



**DESERT HEALTHCARE FOUNDATION**  
**Special Finance, Legal, Administration, & Real Estate Committee Meeting**  
**March 10, 2020**

A special meeting of the Finance, Legal, Administration, & Real Estate Committee of the Desert Healthcare Foundation will be held at 4:00 PM (or immediately following the adjournment of the Desert healthcare District's F&A Committee meeting) Tuesday, March 10, 2020, in the conference room on the 2<sup>nd</sup> floor of the Jerry Stergios Building, 1140 N. Indian Canyon Drive, Palm Springs, California.

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**AGENDA**

**I. CALL TO ORDER**

**II. APPROVAL OF AGENDA**

**III. PUBLIC COMMENT**

At this time, comments from the audience may be made on items not listed on the agenda that are of public interest and within the subject-matter jurisdiction of the District. The Committee has a policy of limiting speakers to not more than three minutes. The Committee cannot take action on items not listed on the agenda. Public input may be offered on an agenda item when it comes up for discussion and/or action.

**IV. APPROVAL OF MINUTES**

**ACTION**

1. Minutes – Meeting February 11, 2019 - Pg. 2-3

**V. CEO REPORT**

**VI. FINANCIAL REPORT**

**ACTION**

1. Financial Statements – Pg. 4-8
2. Deposits – Pg. 9
3. Check Register – Pg. 10
4. Credit Card Expenditures – Pg. 11
5. General Grants Schedule – Pg. 12

**VII. OTHER MATTERS**

1. Audit firm proposal to complete small non-profit audits – Pg. 13
2. CVHIP Marketing Campaign – Pg. 14-49

**ACTION  
ACTION**

**VIII. ADJOURNMENT**

*If you have any disability which would require accommodation to enable you to participate in this meeting, please email Andrea S. Hayles, Special Assistant to the CEO and Board Relations Officer, at [ahayles@dhcd.org](mailto:ahayles@dhcd.org) or call (760) 323-6110 at least 24 hours prior to the meeting.*



**DESERT HEALTHCARE FOUNDATION**  
**FINANCE, ADMINISTRATION, REAL ESTATE AND LEGAL COMMITTEE**  
**MEETING MINUTES**  
**February 11, 2020**

<b>Directors Present</b>	<b>District Staff Present</b>	<b>Absent</b>
Chair/Treasurer Mark Matthews President Leticia De Lara Director Arthur Shorr	Conrado E. Bázquez, MD, Chief Executive Officer Chris Christensen, Chief Administration Officer Stephen Huyck, Accounting Manager Andrea S. Hayles, Clerk to the Board	

<b>AGENDA ITEMS</b>	<b>DISCUSSION</b>	<b>ACTION</b>
<b>I. Call to Order</b>	Chair Matthews called the meeting to order at 4:31 p.m.	
<b>II. Approval of Agenda</b>	Chair Matthews asked for a motion to approve the Agenda.	<b>Moved and seconded President De Lara and Director Shorr to approve the agenda. Motion passed unanimously.</b>
<b>III. Public Comment</b>	No public comment.	
<b>IV. Approval of Minutes</b>  1. Minutes – Meeting January 14, 2020	Chair Matthews asked for a motion to approve the minutes of the January 14, 2020 F&A Committee meeting.	<b>Moved and seconded Director Shorr and President De Lara to approve the agenda. Motion passed unanimously.</b>
<b>V. CEO Report</b>	President De Lara inquired on the prior request concerning organizations that require audited financials and do not have funding for audited financials. Dr. Bázquez explained that he spoke with legal counsel about providing funding to the agencies for audited financials with criteria for funding those agencies.	
<b>VI. Financial Reports</b> 1. Financial Statements 2. Deposits 3. Check Register 4. Credit Card Expenditures 5. General Grants Schedule	Chris Christensen, CAO, explained the December financial reports.	<b>Moved and seconded President De Lara and Chair Matthews to approve the January 2020 Foundation Financial Reports – items 1-5 and forward to the Board for approval. Motion passed unanimously.</b>
<b>VII. Other Matters</b>		



**DESERT HEALTHCARE FOUNDATION**  
**FINANCE, ADMINISTRATION, REAL ESTATE AND LEGAL COMMITTEE**  
**MEETING MINUTES**  
**February 11, 2020**

<b>VIII. Adjournment</b>	Chair Matthews adjourned the meeting at 4:38 p.m.	<i>Audio recording available on the website at <a href="http://dhcd.org/Agendas-and-Documents">http://dhcd.org/Agendas-and-Documents</a></i>
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ATTEST: \_\_\_\_\_  
Mark Matthews, Chair/ Treasurer Finance & Administration Committee  
Desert Healthcare Foundation Board of Directors

*Minutes respectfully submitted by Andrea S. Hayles, Clerk of the Board*

DRAFT

<b>DESERT HEALTHCARE FOUNDATION</b>					
<b>FEBRUARY 2020 FINANCIAL STATEMENTS</b>					
<b>INDEX</b>					
Statement of Operations					
Balance sheet					
Allocation of Restricted Funds					
Deposit Detail					
Check Register					
Credit Card Expenditures					
Schedule of Grants					

**Desert Healthcare Foundation**  
**Profit & Loss Budget vs. Actual**  
 July 2019 through February 2020

	MONTH			TOTAL		
	Feb 20	Budget	\$ Over Budget	Jul '19 - Feb 20	Budget	\$ Over Budget
<b>Income</b>						
4000 · Gifts and Contributions	10	5,000	(4,990)	102,031	10,000	92,031
4003 · Grants	0	29,167	(29,167)	200,000	233,336	(33,336)
4116 · Bequests - Frederick Lowe	8,927	5,417	3,510	50,121	43,336	6,785
4130 · Misc. