and accessibility of free tests even for residents who do not have insurance. Contact tracing messaging must stress the importance of not only answering the call but sharing information on close contacts to help protect other community members and stop the spread of the virus. An important tool as part of our contact tracing efforts is the state’s COVID Alert NJ exposure notification app, which protects data and privacy, will not track locations or collect personal information, and shares technology with Pennsylvania, New York and Delaware, meaning that the apps all work together. The greater the participation, the more effective COVID Alert NJ will be.

The target audience is the general public, and in particular populations in congregate settings including students and staff at New Jersey’s higher education institutions; K-12 students and staff in public and private schools; home health care workers; front-line and essential workers including food service, cashiers, delivery workers, transportation and warehouse workers; and, in addition, culturally diverse, under resourced populations including Latinx, African American, and Asian and Pacific Islander communities. While the campaign will be statewide, the initial focus shall include counties that have seen an increase in COVID-19 cases in the last several

weeks: Ocean, Monmouth, Middlesex, Union (particularly Elizabeth), Hudson (particularly Jersey City), Essex (particularly Newark) and Bergen.

The Vendor must use the Department's existing slogan (For each other, for us all), logo and hashtag, and drive traffic to [covid19.nj.gov](https://www.covid19.nj.gov). The Department will assist in messaging and materials for the campaign, but the vendor shall develop new creatives for this phase of the campaign, which must align with the feel of the previous campaign. The Vendor shall also develop specific messaging/creatives that address adhering to safeguards and precautions through the holidays.

The campaign must state expected impressions and/or expected measurable impact on increasing testing, participation in contact tracing and downloads of the COVID Alert NJ app. The campaign must offer a multimedia/multilingual mix that best reaches the audience it is intended for including:

- Network TV in New York/Philadelphia and cable ads, including local English and Spanish cable (with a large Spanish-speaking viewership), and TV Asia to best reach our audiences; streaming TV ads. As an example – ads with people of all ages explaining why they wear a mask. Proposal must include estimated reach and demographics;
- Radio ads which include radio networks such as Townsquare Media Network and other networks; African American radio stations/networks; Hispanic and Asian radio in the NJ/Philadelphia/NYC markets; as well as digital display ads on radio sites. Proposal must include estimated reach and demographics;
- Digital transit ads in English and Spanish for bus, rail, light rail stations and platforms, and estimates of potential audience reach;
- Other opportunities for digital display ads, particularly on sites reaching multicultural audiences, and include estimated impressions and demographics;
- Social media and digital ads in multiple languages (Spanish, Chinese, Portuguese, Tagalog, Italian, Korean, Gujarati, Polish, Hindi, and Arabic) that can reach special populations most at risk for COVID-19 and on platforms including Facebook, Twitter, Instagram, Snapchat, TikTok etc. Proposal must include estimated reach and demographics;
- Digital/static billboards statewide in key high traffic areas and must include potential reach;
- Infographics, posters and flyers in multiple other languages (Spanish, Chinese, Portuguese, Tagalog, Italian, Korean, Gujarati, Polish, Hindi, and Arabic), that can be distributed to health centers, testing sites and other key locations in targeted areas;
- Preparing a toolkit with ad materials to share with key stakeholders

Weekly updates on metrics shall be provided with the potential to update messaging as needed, with a final report at the conclusion of the campaign. The proposal should also show examples of previous campaigns and metrics reached.

For specific expertise in reaching underserved populations/communities of color, the vendor proposal can include subcontracting with a minority-owned firm.

The ad buy must be for eight weeks, beginning approximately the **first week of November through December**.

Proposals must be received by Noon, EST, Friday, October 30, 2020. If you are not interested in bidding, please send an email response indicating that you will not bid.

The Department of Health will evaluate Vendor proposals based on the Vendors overall technical approach and plans to meet the requirements of this project Scope of Work. This narrative should convince the Department that the Vendor understands the objectives that the Scope of Work is intended to meet, the nature of the required work and the level of effort necessary to successfully complete the project. Vendor proposals will also be evaluated on the audience expected to be reached and the mix of platforms used to reach them.

T3067 STATEWIDE ADVERTISING AND PUBLIC RELATIONS SERVICES RFP RESPONSE

COVID-19 TESTING AND CONTACT TRACING PUBLIC AWARENESS CAMPAIGN

12/9/20

KIVVIT.COM | CHICAGO | MIAMI | NEW JERSEY | NEW YORK | WASHINGTON, D.C.

kivvit

MULTI-CHANNEL MEDIA STRATEGY

Kivvit is pleased to provide a media plan to support NJ Department of Health. Having run the previous two DOH COVID-19 related public education campaigns, we are able to apply learnings from both to this campaign, resulting in cost efficiencies and less lead time in pushing the campaign live. **The media plan provided herein is based on data and metrics from the previous two campaigns** and proposes tactics that will be most effective in reaching the targets laid out in the RFP.

The campaign will be executed in two phases. Phase 1 will launch asap with existing and/or slightly updated content. Phase 2 will launch at the time that the research is completed, and content is refined based on findings. The timeframe for the phase 1 to phase 2 shift will be early January.

The goal of this campaign will be to communicate the importance of COVID-19 mitigations and testing. App download actions are included but as a secondary objective.

The media plan outlined herein includes a comprehensive mix of media to allow for hyper targeted digital advertising based on Red, Orange, Yellow, and Green regions overlaid with age. In order to ensure that the messaging is being delivered to the diverse audiences in New Jersey, the campaign will utilize broadcast and cable TV, addressable cable, Spanish language, African-American and Asian targeted TV and radio, and geo-prioritized billboards and transit ads.

This media mix will ensure a comprehensive level of outreach among the State's very diverse and expensive media market.

