

Communications and Customer Experience Rates

Advertising (various subobjects/account)

The subobject/account below should be used by departments 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/accounts listed below for budgeting and recording advertising expenditures.

Advertising Subobject Codes		
Subobject	Name	Description
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

Note:

Per the Mayor’s memorandum dated August 1, 2014, regarding his Communications, Customer Service and Outreach Strategy, Communications and Customer Experience (COM) and the Mayor’s Office continue to work collaboratively with Departments towards achieving a unified County message, better access to government information and reliable County services through the various channels administered by COM.

To this end, all media advertising negotiation and placement for County departments continues to be coordinated through COM. Any media buys, with the exception of employment ads (subobjects/account 31403 and 31405), that your department is planning should be approved and placed by COM.

Communications and Customer Experience Department Funding Model Charges (26260)

Funding model charges for all services provided by the Communications and Customer Experience Department for FY 2021-22 are currently under development and will be provided to departments by OMB as an addendum.

The services provided to departments under the funding model include 311 general services, integrated communications and marketing support services, to include campaign account management, market research, media buying (does not include actual placement of advertising), post campaign reporting, and coordination of deliverables. The deliverables may consist of graphic design, photography and audio and visual production in support of public education efforts as well as the development and management of content for digital communication channels such as www.miamidade.gov, Miami-Dade TV and social media. The funding model also provides translation and interpretation services in Spanish and Creole.

Other Communication Services (Various subobjects/accounts)

For services and charges requested to the Communications and Customer Experience Department that exceed the base service level covered by the funding model please contact your assigned departmental liaison.