



Digital Media Project Proposal

Prepared for: The City of Irondale, Alabama

Prepared by: NEX Media LLC

May 20, 2014

SUMMARY

Objective

Digital news and content distribution campaign to provide a conduit between the City of Irondale's governing body, its residents and business community. Graphically designed to complement the new City of Irondale website and enhance existing online marketing strategies.

Goals

Local government has an inherent responsibility to communicate important information to its citizens in a timely and consistent manner. Publishing an official City newsletter enables municipalities to establish public awareness and is an excellent tool for communicating vital and timely information from all departments, including police and fire, tax and finance, building and code enforcement, parks and recreation, history, council news and more. By establishing performance measured electronic initiatives to cultivate an engaged community, the City of Irondale will see the development of more satisfied citizens.

Solutions

■ Collaboration and design of a LOGO/BRAND for the City of Irondale digital and print publications. Delivered in all formats for web and print, editable for size and color. LOGO/BRAND to be incorporated in all digital and social media for consistent and professional impressions.

■ Bi-weekly digital e-Newsletter providing information on an array of educational and informational newsworthy materials to support City of Irondale officials. Proposal stipulates the City of Irondale will provide all articles and email addresses and NEX21 Media will perform light editing. Budget does not include a one-time initial design and set-up fee of \$480 added to the cost of the first issue. Collateral includes any pertinent current topics:

- Progress on any town development
- Road or sidewalk projects
- Public health and safety initiatives
- Recreation programs
- Recycling schedules
- Important new ordinances
- Council agendas and minutes
- Town celebrations
- Council member area (district news, department news, honorable mentions)
- Council President's message
- CDA Announcements
- Ribbon cuttings
- Grand openings
- Mayor's message
- Upcoming events calendar
- Legal issues
- Surveys and polls

■ Quarterly four-page printed newsletter (counting each side of the sheet), full-color finished size 8.5x11". Holds approximately eight medium size articles with photos and is printed on 80# text weight paper. Quarterly newsletter will incorporate weekly and any new articles approved by the City of Irondale. Newsletter will fold for mailing without envelopes and addresses will be printed. Budget does not include postage. Budget does not include a one-time initial design and set-up fee of \$778 added to the cost of the first issue. INCLUDED: NEX21 Media will provide an electronic format of each quarterly issue and distribute to the current City email database. NOTE: This is not an AD SALES publication.

NEX21 MEDIA

■ NEX21 Media partners with the largest online press release and distribution affiliate to provide a quarterly press release reporting relevant important City of Irondale events. Our releases are optimized to reach

- All major search engines
- Web distribution to online publications including:
 - ABC News
 - AOL Money and Finance
 - USA Today
 - Business News Digests
 - Hospitality and Travel
 - Regional Coverage
 - Local Papers

■ Syndicating all articles to relevant social media platforms and archiving all articles in a web-log platform will significantly enhance the visibility of the City online and across the internet. NEX21 Media's management of the City's content will provide an optimal level of organic SEO (search engine optimization) and will exponentially increase traffic to the City of Irondale website. NEX21 Media will monitor and provide monthly analytic traffic reports. Budget does not include a one-time initial design and set-up fee for the Blog platform of \$1200.

BUDGET

Description	x	Unit Price	Cost
Update and Resize LOGO/BRAND for City of Irondale	1	\$ 1,800	\$ 1,800
Monthly Digital e-Newsletter	12	\$ 750	\$ 9,000
Quarterly Four-Page Printed Newsletter (Qty 4000)	4	\$ 2,426	\$ 9,704
Quarterly Press Release	4	\$ 990	\$ 3,960
Articles to Blog Platform/Syndicate all Social Media/Analytics/Month	12	\$ 400	\$ 4,800
Total			\$ 29,264

ABOUT US

NEX21 Media is a professional services company offering solutions in graphic design & print, traditional marketing, promotions and corporate publications.

This year, NEX21 Media merged with Social Media Place and expanded our services to include internet marketing, web development, enterprise solutions, inventory management, social media, eCommerce sites, brand management and organic SEO.

Each and every organization is different, therefore we serve up a a unique approach to marketing your brand and deliver to you in a collaborative and inclusive package

We appreciate the opportunity to offer this proposal and look forward to working with you.

Sincerely,
Rhonda Brantley
Sr Web Strategist
NEX21media.com

OUR WORK



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WHO	Kevin Locke
	New Holland Ford
WHEN	April 23, 2014
TIME	2:00 pm ET

For more information contact:

Ed McLaughlin
Blue Diamond Parts, LLC
205.910.0231
ed.mclaughlin@nex21.com

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