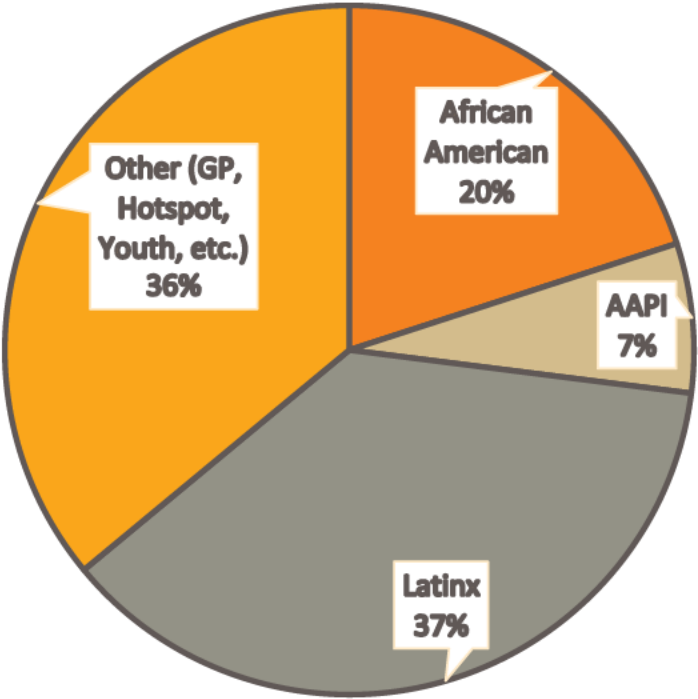
BUDGET

Based on conversations with NJDOH, we have updated the budget for this campaign to include a survey mechanism to gain insights into public sentiment regarding the campaign and messaging, as well as to track behavior change over the course of the campaign.

We have also edited our media mix to ensure we are reaching the areas where numbers are spiking the most and areas in which NJDOH anticipates rates to increase more in the coming weeks.

CATEGORY	TOTAL SPEND	% OF NET MEDIA
DIGITAL	\$1,443,157.89	29.08%
TV (BASELINE)	\$580,000.00	11.69%
TV (BROADCAST)	\$1,638,175.00	33.00%
RADIO	\$582,500.00	11.74%
OOH	\$174,500.00	3.52%
UNIVISION	\$493,191.00	9.94%
RESEARCH	\$52,000.00	1.05%
NET MEDIA TOTAL	\$4,963,523.89	
COMMISSION (2.75%)	\$136,496.91	
MEDIA BUYING FEE (1%)	\$49,635.24	
MANAGEMENT	\$53,850.00	
CREATIVE AND PRODUCTION	\$125,040.00	
TOTAL BUDGET	\$5,328,546.04	

Media Budget Breakout by Broad Audience (not including broadcast TV)



MANAGEMENT AND CREATIVE BUDGET

Creative and production hours are estimates and we will make revisions as the campaign progresses based on additional production needs. Should we need to adjust this budget, we will recommend ways to reallocate resources based on campaign performance and external landscape. Conversely, if cost savings are realized in creative, management and production, that budget will be reallocated to intensify media outreach.

Management and creative costs are slightly higher than the proposal due to the possibility of live production which was not included in the initial submittal. Depending on the details of live shooting the production budget may be required to increase.

If live shooting is not carried out and cost savings in production are realized, the savings will be reallocated to increase digital media intensity.

TITLE AND HOURLY RATE		HOURS	TOTAL COST
PRESIDENT	150	10	\$1,500
SR. ACCOUNT EXEC.	150	143	\$21,450
SR. ACCOUNT EXEC. (TRANSLATION)	150	65	\$9,750
ACCOUNT EXEC.	90	135	\$12,150
COMPTROLLER.	90	10	\$900
ADMIN. SUPPORT	90	90	\$8,100
CREATIVE COPY DIRECTOR	150	180	\$27,000
SR. PRODUCTION MEDIA DIRECTOR	150	208	\$31,200
PRODUCTION MEDIA DIRECTOR	150	247	\$37,050
COPYWRITER	90	111	\$9,990
GRAPHIC DESIGNER	90	220	\$19,800

MEDIA BUY CALENDAR OPTIONS

We have provided two media buy timeline options. Option 1 has digital (Kivvit and Univision) up immediately, with later start dates, shorter flights, and higher intensity for radio, TV and OOH using the refreshed creative. Option 2 also puts up digital immediately (as all Univision content from the last campaign can be repurposed for now), followed by 8-week flights for OOH and baseline TV in the new year using refreshed creative. **Option 1 has all flights ending at the same time; Option 2 staggers end dates.**

Our launch timeline assumes we would receive sign-off on the poll by Friday, December 11th.

		OPTION 1: Shorter flight times for non-digital, same end date across the campaign												
		December				January				February				
		1	2	3	4	1	2	3	4	1	2	3	4	
Media	Digital Media (Kivvit)													
	OOH (Transit, Billboards)													
	TV (Baseline)													
	TV (GP Broadcast/Cable)													
	Radio													
	Univision Digital													
	Univision TV													
	Univision Radio													
Creative	Flight 1 (Holiday + Previous Campaign)													
	Flight 2 (Refresh After Polling)													

		OPTION 2: 8-week staggered flight times															
		December				January				February				March			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Media	Digital Media (Kivvit)																
	OOH (Transit, Billboards)																
	TV (Baseline)																
	TV (GP Broadcast/Cable)																
	Radio																
	Univision Digital*																
	Univision TV*																
	Univision Radio*																
Creative	Flight 1 (Holiday + Previous Campaign)																
	Flight 2 (Refresh After Polling)																

DIVERSIFYING THE CAMPAIGN MESSAGE

Since this campaign will have four unique messaging goals, we will develop multiple flights of creative that address each message – some more broadly for wider-reaching platforms, and some that only address one or two messages at a time for more targeted platforms. The campaign will tie together the unique messages by reinforcing that New Jersey can speed up its return to normal only if a majority of New Jerseyans abide by all of these guidelines, “for each other, for us all.” Flight 2 messaging will be refined based on survey research.

MESSAGING TRACK	GOALS, METRICS FOR SUCCESS	MESSAGE POINTS
TESTING	Clicks to COVID-19 hub to find testing sites	<ul style="list-style-type: none"> • Testing is available at over 240+ sites statewide • Testing is free for NJ residents and does not require insurance • It is most important for those who frequently interact with others through work or social gatherings to get tested proactively to keep those around them safe
CONTACT TRACING	Awareness (impressions/reach)	<ul style="list-style-type: none"> • Talking to contact tracers is the first line of defense in stopping the spread of COVID in one’s own community • Information given to contact tracers is safe, secure, and will only be used by public health officials to prevent further spread • Contact tracers can provide valuable information on testing, quarantine procedures, and social services for those who may be financially impacted by quarantining
MASKS, SOCIAL DISTANCING, AND OTHER CDC GUIDELINES	Awareness (impressions/reach)	<ul style="list-style-type: none"> • Messaging must directly refute misinformation about the impact of wearing a mask and social distancing • Masks and social distancing are a first step in ensuring hospitals do not exceed capacity and lives are not lost due to a lack of medical resources, especially in the height of flu season
APP DOWNLOADS	App downloads	<ul style="list-style-type: none"> • The app is safe, secure, and private and does not use location data • The app is most effective only if more people download it, so adding your phone to the fight is critical to everyone’s safety

CONTENT PRODUCTION NEEDS

A significant amount of creative content will be needed to support this campaign. Kivvit envisions two new flights of media over the course of the eight-week campaign (not including existing campaign creative), Kivvit will plan to refresh digital creative after 2-3 weeks based on data and insights gleaned from the survey and campaign performance. Should other external or internal factors warrant creative refreshes on TV, radio or OOH platforms, they will be made.


