

## Communications and Customer Experience Department Rates

### Advertising (various accounts)

The accounts below should be used by departments to define the type of advertising budgeted or expended clearly. 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 ADVER-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           | COMMUN. PERIODICAL ADVERT(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 continue 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 2023-24 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, including 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 2023-24 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 2023-24</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<br>Up to 8 Hrs. = \$1,500   |
|                                 | Televised meeting in Chambers                                   | Up to 4 Hrs. = \$3,000<br>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<br>60 Seconds = \$500   |
|                                 | Professional Voice Over Services                                | Starting at \$250  |
|                                 | VO Revisions  | Starting at \$250  |
|                                 | Windows Media Conversion  | <30 mins. = \$100<br>>30 mins. = \$200   |
|                                 | Duplication Services  | <u>DVD</u><br>1 \$20.00 each<br>2 – 10 \$15.00 each<br>11 – 25 \$10.00 each<br><br><u>CD</u><br>1 – \$10.00 each<br>2 – 9 \$ 6.00 each<br>10 – 24 \$ 4 00 each<br>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<br>\$110 per hour in Haitian-Creole<br>\$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