

Agency proposal services AGENCY FEE

SERVICE	DESCRIPTION	MONTHLY FEE	TOTAL INVESTMENT 2024-25
ADVERTISING AGENCY FULL SERVICE	<p>Planning. Define the values to be communicated to get and effective creative concept to reach the desired objectives. Work plans development for all campaigns and projects that will occur under the contract time.</p> <p>Creativity. Development of relevant, efficient and impactful creativity of the brand through creative paths that start from what has been agreed as a brand communication strategy.</p> <p>Artwork. Graphic development of the creativity proposals developed according to the communication strategy of the brand as well as various internal communication materials, editorial design and other elements that the brand requires.</p> <p>Digital Marketing. Administration of social nmedia that includes the development and curation of graphic and video content and lines of communication as well as the creation of digital marketing strategies, online activations, crisis management plan, selection of digital guidelines and updates on brand's website and online plattforms.</p> <p>Production. Plan the production of what is proposed in the campaign under time, quality and budget requirements. Also lead, coordinate and supervise production projects (such as hiring audio studio, production houses, photographers, BTL's, activations and / or Street marketing).</p>	USD \$ 3,500.00	\$ 42,000.00
MEDIA MANAGEMENT	<p>Media Planning an Public Relationships. Plan and implement the purchase of all spaces, time, or other means to be used for the advertising, endeavoring to secure the most advantageous rates available. Check and verify insertions, displays, broadcasts or other means used, to such degree as is usually performed by advertising agencies; and audit invoices for space, time, material preparation and services</p>	<p>This service will be paid by an agency commission to media which will be around 10% to 15% of media buys budget, depeding on final agreements with media.</p> <p>In case the new "Ley para la Transparencia, Prevención y Combate de Prácticas Indebidas en Materia de Contratación de Publicidad" starts to be effective, the media will discount that 10 to 15% amount from invoice to client and ADS Comunicación will issue an invoice to the client instead, in order to meet legal requirements in Mexico.</p>	



Our Services

Planning. Define the values to be communicated to get an effective creative concept to reach the desired objectives. Work plans development for all campaigns and projects that will occur under the contract time. It also involves planning and managing the media to be used in the advertising campaigns and monitoring brand's communication plans and strategies.

Creativity. Development of relevant, efficient and impactful creativity of the brand through creative paths that start from what has been agreed as a brand communication strategy. (That is, to determine the guiding concept on which our campaign will be ruled).

Artwork. Graphic development of the creativity proposals developed according to the communication strategy of the brand as well as various internal communication materials, editorial design and other elements that the brand requires, which are defined at the time of signing the contract.

Digital Marketing. Administration of social media that includes the development and curation of graphic and video content and lines of communication as well as the creation of digital marketing strategies, online activations, crisis management plan, selection of digital guidelines and updates on brand's website and online platforms. Website design and development if needed.

Production. Plan the production of what is proposed in the campaign under time, quality and budget requirements. Also lead, coordinate and supervise production projects (such as hiring audio studio, production houses, photographers, BTL's, activations and / or Street marketing).

Media Planning and Public Relationships. Plan and implement the purchase of all spaces, time, or other means to be used for the advertising, endeavoring to secure the most advantageous rates available.

Check and verify insertions, displays, broadcasts or other means used, to such degree as is usually performed by advertising agencies; and audit invoices for space, time, material preparation and services.

Public Relationship service: to spread editorial content, press releases or any important information the brand or the campaign need to increase awareness on news, TV or radio interviews, reports, infomercials, online messengers and others.



Agency proposal services Social media content creation & management as follows:

SOCIAL MEDIA NETWORK	QUANTITY OF CONTENT DEVELOPMENT BY TYPE					PERFORMANCE ANALYTICS	
	POST ON FEED	STORY	INSTAV OR REEL	TWEET	VIDEO	KPI'S*	REPORT DELIVERY BY
FACEBOOK: https://www.facebook.com/VisitLaredoTexas	312	52	0	0	0	<ul style="list-style-type: none"> • Likes • Engagements • Reactions • Views • Reach • Followers 	Monthly report by Sproutsocial or Facebook analytics if requested.
INSTAGRAM: https://www.instagram.com/visitlaredotx/	312	52	3	0	0	<ul style="list-style-type: none"> • Likes • Engagements • Reactions • Reach • Followers • Comments 	Monthly report by Sproutsocial or Facebook analytics if requested.
TWITTER: https://twitter.com/VisitLaredoTx	0	0	0	200	0	<ul style="list-style-type: none"> • Followers • Engagement 	Monthly report by Sproutsocial.
YOUTUBE: https://www.youtube.com/channel/UC3eQgM9ru8klrO6mp9XBzUg	0	0	0	0	3	<ul style="list-style-type: none"> • Views • viewability Followers 	Monthly report by Youtube analytics if requested.

*KPI's could change according to brand strategy or monthly performance.