PLATFORM	# OF FLIGHTS	# OF AD SETS, CREATIVE NEEDS/NOTES
DIGITAL AND SOCIAL	2 Flights * 4 Messages	Flight 1 – 3 Ad Sets (Holiday-related and existing Community Leaders) Flight 2 – 23 Ad Sets (final tally based on survey results. Initial thought was: 2 for App Downloads, 5 for Masks/SD, 6 for Testing/Tracing, plus 10 general message ads in multiple languages: Spanish, Chinese, Portuguese, Tagalog, Italian, Korean, Gujarati, Polish, Hindi, and Arabic) (1 video for U30) + TBD Video Content to support final campaign plan.
RADIO	1 Flight * 1 Broad Message	11 Radio Spots (English, Spanish, Chinese, Portuguese, Tagalog, Italian, Korean, Gujarati, Polish, Hindi, and Arabic)
TV	1 Flight * 1 Broad Message	1 :30s TV Ad (Spanish Language, Gen. Pop.)
OOH	1 Flight * 1 Broad Message	2-4 OOH Versions (Masks/SD + Testing/Tracing) + Spanish Version

CONTENT PRODUCTION: DIGITAL ADS

Kivvit will use some previously approved content, in addition to the proposed holiday content provided below. Additional creative will be developed based on research results. **The full set of ads is viewable [here](#).**

Note: Watermarks will be removed after approval.

Make sure you give your loved ones the gift of health this season.



Stay Covid-safe with masks, social distancing and proper testing

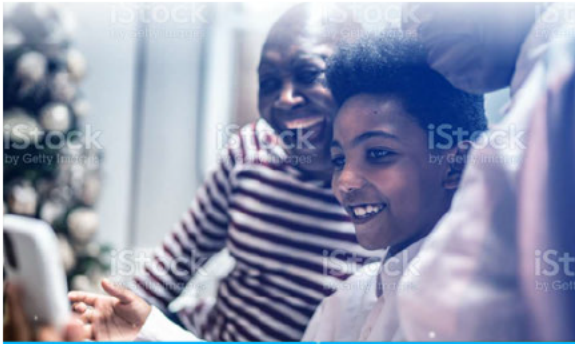
for each other for us all.



Give your loved ones the gift of health this holiday season.

Continue to be careful – wear masks & socially distance.

for each other for us all.



Give your loved ones the gift of health this holiday season.

Continue to be careful – wear masks & socially distance.

for each other for us all.



Give your loved ones the gift of health this holiday season.

Continue to be careful – wear your masks & socially distance.

for each other for us all.

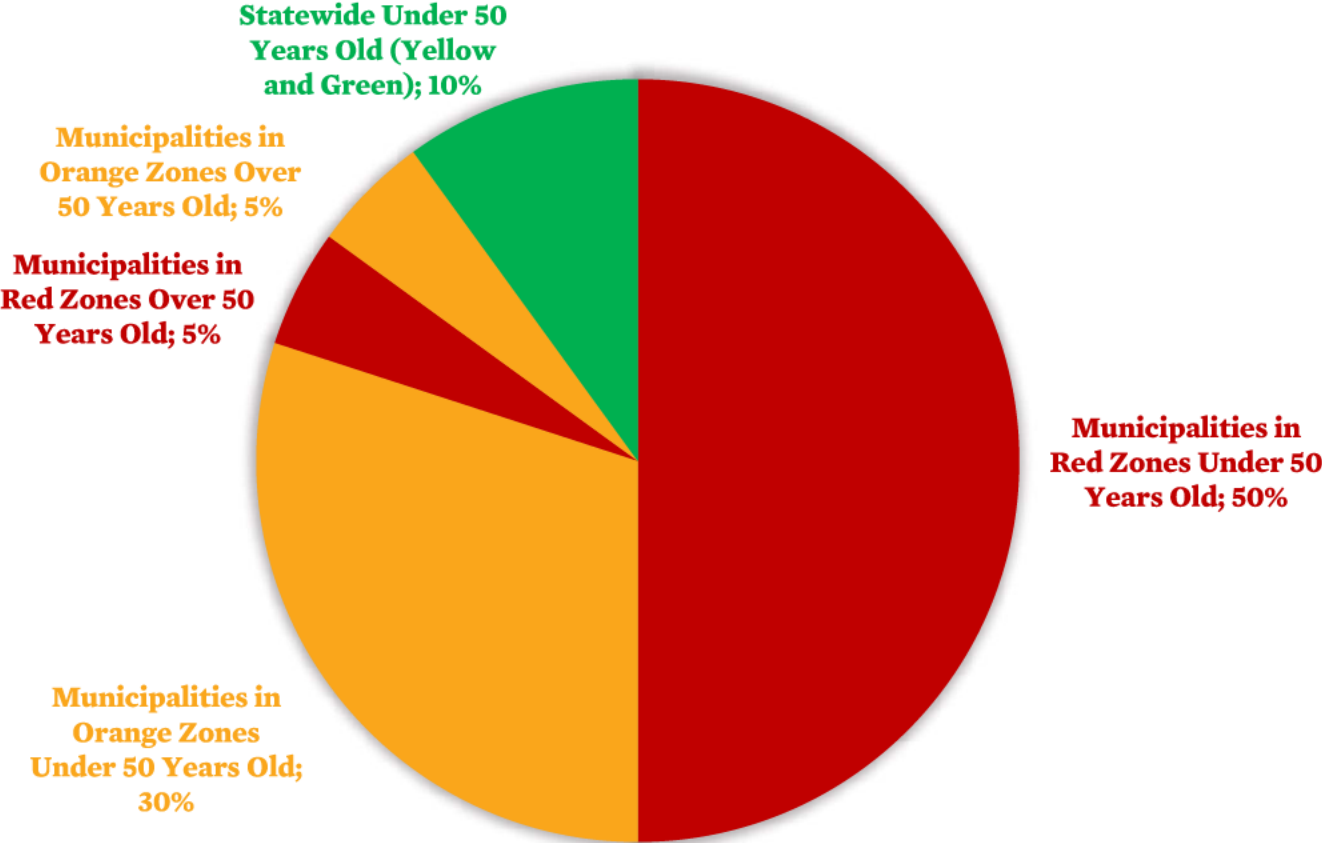
DIGITAL MEDIA PLAN – TARGETING

The digital audience targeting will be prioritized in the following order, based on latest data dashboard shared by NJDOH:

