**AAF - BATON ROUGE** 

# & CREATIVE SERVICES A U C T O N

SEPTEMBER 27, 11:30AM - 3PM | JUBAN'S RESTAURANT

#### **ABOUT AAF-BR**

AAF-Baton Rouge is an affiliate of the American Advertising Federation, the only national organization representing the interests of the entire advertising community. We consist of local professionals based in the fields of advertising, sales promotion, public relations, marketing, production and the buying or selling of advertising. Our mission statement is: Serving, Connecting and Developing Advertising Professionals.

#### MISSION STATEMENT

AAF-Baton Rouge is an affiliate of the American Advertising Federation, the only national organization representing the interests of the entire advertising community. We consist of local professionals based in the fields of advertising, sales promotion, public relations, marketing, production, social media, web development, printing and the buying or selling of advertising. Our mission statement is: Serving, Connecting and Developing Advertising Professionals.

Since 1943, AAF-BR has been a valuable and dedicated community partner. We provide professional development for our members, produce public service campaigns for local nonprofits, provide scholarships and a variety of educational opportunities for LSU, Southern University and other local students, and support the community with a multitude of service activities. Annually, we hold the local American Advertising Federation (ADDY® Awards) to honor our area's top creative talent, who have the opportunity to then compete on a regional and possibly national level.

#### 2019-2020 Executive Committee

Jonathan Palmisano - President
Barb Braud - President-Elect, PROGRAMS
Jennifer Berthelot - Vice President, AAA
Julia Yarbrough - Vice President, AAA
Patrick Box - Imm. Past President, GOVERNMENT RELATIONS
Lisa Thibodaux - Executive Director
Claire Estopinal - Treasurer
Jason Feirman - Ex-Officio

#### 2019-2020 Board of Directors

Will Heflin - COMMUNICATIONS
Aimee Doty - COMMUNICATIONS
Meghan Reiners - COMMUNITY OUTREACH & MULTICULTURAL INITIATIVES
Nick Myers - COMMUNITY OUTREACH & MULTICULTURAL INITIATIVES
James Peck - FUNDRAISING
Jay Watson - FUNDRAISING
Kourtney Zimmerman - MEMBERSHIP DEVELOPMENT
Katie Rabalais - STUDENT OUTREACH

#### **ABOUT THE AUCTION**

AAF-Baton Rouge's Media & Creative Services Auction is the city's only fundraiser solely focused on media and advertising industry-related services. The auction is an opportunity for small businesses, media buyers and non profits to bid on media and creative services at a fraction of their normal cost.

With this auction, we aim to create new business opportunities for participants while raising money to support the American Advertising Federation in our student scholarship program, student conference, student competition, Campaign for Community program, professional development and additional national efforts.

#### **ACCEPTED FORMS OF PAYMENT**

- Credit card Visa, Mastercard, American Express, Discover
- Debit Card
- Checks
- Cash/Money Order
- Paypal

Payment must be made on site at the auction on September 27, 2019.

#### THANKS TO OUR DONORS & ATTENDEES

Thank you so much for being a part of AAF-BR's Media & Creative Services Auction! We appreciate each and every one of you who have helped make this possible.

Thanks to **Jacques Pourciau** for returning this year as our Auctioneer and also for making a donation (item #39). Information regarding the many services offered by **voicesbyjacques** can be found on page 41.

Thanks to **Emprint** for printing our bid book and to Brandi Brown for coordinating. Donations made by Emprint are items #51, 52, & 53.

Jay Watson & James Peck
Fundraising Co-Chairs
American Advertising Federation of Baton Rouge

# **MEDIA OFFERINGS**

# **PRINT MEDIA**



Want it? o

Got it! o

# CountryRoads

#### One 1/2 Page Ad in Country Roads Magazine

*Value:* \$1,510 Starting Bid: \$302

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Valid January December 2020.

02

Want it? o
Got it! o

Got it! o



#### \$300 in screen-printed apparel

Value: \$300 Starting Bid: \$60

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- All items must be used by December 2020.

03

3

Want it? o

Got it! o



#### 1/4 Page Block

- The 1/4 page block is a 4.25" x 5.0" print advertisement

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before March 31, 2020.
- If used in March, Art is due February 1.



# 04

Got it!

05

Got it!

Want it? o

Want it? o

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#### 1/4 Page in Baton Rouge Business Report

- The 1/4 block is a 4.25"x 5.0" advertisement in Business Report

*Value:* \$1,905 Starting Bid: \$381

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before March 31, 2020.
- If used in March, Art is due February 1.



Louisiana Press Association

#### One, 2x6 color statewide print ad

- Placed in 85+ papers

*Value:* \$3,575 Starting Bid: \$715

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign



#### 06

Want it? o

#### 1/2 Page Ad in LSU Alumni Magazine

- Horizontal or vertical half page ad in the quarterly publication
- Distributed to LSU Alumni Association members, potential members, faculty, staff, and regional professional businesses.
- 25,000 magazines are printed each quarter, but readership is higher at about 75,000 per issue.
- You may choose Winter 2019 or Spring, Summer, Fall or Winter 2020 issue.
- Placed in 85+ papers

*Value:* \$1,000 Starting Bid: \$200

- Cannot replace or be used toward an existing contract or current campaign
- Unless specified otherwise in the item, all production costs are additional

# **OUTDOOR**

07

Want it? o
Got it! o



#### One Month of Digital Advertising

One month of advertising on any of our available digital billboards in the Baton Rouge area.

*Value: \$2,000 Starting Bid: \$400* 

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign., All items must be used before December 31, 2020.

08



#### One Month of Digital Advertising

One month of advertising on any of our available digital billboards in the Baton Rouge area.

*Value:* \$2,000 Starting Bid: \$400

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign., All items must be used before December 31, 2020.

09

Want it? o
Got it! o



#### **Digital Billboard Advertising Space**

\$8,000 worth of digital advertising to be used any time between Jan 1, 2020 - Sept 30, 2020. Not eligible for any political advertising.

Value: \$8,000 Starting Bid: \$1,600

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.



# **10**Want it? o Got it! o

#### **Four Weeks of Outdoor Print Advertising**

- Four weeks of outdoor print advertising on the CATS fixed route bus system and covered bus shelters.
- Three Bus Shelter Ads, Three Bus Taillight Ads, & Three Interior Bus Cards

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- Winner must provide artwork and content. Does not include cost of print.
- All items must be used before December 31, 2020.

## **RADIO**



# Want it? o

#### **Radio Airtime**

- 2 week on air campaign featuring 15 prime time :30 commercials to be scheduled Monday - Friday 6AM-7PM
- 15 :30 rotator commercials to be scheduled Monday Sunday 6AM 12 Midnight
- For a two week total of 60 commercials per station
- This schedule will run on all 5 stations WZRH 92.3, WRQQ 103.3, WEMX 94.1, KQXL-106.5, and WXOK -1460 AM

*Value:* \$10,500 Starting Bid: \$2,100

- Cannot replace or be used toward an existing contract or current campaign.
- All items must be used before December 31, 2020.
- This can only be used by new customers to Cumulus Baton Rouge.







#### Radio & Digital Campaign

- 2 Live Broadcasts on Eagle 98.1 WDGL and The Tiger 100.7 WTGE

Value: \$4,000 Starting Bid: \$800

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used by December 31, 2020.





#### Radio Ad Campaign

- Ad campaign on WJBO AM and FM, WYNK FM, WFMF FM or KRVE FM

*Value:* \$5,000 Starting Bid: \$1000

- Cannot replace or be used toward an existing contract or current campaign.
- Cannot be used to pay an unpaid invoice.
- All items must be used by December 31, 2020.

# TELEVISION / ONLINE











#### TV Spot -: 30 Seconds

- Customized TV Schedule based upon availability to air on WVLA, WGMB, WBRL or KZUP
- Package to be used the first two weeks of the month
- Package can be utilized in January, March, April, June, July, or August 2020

*Value:* \$2,500 Starting Bid: \$500

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.
- Purchaser must contact a station representative for redemption.
- Donation Value is net.



# **15**Want it? o Got it! o

#### WBRZ+ TV and WBRZ.com Advertising Package

WBRZ.com One Week Digital Blitz (valued at \$1250)

- 728x90 Leaderboard Ad rotating on WBRZ.com
- 320x50 Banner Ad rotating on the WBRZ Mobile News App
- Exclusive 24 Hour Homepage Sliding Billboard (with Leave-Behind Banner)
- 1 Advertiser per day, date subject to availability
- 175,000 minimum ad impressions

#### WBRZ+ 2 Week TV Blitz (valued at \$1,000)

- Live News and News Rebroadcast, available over the air, Digital 2.2 (HD) and 41.2, Cox Cable 1011 (HD) and 11, Charter Cable 193 and Eatel Cable 022.2
- Two Week Schedule, 20x per Week M-Su 5a-12a, Forty: 30 spots total

*Value:* \$2,250 Starting Bid: \$450

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before February 28, 2020.

# **SOCIAL MEDIA**

16

Want it? o
Got it! o



#### **Podcast Starter Package**

Learn how to create and develop your own podcast.

#### **INCLUDES:**

1 HOUR - Consultation

1 HOUR - Studio time and edit.

Value: \$600 Starting Bid: \$120

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.

17

Want it? o
Got it! o



#### Social Media Campaign

Up to 20 hours of social media practice and process review and analysis. Strategy development. Creative. Implementation. Review.

*Value:* \$2,500 *Starting Bid:* \$500

Details/Restrictions:

- None



#### **Social Media Production**

Let the team at Digital FX produce your next social media video from a simple video shoot and/or animation. Rock your Instagram and Facebook account with a new video that will make your competitors jealous.

*Value:* \$4,500 Starting Bid: \$900

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.



# **19**Want it? o Got it! o

#### **Social Media Production**

Let the team at Digital FX produce your next social media video featuring a product or simple animation. Rock your Instagram and Facebook account with a new video that will make your competitors jealous.

*Value:* \$2,500 Starting Bid: \$500

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.



Want it? o
Got it! o
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ORDAN HEFLER . PHOTOGRAPHER . CREATO



#### **Social Media Production**

- Get 1-2 hours of professional photography services with Jordan Hefler in the Baton Rouge area to help build up your company's social media content library!
- Then gain access to Jordan's online "Do What You Want Workshops" with an enrollment to the bundled Create Killer Consistent Content workshop- a two-part course that includes the Mastering iPhoneography workshop, and the Branding Authenticity workshop.
- Learn how to consistently create compelling, branded content with your phone that will strategically attract new business, organically grow your digital reach, and leverage a visual strategy for your social media presence.
- One "Do What You Want" phone Popsocket is also included in the bundle.

