

## Communications and Customer Experience Department Rates

### Advertising (various account)

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

Advertising Accounts		
Accounts	Name	Description
5314010000	Newspaper Adv-Legal Public Not	Notices that are required by local, state, or federal law to be published in newspapers
5314020000	Newspaper Advert-Promotional	Discretionary/general publicity notices not required by local, state, or federal law to be published in newspapers
5314030000	Newspaper Advert-Employment	All recruitment advertising in newspapers
5314040000	Online Advertising (Web)	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
5314050000	Online Employment Ads	All recruitment advertising on external websites
5314060000	Magazine Advertising	Promotional ads and notices published in magazines
5314070000	Outdr Ad-Blbds,Light Poles,Veh	Outdoor advertising, e.g., billboards; transit vehicles; facility; light pole banners
5314080000	Radio Advertising	Broadcast or satellite radio advertising
5314090000	Television Advertising	Broadcast, cable, or satellite television advertising
5314120000	Community Periodical Advertising (CPP)	Only for newspapers participating in the CPP program
5314200000	Sponsor/Marketing Items Prom.	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 Department (CCED) 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 CCED.

To this end, all media advertising negotiation and placement for County departments continues to be coordinated through CCED. Any media buys, except for employment ads (account 5314030000 and 5314050000), that your department is planning should be approved and placed by CCED.

### **Communications and Customer Experience Department Funding Model Charges (5262600000)**

Funding model charges for all services provided by the Communications and Customer Experience Department for FY 2022-23 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](http://www.miamidade.gov), Miami-Dade TV and social media. The funding model also provides translation and interpretation services in Spanish and Creole.

In addition, Ordinance No. 12-25 which enacted Sections 2-2011 through 2-2023 of the County Code, requires that departments expend a portion of their advertising budget through the Community Periodical Advertising Program (CPP). Based on prior expenditures, the following departments are required to budget the amounts below for advertising through this program for FY 2022-23 under account 5314120000. As with all other countywide advertising, CPP advertisements should be coordinated through the Communications and Customer Experience Department.

<b>DEPARTMENT</b>	<b>FY 2022-23</b>
Animal Services Department	\$ 30,000
Miami-Dade Aviation Department	\$ 30,000
CITT	\$ 45,000
Cultural Affairs	\$ 15,000
Elections	\$ 30,000
Finance (Tax Collector)	\$ 15,000
Internal Services Department	\$ 15,000
Parks, Recreation and Open Spaces	\$ 30,000
Miami-Dade Police Department	\$ 15,000
Regulatory and Economic Resources	\$ 30,000
Seaport (Port Miami)	\$ 30,000
Solid Waste Management	\$ 15,000
Miami-Dade Transportation and Public Works	\$ 45,000
Water and Sewer Department	\$ 30,000

**Other Communication Services (Various 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.

**Miami-Dade County  
Communications and Customer Experience Department  
Rate Schedule**

AREA	SERVICE DESCRIPTION	COST*
DIGITAL COMMUNICATIONS SERVICES	Web Publishing, Content, Surveys, Social Media consulting, etc.	\$95.00 per hour
DIGITAL MEDIA SERVICES	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
	HD Revisions	Starting at \$1,000
	Radio Commercial	30 Seconds = \$300 60 Seconds = \$500
	Professional Voice Over Services	Starting at \$250
	VO Revisions	Starting at \$250
	Windows Media Conversion	<30 mins. = \$100 >30 mins. = \$200
	Duplication Services	<u>DVD</u> 1 \$20.00 each 2 – 10 \$15.00 each 11 – 25 \$10.00 each  <u>CD</u> 1 – \$10.00 each 2 – 9 \$ 6.00 each 10 – 24 \$ 4 00 each 25+ \$ 2.75 each
	Photography	\$85 per hour
	Other DMS/MDTV Services	\$95 per hour
	Overtime DMS/MDTV Services	\$142.50 per hour
CREATIVE AND BRANDING SERVICES	Graphic Design**	\$85 per hour
	Translations	\$.35 per word
	Interpretations	\$120 per hour in Spanish \$110 per hour in Haitian-Creole \$135 per hour for Emergencies Services
ENGAGEMENT AND CLIENT SERVICES	Market Research/Analysis and Media Buy*	\$85 per hour
REVERSE 311	Automated call outs using a client database	\$80 per hour of set-up

\*Additional fees for "rush" projects may apply

\*\*Additional costs for materials may apply