1. Red Cities under A50
2. Orange Cities under A50
3. Red Cities over A50
4. Orange Cities over A50
5. Yellow and Green cities under A50

AUDIENCE	RED	ORANGE	GREEN	TOTAL
EAST AND SOUTH ASIAN	2.16%	8.56%	6.15%	4.80%
HISPANIC AND PORTUGUESE	30.17%	15.74%	12.95%	23.40%
LIKELY AFRICAN-AMERICAN	18.71%	20.40%	7.33%	18.16%
WHITE/OTHER	48.95%	55.30%	73.58%	53.64%

Percent of Digital Media by Audience Category



DIGITAL MEDIA PLAN – MEDIA BUY

PLATFORM	AUDIENCE					TOTAL	APP DOWNLOAD	% OF BUDGET	IMPRESSIONS	ADDED VALUE IMPRESSIONS	TOTAL IMPRESSION	EST. CLICKS
	RED UNDER 50	ORANGE UNDER 50	RED OVER 50	ORANGE OVER 50	STATEWIDE UNDER 50 (YELLOW AND GREEN)							
SNAPCHAT	\$81,573.32	\$16,314.66			\$10,876.44	\$108,764.43	\$21,752.89	7.5%	21,752,886		21,752,886	27,191
REDDIT					\$87,140.87	\$87,140.87	\$17,428.17	6.0%	10,251,867		10,251,867	17,428
TWITCH	\$67,853.37	\$13,570.67			\$9,047.12	\$90,471.16	\$18,094.23	6.3%	1,292,445		1,292,445	3,231
APPLE STORE	\$30,906.85	\$18,544.11	\$3,090.69	\$3,090.69	\$6,181.37	\$61,813.71	\$12,362.74	4.3%	164,837		164,837	12,363
FACEBOOK & INSTA	\$180,405.21	\$108,243.13	\$18,040.52	\$18,040.52	\$36,081.04	\$360,810.42	\$72,162.08	25.0%	24,054,028		24,054,028	80,180
DISPLAY	\$43,997.55	\$26,398.53	\$4,399.76	\$4,399.76	\$8,799.51	\$87,995.11		6.1%	5,866,341		5,866,341	19,554
PREROLL	\$35,998.00	\$21,598.80	\$3,599.80	\$3,599.80	\$7,199.60	\$71,996.00		5.0%	1,599,911		1,599,911	3,600
LOCATION BASED DISPLAY/VIDEO - IP/MOBILE	\$55,457.87	\$33,274.72	\$0.00	\$0.00	\$22,183.15	\$110,915.74		7.7%	12,323,971		12,323,971	12,324
NJ.COM	\$27,998.44	\$16,799.07	\$0.00	\$0.00	\$11,199.38	\$55,996.89		3.9%	3,733,126	2,500,000	6,233,126	3,294
CTV/OTT	\$83,995.33	\$16,799.07			\$11,199.38	\$111,993.78		7.8%	2,488,751		2,488,751	1,400
TWITTER	\$60,587.11	\$36,352.27	\$6,058.71	\$6,058.71	\$12,117.42	\$121,174.22		8.4%	8,078,281		8,078,281	26,928
YOUTUBE	\$39,214.01	\$23,528.41	\$3,921.40	\$3,921.40	\$7,842.80	\$78,428.02		5.4%	2,178,556		2,178,556	26,143
SEM	\$47,828.77	\$28,697.26	\$4,782.88	\$4,782.88	\$9,565.75	\$95,657.54		6.6%	273,307		273,307	31,886
DIGITAL MEDIA TOTAL	\$721,578.95	\$432,947.37	\$72,157.89	\$72,157.89	\$144,315.79	\$1,443,157.89	\$141,800.12		94,058,308	2,500,000	96,558,308	265,521
PORTION OF BUDGET	50%	30%	5%	5%	10%		10%					

OOH PLAN

We have updated the OOH plan to include transit ads and billboards to target the priority cities and zip codes shared by DOH. Since there is a significant lead time in getting creative printed for certain OOH (e.g. bus kings, some billboards and most transit ads), we recommend keeping the same creative throughout the campaign. Based on the two timeline options, these OOH ads can run from 5-8 weeks depending on when DOH wants them to end.

MEDIUM	FLIGHT	DESCRIPTION	TOTAL IMPRESSIONS	TOTAL COST
BUS KINGS	5-8 Weeks	80 units – (20) Bergen, (20) Essex, (20) Hudson, (20) Passaic (16) Hamilton, (4) Salem, (30) Howell (15) Washington, (15) Union	16,148,960	\$33,015.64
RAIL STATIONS		Interior cards on light rail (Hudson/Bergen, Newark, River Line) and commuter rail (statewide); 2-sheets at rail stations (statewide); digital screens at rail stations (Atlantic City, Hamilton, Hoboken, Metropark, MSU, Newark Airport, Newark Broad Street, Newark Penn, Princeton Junction, Ridgewood, Secaucus Junction, South Amboy, Summit, Trenton, Port Imperial, Exchange Place, Harborside, Metuchen, Pavonia Newport)	35,444,303	\$45,984.36
LINKNWK		Link in Newark supplies free WiFi and other public utilities to citizens for free. Our message will run on 55" two-sided digital screen. 5 units total.	687,500	\$5,500
BILLBOARDS		Mix of digital and static billboards, where available in targeted cities. 15-20 units total. Also includes mobile geo fencing around locations.	1,800,000	\$90,000
TOTAL			54,080,763	\$174,500

TV PLAN

This TV plan includes an 8-week baseline TV buy (noted on top chart) supplemented by a 2-week broadcast and cable buy. The broadcast buy is 1,000 GRPs, (500 in NYC DMA and 500 in the Philadelphia DMA) total. Based on the two timeline options, the baseline ads can run from 5-8 weeks depending on when DOH wants them to end.