Value: \$600 Starting Bid: \$120

- Photography service includes digital usage rights to the images produced during this session for social media and website use only.
- Further licensing can be purchased for print marketing on a per-image basis.
- All third party usage must be cleared through Jordan Hefler and may be subject to licensing fees.

# **CREATIVE SERVICES**

# **CONTENT / COPYWRITING**



**21**Want it? o
Got it! o

#### \$250 off copywriting services of \$500

\$250 off services of \$500 or more to be used toward a creative copywriting project which can include: email campaign, website copy, ad campaign, social media, video or radio script, etc.

Value: \$250 Starting Bid: \$50

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.



Want it? o
Got it! o
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#### Five hours of creative strategy, content development or copywriting

For the single project of your choice.

Value: \$500 Starting Bid: \$100

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.

# **LOGO DESIGN**

23

Want it? o
Got it! o



#### Logo Design or redesign

- One complete logo design selected from three options given
- 2 rounds of revisions

*Value:* \$2,000 Starting Bid: \$400

#### Details/Restrictions:

- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.

24

Want it? o
Got it! o



#### A single concept logo w/ a secondary mark

- Matt Dawson is an award winning designer, illustrator, and typographer and will be lending his branding & identity expertise to the winner of this auction item.

*Value:* \$5,000 Starting Bid: \$1000

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.

# **LOGO ANIMATION**



Want it? o
Got it! o
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#### **Logo Animation**

Let the Digital FX team bring your logo to life. You supply your logo and we will do the rest. Winning bidder will receive an animated version of their logo suitable for a broadcast commercial or your corporate video.

*Value:* \$3,500 *Starting Bid:* \$700

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.



26

Want it? o

Got it! o

#### **High End Logo Animation**

A thoughtful and well executed animation of your company's logo

Value: \$700 Starting Bid: \$140

#### Details/Restrictions:

- All items must be used before December 31, 2020.

## **WEB DESIGN**

**27**Want it? o
Got it! o



#### Web Design / Development

Web Design / Development and the option to purchase \$50/mo hosting and maintenance.

*Value:* \$3,000 Starting Bid: \$600

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.

# **ILLUSTRATION**

28

Want it? o
Got it! o
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#### **Hand Lettered Sign**

Hand Lettered Sign created for your next event or project. Size restrictions may apply depending on complexity of request. Chalkboard can be supplied if needed or sign can be created on existing surface.

Value: \$350 Starting Bid: \$70

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.



**29**Want it? o
Got it! o

#### Painting Commission - 20" x 20" Canvas

Commission a custom acrylic painting by Mandy Porta (keeping in line with her style) to hang in your place of business or home. Perfect for businesses who serve kids or parents who want to decorate a playroom or kids bedroom. Hand lettering optional.

Value: \$350 Starting Bid: \$70

Details/Restrictions:

- None



**30**Want it? o
Got it! o

#### One Digital Illustration of Your Choice

One Digital Illustration of Your Choice created by Gavin Michelli, in-house Illustrator at Octagon Media.

Value: \$500 Starting Bid: \$100

- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.

## **PHOTOGRAPHY**

31

Want it? o
Got it! o



#### In Studio Business Headshot

Business headshot session in our studio for 30 min. Includes 2 retouched high resolution digital files. Must be in our studio in Baton Rouge.

Value: \$250 Starting Bid: \$50

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.
- Must be at our studio in Baton Rouge.

32

Want it? o
Got it! o
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#### **Corporate Team Headshot Session**

1-hr professional headshot session for a whole team, department, company, etc. Typically, this is enough time allotted for up to 25 employees to have 4 headshots available to download per person. I take all headshots in a natural setting with natural light (I think it adds a fresh clean look to professional shots, usually I do outdoor shots if the building doesn't warrant any suitable indoor space). Updated headshots are great additions to any website, social media content, or personal professional profiles.

Value: \$250 Starting Bid: \$50

- Cannot replace or be used toward an existing contract or current campaign.
- All items must be used before February 1, 2020.



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#### Photo services for 1 hour

Environmental portraits or headshots are most common, but the 1 hour could be used for say event coverage or lifestyle branding. Or more stylized photos to use for social media purposes.

Value: \$250 Starting Bid: \$50

#### Details/Restrictions:

- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.



**34**Want it? o
Got it! o

#### **Architectural Photography**

Up to 2 Hours of Interior and Exterior Architectural Photography

*Value:* \$1,000 Starting Bid: \$200

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.

# **VIDEO & AUDIO PRODUCTION**





#### **Full Day Studio Rental**

Our production studio is the largest and best equipped studio designed exclusively for commercial and corporate productions.

Winning bidder receives a full day in our studio including 90 feet of green screen.

*Value:* \$2,000 Starting Bid: \$400

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.

**36**Want it? o
Got it! o



#### **Creative Partnership - Starter (3 Months)**

One day of filming each month with the Fireside Films team(3 people). (Cameras, Lights, Audio sufficient for most smaller productions included)

*Value:* \$9,500 Starting Bid: \$1,900

#### Details/Restrictions:

- All items must be used before December 31, 2020.



