

WWTP Referendum

Media

McKim Cringan George	Media Purchase Authorization	\$35,009.70	May 22	Waste Water Treatment Plant 2013 - print ads in Metro and Prairie Dog
McKim Cringan George	Media Purchase Authorization	\$8,686.04	June 3	Waste Water Treatment 2013 - radio (30-sec)
McKim Cringan George	Media Purchase Authorization	\$65,189.28	June 25	WWTP - Referendum 2013 - outdoor signage, captive audience, Canadian Digital Network, Pedway Posters and Rawlco
McKim Cringan George	Media Purchase Authorization	\$116,042.68	July 11	WWTP - Referendum 2013 - TV spots (CTV, Global, CBC and City TV)
McKim Cringan George	Media Purchase Authorization	\$3,825.09	July 30	WWTP Referendum 2013 (OOH Pattison vertical and horizontal signs)
		\$228,752.79		

Creative development and production

McKim Cringan George		\$6,000.00	June 24	WWTP - Referendum Campaign Planning
McKim Cringan George		\$92,423.00	July 18	WWTP - Development of Referendum TV spot, print ads, radio spots, web ads, digital signage, OOH design, OOH production, web fulfillment & direct mail piece
		\$98,423.00		

Printing

Print Shop		\$26,917.45	Oct 17	Vote NO items for Referendum
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Polling and Telephone Town Halls (3)

Saskatoon Direct Marketing Services		\$2,875.00	July 25	WWTP Referendum proposal
Saskatoon Direct Marketing Services		\$33,912.50	Sept 5	Telemarketing campaign for Referendum
Saskatoon Direct Marketing Services		\$17,714.22	Sept 5	Teleforum for Referendum
		\$54,501.72		

TOTAL:

\$408,594.96