LEVEL	MARKET	MEDIUM	FLIGHT	DESCRIPTION	APX. WEEKLY SPOTS/IMP.	TOTAL COST
BASELINE	NYC (NJ Homes Only)	Addressable Cable	5-8 Weeks	:30s spots on spot addressable and/or VOD - where available , targeted to 25+ and AF-AM, Latinx, AAPI persons 18+ .Tier 2 and 3 networks (IE - AE, AMC, ENT, HALL, FX, GOLF, LIFE, APL, BBC, SNY, SYFY, TRAVL, TV1, TWC)	~400k IMP	\$135,000.00
	NJ Statewide	News 12		:30s Spots on all dayparts on NEWS 12 NJ targeting 1.4M HH ins NJ ONLY.	30 Spots	\$155,000.00
	Hispanic Broadcast	Telemundo		:30S Spots on Telemundo stations in the NYC and Philly markets that will cover NJ statewide, during news and select programming. APROX 800 GRPS total	100 -125 GRPS	\$250,000.00
	TV Asia	NJ Homes		Ethnic television channel geared towards South Asian community in NJ . Airs programming in English, Hindi, Gujarati and other regional lanuages	15-20 Spots	\$40,000.00
	TOTAL					
GENERAL PUBLIC BRADCAST AND CABLE	NYC (NJ Homes Only)	Linear Cable	2 Weeks	:30s spots on cable news networks. Includes all Altice, Comcast, FIOS and Spectrum (Bergen) HHs in the NY DMA portion of NJ, covering all northern and central NJ. Total of 2.1 million HHs. Targeted to A18+ and on networks that rank high among diverse group to include AA, Latinx and AAPI communities	175 Spots	\$490,000.00
	Philly (NJ Homes Only)	Linear Cable		:30s spots on cable news networks. Includes all Comcast, FIOS and DISH HHs in the Philly DMA portion of NJ through interconnect. Total of 1 million HHs. Targeted to A18+ and on networks that rank high among diverse group to include AA, Latinx and AAPI communities	175 Spots	\$140,000.00
	Philly Broadcast	Broadcast		:30s Spots to run during Early AM, AM News, Daytime, Evening News and Access and Sports	250 GRPS	\$250,000.00
	NYC Broadcast	Broadcast		:30s Spots to run during Early AM, AM News, Daytime, Evening News and Access and Sports	250 GRPS	\$750,000.00
	NJTV	NJ Homes		3x per day, M-F NJTV News to rotate at 6p, 7:30p & 11p	7 Spots	\$8,175.00
	TOTAL					

RADIO PLAN

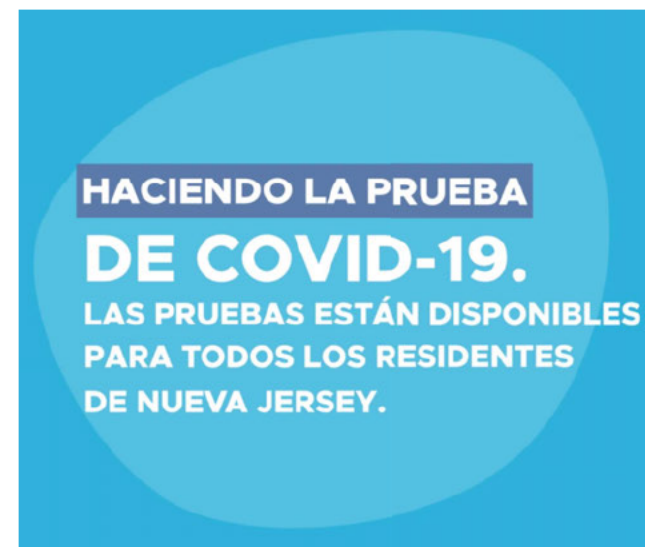
This radio plan considers both general market radio along the shore to account for hotspots in Monmouth and Ocean Counties, as well as ethnic radio. The radio flight will run for 3-4 weeks.

MEDIUM	MARKET	FLIGHT	DESCRIPTION	APX. WEEKLY GRPS	TOTAL COST
AAPI RADIO	NJ Statewide	4 Weeks	:00s Spot targeting AAPI radio station such as RadioDil that serves the South Asian communities as well as 1660AM in NYC/Northern NJ that serves the Korean speaking communities	150 - 175 GRPS	\$80,000.00
AA RADIO		3 Weeks	:30s Spot targeting AA25+ on AM Drive, Mid-Day and PM Drive in Philly and NYC markets that have strong presence in NJ. (EX stations - Power 105.1, Hot 98.1, WBLS 107.5, Gospel 1190, 100.3 R&B Old School, Smooth Jazz 1480, R&B 105.3, Power 99)	150 - 175 GRPS	\$292,500.00
LATINX RADIO		4 Weeks	:30s Spot targeting Hispanic A25+ on AM Drive, Mid-Day and PM Drive in NYC market that have strong presence in NJ. (WPAT, WSKQ)	150 - 175 GRPS	\$120,000.00
GENERAL MARKET		4 Weeks	:30s Spots on top stations in and around NJ Shore to include news roadblocks on all 11 Townsquare owned stations	150 - 175 GRPS	\$90,000.00
TOTAL					\$582,500.00

UNIVISION PARTNERSHIP

- Strategic cross-platform partnership including digital, TV, and radio ads.
- Nuanced, co-branded messaging delivered by trusted Univision talent (news personalities, radio hosts, etc.) to mitigate concerns around testing and contact tracing in the Latinx community.
- This plan includes production of (4) custom virtual interviews on Univision WXTV (format/frequency below):
 - (2) :90sec interviews on Al Despertar MF 5a-7a [:60sec interview + :30 brand spot piggyback]
 - (2) 2min interviews on Despierta America MF 7a-11a [:90sec interview + :30 brand spot piggyback]

PLATFORM	SPOTS	IMPRESSIONS	NET COST
DIGITAL	N/A	7,318,842	\$194,000
TV	139	11,126,000	\$196,111
RADIO	824	3,697,000	\$103,080
TOTAL	963	22,142,442	\$493,191





UNIVISION DIGITAL

- Rotating digital content on Univision websites and branded content on Univision social media channels.
- Video content for Univision OTT and audio content for Univision online radio.