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#### **30 Second Video**

30 sec video spot includes the following:

- Pre-Production Meeting
- Production 1/2 Day (4Hrs)
- Post-Production (2 Days) Edit Color Post Audio.
- Project may incur additional costs to the client depending on scope.
- Does not include air time or media buys

*Value:* \$2,000 Starting Bid: \$400

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.



38

Want it? o

Got it!

#### 15 Second social media ad

Filming and post production.

*Value:* \$1,250 Starting Bid: \$250

#### Details/Restrictions:

- All items must be used before December 31, 2020.

#### 39

Want it? o
Got it! o
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voicesbyjacques



#### Voiceover services

Recording and post production.

Value: \$500 Starting Bid: \$100

Details/Restrictions:

- All items must be used before December 31, 2020.
- Offer good on services according to the 2019 rate card in a category the talent doesn't have a conflict.

# MARKETING / STRATEGY



Want it? o
Got it! o
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#### **Mindfulness Meditation**

- One on one session for a mindfulness meditation process.

Value: \$150 Starting Bid: \$30

Details/Restrictions:

- None



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Want it? o

Got it!

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#### Geo-fencing targeted display campaign

We all understand the importance of keeping your business top-of-mind with your customers, but determining where they are likely to be is always a struggle. Now, with a technology called geo-fencing, we can easily accomplish both to increase business!

Geo-fencing technology streamlines location-based audience targeting to find new customers and nudge existing ones. With our help, you can successfully implement a turnkey strategy to adopt this cutting-edge marketing technology.

#### Here's how it works:

A virtual fence is traced around an event location during a scheduled time.

A mobile user enters the geo-fenced location during that time frame.

They become part of an audience you can target later.

For up to 30 days later, the user sees your ads.

#### Location Matters:

Retarget customers who visit or commute through any business's location Leverage targeted campaigns only to customers within a predetermined physical proximity to your business

Track off-line or "last mile" conversions to measure your advertising success with Conversion Zones

*Value:* \$1,500 Starting Bid: \$300

#### Details/Restrictions:

- Value: \$3,000 Client must pay \$1,500 in cash and Gatorworks will donate the remaining \$1,500. Includes campaign strategy, setup, and all creative / messaging Impressions: Approximately 500,000



#### 42

Want it? o

Got it!

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#### **Digital Marketing Assessment**

BBR Creative to conduct a digital marketing assessment for your company's current digital ecosystem. The assessment may include review of your current website and analytics, digital marketing tactics (email, paid search, content marketing) and current SEO standings. Upon completion of the analysis, BBR to provide a report of observations and initial recommendations for enhancements.

*Value:* \$5,500 Starting Bid: \$1,100

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.





#### On-page SEO audit, Google My Business audit & Local Search audit

Learn how to maximize your company's potential with inbound marketing so that you can get found on the web.

Value: \$1,500 Starting Bid: \$300

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.

44

Want it? o
Got it! o
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WAKE UP YOUR BRAND

#### **Digital Marketing: SEO Strategy**

Adding proper structure to your website content is essential to SEO. Understanding both the abilities and limitations of search engines allows you to properly build, format, and annotate your web content in a way that search engines can digest. Without SEO, a website can be invisible to search engines. This session will get you started in the right direction for healthy SEO by covering:

- :: Keyword Research & Analysis
- :: Ongoing best practices for on-site content (optimized meta titles/descriptions, H1s, etc)
- :: Implementation of SEO technical elements (image alt text and titles on all pages)
- :: Optimization of locations and local directories
- :: Ongoing optimized content through blogs, videos, news feed
- :: Link building strategy, submitting business on paid directory listings

*Value:* \$1,000 Starting Bid: \$200

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.



**45**Want it? o
Got it! o

#### **Kydos Online Reputation Management**

- Manage your online reputation and take control of how you are perceived online. 97% of consumers read reviews before making a purchase. With 9 out of 10 people trusting those online reviews as much as word of mouth, it's more important than ever to gather reviews.
- This package includes a one-year subscription to Catapult's proprietary software called Kydos. This software makes it easy to get reviews on the online platforms where you need them. This software will allow you to text clients to get reviews, respond to those reviews online from one easy-to-use dashboard and update your online listings on up to 50 of the top searched directories.

*Value:* \$3,600 *Starting Bid:* \$720

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- All items must be used before December 31, 2020.
- Cannot be purchased by competitors.



46

Want it? o

#### **Search Engine Optimization Setup and Analysis**

- What good is a website if it cannot be found? Face it, consumers and business owners search the internet for everything If they can't find your website, they won't find your business or your products and services. That means you miss out on thousands of deals every year. This is why SEO (search engine optimization) is so important.
- This package includes optimization of up to ten pages of a website this includes: keyword research and analysis, competitive research on up to six competitors, meta tag optimization, XML sitemap submissions, site speed analysis and content editing for those site pages.

*Value:* \$3,750 *Starting Bid:* \$750

- Cannot replace or be used toward an existing contract or current campaign.
- All items must be used before December 31, 2020.
- Cannot be purchased by competitors.