Agency proposal services Creative concept for the following campaigns:

No.	CREATIVE SERVICES	QUANTITY
1	MEXICO MAIN BRAND AWARENESS CAMPAIGN SEMANA SANTA SEASON TAX FREE WEEKEND SEASON (VERANO) BLACK FRIDAY & CHRISTMAS SEASON	1 1 1 1
2	CONTENT CREATION FOR SOCIAL MEDIA ON THE FOLLOWING LINES: DIGITAL SEASONALS ACCORDING TO ATL CAMPAIGNS SHOPPING SPORTS OUTDOORS HISTORY & CULTURE CULINARY	312
3	<u>Screens for EXPO stands & backdrops for LAREDO CVB</u>	4
4	EDITORIAL ARTWORK & INTERNAL COMMUNICATION CAMPAIGNS	As per <u>request</u>

Total creative proposals for every campaign: 2
Every proposal includes copy lines for radio, key visual for TV or photos.
Social media content will vary among graphics, GIF, or clips under 15 secs.



Agency proposal services Artwork development (based on history request by Laredo CVB team and media):

No.	PRINT	SIZES		No.	DIGITAL	SIZES
1	Prensa plana	24.6 X 38 cm	si	26	Boxbanner	310 X 111 pixeles
2	prensa media plana	24.6 X 18 cm	si	27	Banner	300 X 250 dpi
3	Prensa plana	54.5 X 31.5 cm	si	28	webb banner design	728 X 90
4	Prensa media plana	27.2 X 31.4 cm	si	29	webb banner design	960 X 90
5	Prensa media plana	25.4 X 28.8 cm	si	30	webb banner design	245 X 90
6	Prensa página	32 X 25 cm	si	31	webb banner design	180 x 210
7	Prensa plana	54 X 33cm	si	32	webb banner design	120 X 200
8	Prensa media plana	26 X 33 cm	si	33	webb banner design	33 X 80
9	Prensa	8.2 X 13 cm	si	34	Visit laredo banner	960 X 276
10	Pensa El Horizonte	27.5 X 49 cm	si	35	visit laredo banner	990 X 90
11	Prensa el financiero	16 X 25 cm	si	36	visit laredo banner	940 X 90
12	Magazine	21.3 X 28.5 cm	si		OTHER	SIZES
13	prensa El Norte	22 X 30 cm	si	37	Stand ICOMEX	según diseño
14	Prensa El Norte doble	54.9 X 31.4 cm	si	38	KEY VISUAL PARA SPOT TV	Up to 30"
15	Prensa El norte	22 X 156 cm	si	39	SCRIPTs PARA SPOTS DE RADIO	Up to 30"
	OUTDOOR	SIZE		40	Vinil Design PHOTO OP CVB	244 X 104 "
16	Cartelera doble	39.5 X 19.8 pies	si	41	Display 1.20 X 2.40 mts	1.20 X 2.4 mts
17	Cartelera doble	14.4 X 4.7 mts	si	42	Back Drop for press conference	2.40 X 2 mts
18	Cartelera doble	12.9 X 7.32 mts	si	43	Rack cards	Half lettler max size
19	Cartelera doble	8 x 12 mts	si		ALTERNATIVE MEDIA	SIZES
20	Cartelera sencilla	12 X 4 mts	si	44	Stand 6 X 6 UP TO 17 PANELS	17 PANELS
21	Cartelera sencilla	12.81 X 4.27 mts	si	45	MAGAZINES AND EXPO PROMOTIONALS	8 3/8 ths X 10 7/8 ths
22	Cartelera electrónica	1040 X 800 pixeles	no	46	Roll up banner	180 cm X 80 cm
23	Smart screen digital	1920 X 1080 pixeles	si	47	StandS EXPO 3 X 6	8 PANELS
24	Malls electronic screens	58 X 175 pixeles	no	48	Fold out brochure	Tabloid
25	MUPI BUS STOPS	Several sizes	no	49	PORT LAREDO STAND 3 X 3	3 PANELS

List above show major designs requested by client but other sizes can be added to the artwork by request as long as the are under the creative concept approved.



Agency proposal services Your team work:

I. To provide the services previously listed ADS Comunicación will require of the following staff and resources:

- Brand Experience and TARGET profile.
- Budget.
- Brief.

II. Staff involved:

- a) Creative director.
- b) Artwork & design.
- c) Director digital.
- d) Servicio a cliente.
- e) Client (para validación).

III. Team work proposed:

- a) Account manager & director digital: Aarón Agustín Rodríguez
- b) Creative Director: Ariel Agustín Rodríguez
- c) Sr. Graphic Designer: Gilberto Dávila
- d) Video & audio producer. Carolina de la Garza
- e) Community manager. To be confirmed.

Total staff assigned to the project: 5



Team has an experience of 9 years in the field of advertising, artwork & design.

TEAM LEADERS:

Ariel Agustín, Our Creative director has lead successful campaigns in Mexican national market for brands like CORONA BEER / 7-ELEVEN STORES / LAREDO CVB / THE OUTLET SHOPPES / ANTARA SHOPPING MALL / CITY EXPRESS HOTELS.

Aarón Agustín, Account Manager has more than 15 years of experience as a project manager leading accounts for brands like URBI, TOYODA GOSEI, LAREDO CVB, FERROMEX, AMF AC., SERVIMAQ and many others. In addition he has served as digital director for several of our clients in the digital marketing field.

Carolina de la Garza, her experience as a executive producer is vast having lead productions for brands like TIGRES UANL, JOHN DEERE, URBI, LAREDO CVB, she knows where, who and how to make the best video or photo shoot session to have high visual impact content.