Placement	Ad Size	Geo	Start Date	End Date	Total Imps	Social Video Views	Gross CPM	Gross Cost	Net CPM	CPV	Net Cost	Special Instructions
Rotating Media												
Univision Display	728x90, 320x50, 300x250	New Jersey	12/7/20	1/31/21	3,125,000	N/A	\$9.41	\$29,412	\$8.00	N/A	\$25,000	Targeting Hispanic Adults via banners on Univision.com, desktop, app, and mobile web
Univision Video Pre-roll	:15	New Jersey	12/7/20	1/31/21	1,172,414		\$34.12	\$40,000	\$29.00		\$34,000	Targeting Hispanic Adults via pre-roll on Univision.com, desktop, app, and mobile web
Univision Audio Streaming	:30/:60	New Jersey	12/7/20	1/31/21	500,000		\$11.76	\$5,882	\$10.00		\$5,000	Targeting Hispanic Adults via Uforia audio streaming
Univision Conexo OTT	:15	New Jersey	12/7/20	1/31/21	1,071,429		\$49.41	\$52,941	\$42.00		\$45,000	Targeting Hispanic Adults via Univision Conexo OTT platform
Univision Display - AV	320x50, 300x250, 728x90	New Jersey	12/7/20	1/31/21	1,450,000		AV	\$0	AV		\$0	ADDED VALUE: Targeting Hispanic Adults via banners on Univision.com - \$14,500 net value
Rotating Media Total					7,318,842		\$17.52	\$128,235	\$14.89		\$109,000	
Branded Content and Social												
Custom Branded content and social media	Custom	New Jersey	12/7/20	1/31/21	N/A	283,333	N/A	\$ 100,000	N/A	\$ 0.30	\$ 85,000	Leveraging top performing custom creative distributed via social posts with revised post copy. Guaranteed delivery of 283K social video views (creative will be leveraged from Summer campaign)
Branded Content and Social Total					N/A	283,333		\$100,000			\$85,000	
GRAND TOTAL					7,318,842	283,333		\$228,235			\$194,000	

UNIVISION TV

- Branding and interview spots in various dayparts, networks, and programming segments.
- Runs for 5-8 weeks (based on DOH feedback)

Program / Time Period	Creative Type	Daypart	Rotation	Length	Spots	Total Investment NET
Univision 41- WXTV 						
Al Despertar - Live Early Morning News - Branding Spot	Branding Spot	Early Morning	M-F 5A-7A	:30	40	\$15,300.00
Al Despertar - Live Early Morning News - Segment (:60 Content plus :30 Branding Spot)+PRODUCTION :90sec Virtual Interview [2 custom interviews]	:60 Interview Plus :30 Branding Spot	Early Morning	M-F 5A-7A	:60+:30	2	\$5,100.00
Despierta America (Live News, Variety & Health Segments)	Branding Spot	Early Morning	M-F 7A-11A	:30	39	\$42,266.25
Despierta America (Live News, Variety & Health Segments)- Interview Segment (:90 Content plus :30 Branding Spot)+PRODUCTION [2 custom interviews]	:90 Interview Plus :30 Branding Spot	Early Morning	M-F 7A-11A	:90+:30	2	\$11,220.00
Noticiero Univision - Edicion Digital (Local News - Midday)	Branding Spot	Daytime	M-F 12P-1230P	:30	8	\$9,792.00
Noticias 41 - Edicion Digital (Local News - Midday)	Branding Spot	Daytime	M-F 1230P-1P	:30	8	\$9,792.00
Noticias 41 - Live Local Evening News	Branding Spot	Early News	M-F 6p-630p	:30	8	\$23,562.00
Primetime ROS - Novelas / Movies/ Reality Shows	Branding Spot	Primetime	M-SU 7P-11P	:30	8	\$25,500.00
Noticias 41 - Live Local Late News	Branding Spot	Primetime	M-F 11P-1130P	:30	8	\$26,520.00
Feliz 2021- New Year Special 12/31-1/1	Branding Spot	Special	Th-F 8p-1a	:30	1	\$4,250.00
UniMás 68 WFUT 					0	\$0.00
Primetime ROS - Novelas / Movies/ Reality Shows	Branding Spot	Primetime	M-Su 7p-11p	:30	14	\$20,598.90
La Biblia/Movies- Holiday Special Series 12/21-12/25	Branding Spot	Special	M-F 8p-10p	:30	1	\$2,210.00
TV WXTV & WFUT Totals					139	\$196,111.15

NET

UNIVISION RADIO

- Spots on WADO-FM, WQBU-FM, and WXNY-FM targeting nine northern New Jersey counties.
- 3.2x frequency to reach 61.9% of 18+ Hispanic Univision audience.
- Runs for 5-8 weeks (based on NJDOH feedback)

STATIONS	SPOTS	TOTAL COST
WADO-AM	264	\$22,200
WQBU-FM	232	\$13,600
WXNY-FM	328	\$67,280
TOTAL	824	\$103,080

TOOLKIT DEVELOPMENT

Kivvit will work with NJDOH to develop a shareable digital toolkit for community leaders and influencers to share campaign assets with their own networks and communities. Kivvit produced a similar toolkit for the previous “For Each Other, For Us All” campaign with all content being accompanied by post copy and downloadable links for images and platform-specific posts and images.

Welcome

This is a community toolkit developed for the New Jersey Department of Health as part of the State's effort to educate New Jerseyans about the importance of COVID-19 testing and contact tracing.

We're pleased to provide you with this digital toolkit that contains shareable content local departments of health and other community leaders can distribute to their networks and in their communities. This toolkit includes social media posts, GIFs, videos, and audio ads, including Spanish, Arabic, Korean, Mandarin, and Marathi. This content is formatted for distribution via digital means.

We hope that this toolkit provides the assets you need to ensure our testing and contact tracing are effective against COVID-19.

WHENEVER POSSIBLE, WHEN SHARING THIS CONTENT, PLEASE LINK TO THIS NJ DOH LANDING PAGE:

[ENGLISH](#)

[SPANISH](#)

for each other for us all.

Static Ad Set – Get a Test

Get a Test

SOCIAL MEDIA POST CAPTION
Even if you don't have symptoms - you can save lives. #ForEachOtherForUsAll

Version A

Version B

THEME 1 ISSUE-BASED INSTAGRAM STORIES

The issue-based ad series also features videos sized for Instagram stories. Use the button to access and download each animated asset.