#### **Digital Marketing Strategy Review and Consultation**

Up to 20 hours of current digital marketing practice and process review and analysis. Strategy development. Creative. Implementation. Review.

*Value:* \$2,500 Starting Bid: \$500

Details/Restrictions:

- None





#### Organic Professional + Local SEO Standard Package

A Search Engine Optimization package for your website. A terrific way to stay on top of your local Google Searches.

The program includes: Local presence management, Benchmark & Audit, 90-day organic Strategy, On site Optimization, Content, Back links, & Reporting.

*Value:* \$2,750 Starting Bid: \$550

- Cannot replace or be used toward an existing contract or current campaign
- Unless specified otherwise in the item, all production costs are additional
- All items must be redeemed within 60 days from the event day.



49	
Want it?	o
Got it!	o
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#### Comprehensive business analysis/consultation + a \$5,000 ad package.

- A comprehensive business analysis and consultation + a \$5000 advertising package.
- There is a minimum starting bid of \$1,000 for the package NO EXCEPTIONS.

*Value:* \$5,000 *Starting Bid:* \$1,000

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.
- \$1,000 is the minimum starting bid

# **PRINTING SERVICES**



**50**Want it? o
Got it! o

#### \$500 off any Laser Die Cutting order

- For any laser die cut job, it is a \$500 credit towards the retail price of that job/order.

Value: \$500 Starting Bid: \$100

- Cannot replace or be used toward an existing contract or current campaign.
- All items must be used before December 31, 2020.





#### **Tri-Fold Large Brochure**

- Flat size: 18" x 12"
- Printing digitally on HP Indigo 12000
- Full color 4/4 Process 2 sides
- 80 Gloss Cover
- Score & Fold 2 times to 6" x 12"
- Local Delivery
- PDF Print ready file supplied
- Up to 1,000 Quantity

Value: \$434 Starting Bid: \$87

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.

Want it? o



#### **Bi-Fold Small Brochure**

- Flat size: 11" x 8.5"
- Printing digitally on HP Indigo 12000
- Full color 4/4 Process 2 sides
- 80 Gloss Text
- Fold 2 times to 5.5" x 8.5"
- Local Delivery
- PDF Print ready file supplied
- Up to 1,000 Quantity

Value: \$275 Starting Bid: \$55

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.



#### 53

Want it? o

Got it! o

#### **Postcard Mailer**

- Flat size: 6" x 9"
- Printing digitally on HP Indigo 7800
- Full color 4/4 Process 2 sides
- 100 Gloss Cover
- Mailing Services from provided mailing list include NCOA & Addressing
- PDF Print ready file supplied
- Up to 2,000 Quantity

Value: \$360 Starting Bid: \$72

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.



#### 54

Want it? o

Got it!

\$\_\_\_\_\_

#### \$250 Gift Certificate

\$250 worth of in-house printing services.

Value: \$250 Starting Bid: \$50

#### Details/Restrictions:

- Expires August 1st. 2020



#### 55

Want it? o

Got it! o

5

#### \$100.00 off an order of \$400.00 or more

Value: \$100 Starting Bid: \$20

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.





#### Retractable Banner w/ Hardware

High quality retractable banner stand and graphic. Size is 31.5" wide by 84" tall.

Value: \$250 Starting Bid: \$50

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.

Want it? o
Got it! o



#### 40% discount on one new full color print job

Value: No Limit Starting Bid: \$75

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- Unless specified otherwise in the item, all production costs are additional.
- All items must be used before December 31, 2020.

# **ENTERTAINMENT**





#### An Evening in the Digital FX Theater

An evening in the Digital FX Theater. Private viewing of the movie of your choice in our 14 seat theater. Bring your team for a relaxing evening or team building event. Chef Anne Milneck, from Red Stick Spice Company will prepare gourmet popcorn and treats.

*Value:* \$10,000 Starting Bid: \$2,000

#### Details/Restrictions:

- All items must be used before December 31, 2020

# **PROMOTIONAL PRODUCTS**



**59**Want it?

#### \$500 off any promotional product order over \$1000.

- Leave behinds, apparel, hats, cups, koozies, pens, Yeti Coolers, etc. If you want to put your logo on something, we can get it for you!

Value: \$500 Starting Bid: \$100

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- All items must be used before December 31, 2020.



#### 60

Want it? o
Got it! o

#### \$500 off any promotional product order over \$1,000.

- Leave behinds, apparel, hats, cups, koozies, pens, Yeti Coolers etc. If you want to put your logo on something, we can get it for you!

Value: \$500 Starting Bid: \$100

#### Details/Restrictions:

- Cannot replace or be used toward an existing contract or current campaign.
- All items must be used before December 31, 2020.

# Corporate Id<del>eas</del>

# **51**

Want it? o

Got it!

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#### \$200 off of a \$500 order

Value: \$200 Starting Bid: \$40

- Cannot replace or be used toward an existing contract or current campaign
- All items must be used before December 31, 2020

# **RESOURCES**

62

Want it? o
Got it! o



#### 2019-2020 CityBusiness Book of Lists

The CityBusiness Book of Lists is the annual resource directory for regional business information covering almost every industry whether you're interested in what your competition is doing, learn more about the marketplace or just want to see who's new in town. The Book of Lists provides an endless supply of business leads as well as updates on the economy of the region.

