

## **Appendix G – Community Information and Outreach Rates**

### **Community Information and Outreach (CIAO)**

New subobject codes were established to more clearly define the type of advertising budgeted or expended. This will help facilitate the tracking and reporting of countywide advertising activities. Departments need to use the subobject codes listed below for budgeting and recording advertising expenditures.

<b>Advertising Subobject Codes</b>		
<b>Subobject</b>	<b>Name</b>	<b>Description</b>
31401	Newspaper Advertising – Legal Public Notices	Notices that are required by local, state or federal law to be published in newspapers
31402	Newspaper Advertising - Promotional	Discretionary / general publicity notices not required by local, state or federal law to be published in newspapers
31403	Newspaper Advertising – Employment Only	All recruitment advertising in newspapers
31404	Online Advertising – Promotional	Discretionary / general publicity notices not required by local, state or federal law to be published in newspapers and are advertised on external websites; search engine optimization
31405	Online Advertising - Employment	All recruitment advertising on external websites
31406	Magazine Advertising	Promotional ads and notices published in magazines
31407	Outdoor Advertising	Outdoor advertising, e.g., billboards; transit vehicles; facility; light pole banners
31408	Radio Advertising	Broadcast or satellite radio advertising
31409	Television Advertising	Broadcast, cable, satellite television advertising
31412	Community Periodical Advertising (CPP)	Only for newspapers participating in the CPP program
31420	Sponsorship/Marketing and Promotional Items	County branded items for marketing or event participation – not print or other media

**Other Communication Services (Various subobjects)**

The following services are provided by CIAO and will be charged as listed below.

AREA	SERVICE DESCRIPTION	COST*
ON-LINE SERVICES	Web Design and Publishing	\$90.00 per hour (for services beyond the annual maintenance and update of departmental websites)
MDTV	Non-televised meeting in Chambers	Up to 4 Hrs. = \$600 Up to 8 Hrs. = \$1,500
	Televised meeting in Chambers	Up to 4 Hrs. = \$3,000 Up to 8 Hrs. = \$6,000
	High Definition Remote Production or feature video	\$3,000 per finished minute
	Production of High Definition Commercial	Starting at \$7,500
	Radio Commercial	30 Seconds = \$300 60 Seconds = \$500
	Professional Voice Over Services	Starting at \$250
	Windows Media Conversion	<30 mins. = \$100 >30 mins. = \$200
	Duplication Services	\$20.00 per DVD \$5.00/Audio Cassette
	Other MDTV Services	\$90 per hour
	Overtime MDTV Services	\$135 per hour
SUPPORT SERVICES	Translations	\$.35 per word
	Interpretations	\$120 per hour in Spanish \$110 per hour in Haitian-Creole \$135 per hour for Emergencies Services
	Photography	\$60 per hour
	Graphic Design**	\$60 per hour
	Market Research/Analysis and Media Buy	\$60 per hour
REVERSE 311	Automated call outs using a client database	\$80 per hour of set-up
EGOV SOLUTIONS	Development and Integrations Services	\$80 per hour

\*Additional fees for "rush" projects may apply

\*\*Additional costs for materials may apply