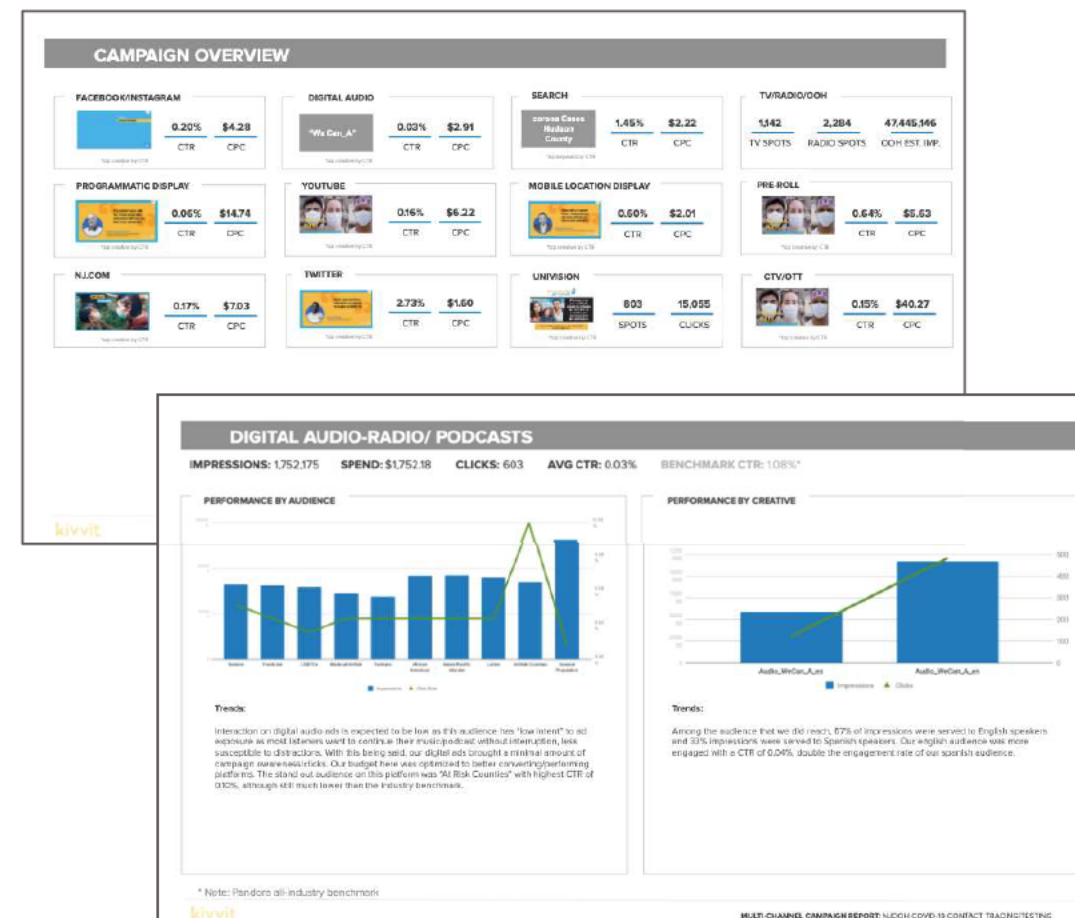
[ACCESS ALL VIDEOS](#)

1. SHAPE THE FUTURE OF ILLINOIS HOSPITALS
2. HELP IMPROVE OUR HEALTHCARE SYSTEM
3. GET MORE FUNDING FOR OUR LOCAL SCHOOLS
4. GET MORE FUNDING FOR OUR STUDENTS
5. SHAPE THE FUTURE OF ILLINOIS
6. HELP FIX OUR ROADS
7. SHAPE THE FUTURE OF PUBLIC TRANSPORTATION IN OUR COMMUNITY
8. MAKE THE FUTURE OF OUR PUBLIC TRANSIT
9. OUR NUMBERS MATTER
10. BE COUNTED HELP OUR COMMUNITY

CAMPAIGN METRIC REPORTING, TRANSPARENCY AND ACCOUNTABILITY

Measuring, reporting, and constant optimization are absolutely critical to our vision for this campaign. Performance will create a continual feedback loop to inform and optimize the campaign.

- Regular check-in calls with NJDOH team to discuss data, metrics and other information relevant to the campaign.
- Weekly deep dives featuring strategic insights on campaign progress and landscape.
- Real-time monitoring of data to determine message resonance, including data about testing rates by geography.
- Coordination with app developers to monitor how ads are impacting app download and interaction.



LAUNCH TIMELINE

Below is an estimated launch timeline for each new flight of creative that we will develop. Given that we have existing creative from the previous campaign and new holiday creative, we will be using that to launch the paid digital flights in mid-December as we work on producing new content based on survey results.

CREATIVE/PLATFORM	PRODUCTION TIMELINE FROM APPROVAL OF CONCEPTS & MOCKUPS	LAUNCH TIMELINE
DIGITAL AD FLIGHT	3-4 days	12-72 hours (depending on platform)
RADIO AD	1 week	24 hours
TV AD (LIVE SHOOT)	TBD	24-48 hours
TV AD (NON-LIVE SHOOT)	1 week	24-48 hours
DIGITAL BILLBOARD	1-3 days	
UNIVISION CONTENT	2-5 days	5-7 days
BILLBOARD, TRANSIT ADS	1-2 weeks	1-2 weeks



kivvit

TO WORK WITH KIVVIT

LAURA MATOS

**GENERAL MANAGER
NEW JERSEY**

CHICAGO

222 W. MERCHANDISE MART PL A ZA
SUITE 2400
CHICAGO, IL 60654
312.664.0153

MIAMI

3250 NW 1ST AVENUE
SUITE 305
MIAMI, FL 33137
305.964.8035

NEW JERSEY

608-612 COOKMAN AVENUE
UNIT 5
ASBURY PARK, NJ 07712
732.280.9600

NEW YORK

200 VARICK STREET
SUITE 201
NEW YORK, NY 10014
212.929.0669

WASHINGTON, D.C.

1100 G STREET NW
SUITE 350
WASHINGTON, D.C. 20005
202.331.1002



March 25, 2021

New Jersey Department of Health
Attn [REDACTED]
Deputy Director, Office of Communications
Management and Administration
369 South Warren Street
Trenton, NJ 08608

Re: Extension of Testing, Masking, Tracing Campaign

Dear [REDACTED]:

Kivvit would like to offer a quote to the New Jersey State Department of Health extending the term of the Statewide COVID-19 Testing and Contact Tracing Public Awareness Campaign for an additional three months to terminate on June 30, 2021 and a cost of \$5,000,000.00.