Value: \$130 Starting Bid: \$26

Details/Restrictions:

- Publishes Sept 27 so avail in October 2019 and can be picked up from office in Metairie.

63

Want it? o

Got it! o



#### 2019-2020 CityBusiness Book of Lists

The CityBusiness Book of Lists is the annual resource directory for regional business information covering almost every industry whether you're interested in what your competition is doing, learn more about the marketplace or just want to see who's new in town. The Book of Lists provides an endless supply of business leads as well as updates on the economy of the region.

Value: \$130 Starting Bid: \$26

Details/Restrictions:

- Publishes Sept 27 so avail in October 2019 and can be picked up from office in Metairie.

# **ABOUT THE DONORS**



AdSource Outdoor is Louisiana-based billboard company. We have been business for 12 years with over 300 structures, including a network of 26 digital displays, stretching along the I-10 corridor from Beaumont, TX to Baton Rouge, La. "Get on Board" with Adsource!



The Advocate Delivers. The Advocate has delivered news and advertising to the Baton Rouge area for more than 175 years. That's no different today. Each week, Advocate newspapers reach more than 786,000 south Louisiana adults, in print and online. Let Advocate newspapers deliver your ad message - reach your customers with this multimedia campaign.



BBR is a digital marketing agency offering consumer engagement programs and services. We deliver fresh ideas that build meaningful relationships between brands and their customers.



Video production company specializing in story driven content for tv, web and social media.



BlakSheep Creative is your #1 agency for graphic and web design in Baton Rouge. We pride ourselves on building relationships, not just websites. While we love to build websites, we also offer branding products and promotional videos, custom logos, SEO consultations, web hosting, digital graphics, motion graphics, and social media management. You dream it, we build it!



An Inbound Marketing firm providing services such as Content Creation, Social Media Management, SEO Services, Email Marketing, Web Analytics, and Online Reputation Management.



Nexstar Broadcasting combines the power of local broadcast television and best in class digital services to get your business the results it needs. We can reach your target market with a combination of four television stations - Local33, FOX44, CW21 and KZUP - and an extensive suite of digital marketing services.



Brew Agency is a full-service branding and advertising agency with a knack for business, strategy and visual communication. We understand that every business and organization has unique needs, which is why we've customized our approach for everyone, from start-ups to mature businesses looking to evolve and grow. Our team is completely dedicated to providing the best service with a collaborative, personalized approach. We are resourceful, budget conscious and ready to meet your needs. Advertising • Branding • Design • Digital Marketing • Research



Since its inception in 1982, the Baton Rouge Business Report has been committed to delivering accurate, honest and in-depth coverage of the Baton Rouge-area business scene. Penned by a national award-winning editorial staff, Business Report is required reading for area professionals, executives and small business owners. As a business partner, the publication provides resources and opportunities that enable Capital Region companies to thrive and hosts a number of noted annual community events, including the Business Awards & Hall of Fame, influential Women in Business, Louisiana Business Symposium, and Top Forty Under 40.



Graphic Design Freelance



CATS offers an unique opportunity for businesses and organizations seeking to advertise their services or products. CATS delivers your message around town on our fleet of buses that traverse Baton Rouge dozens of times each day. Maximize your exposure across town through eye-catching rolling billboards.



Catapult is an award-winning digital marketing agency headquartered in Baton Rouge. Catapult's team of creative engineers boasts visionary designers, amazing copywriters, strategy experts, and data analytic junkies. They approach every client with passion and drive, and truly strive to help their clients achieve their goals.

Catapult becomes trusted advisers, advocates, and strategic partners with the clients they choose to engage. The Catapult team has collectively built more than 1000 web projects for companies ranging from small mom-and-pop shops to fortune 500 companies.



Cazayoux Creative is a collective of word and ideasmiths known for partnering with start ups, small businesses and advertising agencies to create copy for websites, social media, ad campaigns, email campaigns and radio and video scripts.



CityBusiness is a bi-weekly business journal of 38 years of LOYAL subscribers of business owners, corporate executives in the greater New Orleans metropolitan area which provides actionable business intelligence to the business community by creating unique content that helps people make money, save money and learn something new that will improve their business. Delivered in print, online and sold in newsstands and major bookstores.



CYE is a full-service advertising agency in Baton Rouge. We specialize in not only customer targeting and media placing, we also have the ability to create the ads for a client's campaign. We have more than 15 years of advertising experience. We've worked on ad campaigns for government municipalities, non-profit organizations, political candidates and commercial businesses. Make us a part of your marketing team today!



For 17 years, Corporate Ideas has worked to provide branded and logoed promotional items, corporate apparel and executive gifts. Corporate Ideas pairs products from over 500 suppliers with an unmatched level of individualized service. Because it's not just a logo, it's your business...and ours.



Country Roads magazine offers advertising in print, online, e-newsletter, custom content and event sponsorships.



Cox Media has a proven track record of success with advertisers of all sizes. From a single-location retailer to an in-market agency, from regional brands to national media buyers and planners, our team of experts works to understand your unique business challenges and develop an advertising strategy to move your business forward.



Creative English specializes in strategic communications planning and execution. The company provides creative copywriting for every medium: print, broadcast, interactive, social and more, as well as the writing of press releases and development of promotional opportunities. Creative English has had the good fortune of working with an extremely wide variety of ad agencies, design firms, marketing departments, state agencies and businesses across the Southeast over the past 13 years.