The multichannel, multilingual public awareness and education campaign will:

- increase messaging for individuals and communities on the critical need to get tested for COVID 19; and
- stress the importance of responding to calls from contact tracers.

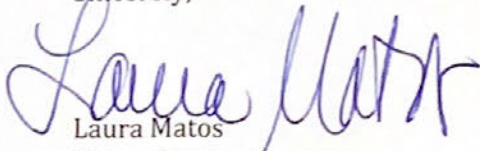
The campaign will offer a multimedia/multilingual mix that best reaches the target audiences determined by NJDOH and will include:

- Streaming TV ads; and network TV and cable ads, including local English and Spanish cable (with a large Spanish-speaking viewership), and TV Asia to best reach our audiences;
- Radio ads which include radio networks such as Townsquare Media Network and other networks; African American radio stations/networks; Hispanic and Asian radio in the NJ/Philadelphia/NYC markets; as well as digital display ads on radio sites;
- Digital transit ads in English and Spanish for bus, rail, light rail stations and platforms;
- Digital display ads, particularly on sites reaching multicultural audiences;

- Social media and digital ads in multiple languages (Spanish, Chinese, Portuguese, Tagalog, Italian, Korean, Gujarati, Polish, Hindi, and Arabic) that can reach special populations most at risk for COVID-19 and on platforms including Facebook, Twitter, Instagram, Snapchat, TikTok etc.;
- Digital/static billboards statewide in key high traffic areas;
- Infographics, posters and flyers in multiple other languages (Spanish, Chinese, Portuguese, Tagalog, Italian, Korean, Gujarati, Polish, Hindi, and Arabic), that can be distributed to health centers, testing sites and other key locations in targeted areas; and
- A toolkit with ad materials to share with key stakeholders.

I look forward to confirming this extension with you.

Sincerely,



Laura Matos
General Manager



OFFER AND ACCEPTANCE

State of New Jersey
Department of the Treasury
Division of Purchase and Property
33 West State Street, P.O. Box 230
Trenton, New Jersey 08625-0230

Bid Solicitation #: 19DPP00273

Bid Solicitation Title: T3067 Statewide Advertising and Public Relations Services

Blanket P.O. (Contract) Term: See Bid Solicitation Section 5.2

Open to Cooperative Purchasing

OFFER (To be completed by the Vendor (Bidder))

TO THE STATE OF NEW JERSEY:

The Undersigned hereby offers and agrees to furnish the goods, products, or services in compliance with all terms of this Master Blanket Purchase Order (Blanket P.O.) (Contract) as defined in Section 2.0 of the Bid Solicitation.

Vendor (Bidder):	ASGK Public Strategies LLC d/b/a Kivvit	Title:	Chief Financial Officer
Address:	608-612 Cookman Ave, Suite 5	E-Mail Address:	[REDACTED]
City, State, ZIP:	Asbury Park, NJ 07712	Phone Number:	732-280-9600
Authorized Signature: (Electronic Signature Acceptable)	<i>Yuri Samovalov</i>	Fax Number:	[REDACTED]
Printed Name:	Yuri Samovalov	FEIN:	[REDACTED]

Pursuant to P.L. 2017, c. 95, please indicate whether the Vendor (Bidder) identifies as any of the following as defined in N.J.S.A. 52:32-19:

- Minority-Owned Business
 Women-Owned Business
 Small Business
 Not Applicable

By signing and submitting this Offer, the Vendor (Bidder) certifies and confirms that:

- The Vendor (Bidder) has read, understands, and agrees to all terms, conditions, and specifications set forth in the State of New Jersey Standard Terms and Conditions and the provisions set forth in Bid Solicitation Section 4.4.1.1.1 (MacBride Principles Certification), Section 4.4.1.1.2 (No Subcontractor Certification), Section 4.4.1.1.3 (Non-Collusion), and Section 4.4.1.1.4 (New Jersey Business Ethics Guide Certification);
- The Vendor's (Bidder's) failure to meet any terms and conditions of the Blanket P.O. (Contract) as defined in the Bid Solicitation shall constitute a breach and may result in suspension or debarment from further State bidding;
- A defaulting Vendor (Contractor) may also be liable, at the option of the State, for the difference between the Blanket P.O. (Contract) price and the price bid by an alternate vendor of the goods or services in addition to other remedies available; and
- By signing and submitting this Offer, the Vendor (Bidder) consents to receipt of any and all documents related to this Bid Solicitation and the resulting Blanket P.O. (Contract) by electronic medium or facsimile.

THIS FORM SHOULD BE SIGNED, COMPLETED AND INCLUDED WITH THE VENDOR'S (BIDDER'S) QUOTE.

ADDITIONAL VENDOR (BIDDER) REQUIREMENTS (For State Use Only)

<input type="checkbox"/> Bid Security	Amount:	[REDACTED]	<input type="checkbox"/> Payment Security	Amount:	[REDACTED]
<input type="checkbox"/> Performance Security	Amount:	[REDACTED]	<input type="checkbox"/> Retainage	Percentage:	[REDACTED]

For set-aside contracts only, a Vendor (Bidder) must be registered with the N.J. Division of Revenue and Enterprise Services, Small Business Registration and M/WBE Certification Services Unit. Please refer to N.J.A.C. 17:13-3.1 & 17:13-3.2 for additional information.

ACCEPTANCE OF OFFER (For State Use Only)

The Offer above is hereby accepted and now constitutes a Blanket P.O. (Contract) with the State of New Jersey. The Vendor (Contractor) is now bound to sell the goods, products, or services listed by the attached Blanket P.O. (Contract) as defined by Section 2.0 of the Bid Solicitation. The Vendor (Contractor) shall not commence any work or provide any good, product, or service under this Blanket P.O. (Contract) until the Vendor (Contractor) complies with all requirements set forth in the Bid Solicitation and receives written notice to proceed.

Blanket P.O. (Contract) Number: 19-PROSU-00703

Blanket P.O. (Contract) Award Date: 4/4/19 Blanket P.O. (Contract) Effective Date: 4/4/19

State of New Jersey Authorized Signature: *[Signature]*