Crop is biannual creative conference founded by designer Matt Dawson (aka 'StayGray Ponyboy').



Cumulus Baton Rouge is the areas top rated radio and marketing solutions company featuring 5 great radio stations, Alt 92.3, Classic Hits 103.3, Heaven 1460 AM, Q 106.5, and Max 94.1. Plus, we offer incredibly powerful digital marketing solutions, and a stellar line up of on air personalities.



WBRL-CA is the local CW affiliate for Baton Rouge, Louisiana. It is owned by Nexstar Media Group, and is sister station to the area's FOX affiliate WGMB, and the NBC affiliate WVLA.



Creative, inspired innovators, we are dedicated to developing long-term, honest, effective relationships with each of our clients, giving freely of our talent, experience, and expertise. It is our pleasure to be a resource in the ever- evolving world of design, digital media and advertising. It is our shared vision to be a trusted partner to ourselves, our colleagues and our clients, empowering all to their greatest success, therefore creating an uplifted community, country and planet.



#### VISIONARY VIDEO FOR BUSINESSES & BRANDS

We make commercials & videos. We not only produce nationally recognized TV campaigns - we're Louisiana's premier video studio offering full-service video production for marketing, training, safety, and social media. digitalfx.tv | 225.763.6010



We have the listeners, readers, likes and followers you need and nobody can deliver them to your business better than we can. Take a look at all of the opportunities we offer to market your business. We can help you reach your goals this year and beyond. We are Baton Rouge's only locally owned radio group. We know the community and we know you are the key to our success. How can we help?



More than 130 years ago, the company that birthed Emprint opened its doors to our first customers. Thomas J. Moran founded Moran Printing on the principle that his business's success should be measured by its customers' success. That principle has guided our company from a simple 19th century print shop to the modern, technology-driven document and process-management company we are today. We continue to operate a large commercial and digital printing facility and a warehousing and distribution center in Baton Rouge, full offset and digital production facilities in Monroe and New Orleans Louisiana and numerous staff and sales offices around the region.



New Orleans | Baton Rouge | International Wedding, Portrait & Commercial photographer. We provide studio and on-location actor and business headshots. Event and Architectural Photography. Our services now include videography complete with professional aerial drones for events and commercials that can bring your marketing to new heights. Our creatives collaborate with your team to bring your vision to life. We at Eye Wander believe in MAGIC. We capture it through everyday moments such as the play of children, during family gatherings, and in the celebration of weddings. It takes an experienced eye, with discernment at play, to define the beauty that exists in everyday experience. We take what you love most and make it a work of art. With 15 years experience behind the lens, Aaron Hogan, along with his talented team of photographers, editors and office staff, are passionate about capturing you and your world in the best light.



We make producing great video easier for agencies by offering costeffective creative partnerships and streamlined production processes.



WGMB is the local Fox affiliate for Baton Rouge, Louisiana. It is owned by Nexstar Media Group, and is sister station to the area's The CW affiliate WBRL, and the NBC affiliate WVLA.



Franklin is a third generation, family-owned company that has served the Baton Rouge community since 1922. Franklin is the largest direct mail house, by volume, in the state of Louisiana. We have everything needed to get your job from Prepress to Post Office, and it is all under one roof!



Gatorworks is a boutique digital agency based in Baton Rouge, Louisiana. We provide strategic branding, web, and inbound marketing services. We strive to find cutting-edge, yet practical, ways to solve the business problems of our clients. Our multi-faceted team is composed of creative strategists, designers, interactive developers, and inbound marketing specialists.



I'm Eric Garcia, the owner of Geauxgarcia Photography. I specialize in all forms of natural light portraits, including weddings, special occasions, commercial photography, families, and everything in between.



Screen-printed Apparel



Logo / Graphic animations



iHeartMedia owns several radio stations in the Baton Rouge area (102.5 WFMF, 101.5 WYNK, 97.7 Downtown Radio, 1150 AM WJBO, 1210 The Score (AM) & 96.1 The River. iHeartMedia has the largest reach of any radio or television outlet in America with 245 million monthly listeners (serving 150 markets through 850 owned radio stations in the US). iHeartRadio, along with broadcast radio is just one of several of iHeartMedia's outlets. We also handle online & mobile services, program syndication, real-time traffic services, music research services & independent media representation.



Jordan Hefler is a creative entrepreneur and photographer based in Baton Rouge, Louisiana known for her love of color, music, and personal expression. Her passion for creative marketing, graphic design, and social media has allowed her to spread beyond photography and grow into a brand of creative online workshops, merchandise, and educational blogging. She proudly serves her creative community by encouraging personal branding with the tagline "Do What You Want" and celebrates an inspired, chromatic lifestyle.



Founded in 1902, Lamar Advertising Company (Nasdaq: LAMR) is one of the largest outdoor advertising companies in the world, with more than 360,000 displays across the United States and Canada. Lamar offers advertisers a variety of billboard, interstate logo, transit and airport advertising formats, helping both local businesses and national brands reach broad audiences every day. In addition to its more traditional out of home inventory, Lamar is proud to offer its customers the largest network of digital billboards in the United States with over 3,400 displays.



Graphic Design services by Meredith Johnson with Hand Lettering and Calligraphy embellishments.



LPA's Advertising Division is a marketing solutions provider built to serve advertisers the sort of innovation that drives spending in the evolving marketplace. Our mission is to deliver an advertising opportunity that merges cutting-edge technology, forward-thinking solutions and unity across Louisiana's most important news environments. Our approach creates unprecedented scale for advertisers to tap into with a sense of clarity, simplicity, and speed.



The LSU Alumni Association, a nonprofit organization whose supporters are graduates, former students, and friends of the University, is an integral component of LSU. The Association's programs of excellence have improved all areas of University life to enhance the overall academic experience. For more than 110 years, the Association has worked hand-in-hand with the University administration to promote the mutually beneficial relationship shared between alumni and their alma mater. Cooperation in this regard has led to the development of numerous programs and projects that LSU alumni can proudly call their own. With the generous contributions of major donors, the Association supports numerous scholarships, professorships, and faculty awards and has privately funded the construction of the Lod Cook Alumni Center. The Cook Hotel & Conference Center at LSU, the Jack & Priscilla Andonie Museum, the Sugar Woods Building, and the LSU War Memorial. The National LSU Alumni Association Board of Directors provides leadership and vision in determining the policies and various programs of the independently financed organization serving more than 225,000 living alumni around the world.



Mandy Porta is an artist/children's illustrator whose passion is to create bright and cheery art that spreads joy, inspires imaginations and encourages creativity. Her style is colorful, joyful, sweet and feminine. Common subject matter in her art include florals, butterflies, art supplies, mermaids, unicorns and cats. Check out her work at mandyporta.com.



Mele Printing is a leading commercial and transactional printing company currently in its 32nd year of operation. Based in Covington (Louisiana), we serve the gulf south region. Our transactional printing and mailing division has a more national footprint. We are a family oriented, community minded company, offering employee blood drives, food drives and "Bingo for a Cause" in support of local causes. Our 90 employees make us successful through their "customer first", "teamwork" philosophy.



Experienced advertising and marketing professionals who develop strategic solutions that lead to knockout results.



The Pixel House is a creative company. Specializing in Photography and Videography. Owner and Founder of The Pixel House, James Peck, was born and raised in Baton Rouge, Louisiana. He creates images that define moments for his clients and enjoys living by the motto of living life through a lens.



Printing Tech has been serving the Baton Rouge community since 1991, today the company has grown from a small 700 square foot location to an 11,600 square foot warehouse facility. Not only does Printing Tech print anything from business cards on small 2-color press, but they can also print the biggest of jobs on a 4-color press. Printing Tech takes pride in the fact that many of their clients began using their services as an occasional customer and now are not only steady clients, but friends.



Large format printing company specializing in color management and order fulfillment.



Customized photography services: Environmental portraits and headshots, event coverage, lifestyle, sports/action, product, etc.



We have the listeners, readers, likes and followers you need and nobody can deliver them to your business better than we can. Take a look at all of the opportunities we offer to market your business. We can help you reach your goals this year and beyond. We are Baton Rouge's only locally owned radio group. We know the community and we know you are the key to our success. How can we help?



Vivid Ink Graphics is a print communications firm specializing in marketing fulfillment for local, regional, and national brands.

voicesbyjacques

voicesbyjacques is a professional voiceover audio production company. Specializing in commercial, narration, training, public address announcing, and hosting. Able to infuse excitement into any script or event, Jacques Pourciau can be conversational, authoritative, intelligent, or introspective. His vocal range is very wide as he can speak very deep and sound light and young. Character voices include a spot on Cajun accent, not just the cartoonish one you often hear, country (think Sam Elliot), and several British accents that impressed his British voice coach. A trained baritone singer, Jacques can do Frank Sinatra to opera.

voicesbyjacques has a complete studio capable of editing audio recordings in house. Samples of scripts are always free so you can hear what you are buying and there is no risk voicesbyjacques delivers what we promise on time. When do you need it? Now. Can do. Service, professionalism, and a nice guy to work with too.



WBRZ, ABC Affiliate is Baton Rouge's only locally owned television station. Baton Rouge's favorite station with more news, weather and sports than any other station. WBRZ.com reaches users on all devices allowing them to have information they want anywhere, anytime.



WVLA 33 is an NBC affiliate in Baton Rouge and is also aired on cable in Lafayette and Hammond to over 644,000 adults 18+ in the DMA, covering over 5 parishes. Our programs include (daytime) Ellen, Family Feud and Rachel Ray; (long-running soap opera) Days of Our Lives; (prime programming) The Voice, Grimm, Law & Order: SVU, Blindspot, the Chicago franchise and many others. Our local news airs at 5 AM, 5 PM, 6 PM, and 10 PM and offers concise up to date information. We're also home of the Triple Crown, French Open Tennis, PGA Golf, 2016 Olympics and NFL Sunday Night Football.



225 is a monthly lifestyle magazine that covers the people, places, food, events and arts and culture that make Baton Rouge such a unique, special place to live. New issues of 225 are released 12 times per year, along with two annual 225 Extra publications, Spaces & Places (published each spring) and Eats + Entertaining (released each fall). It is a free publication, available to all those in the 225 region.

#### Printed by:

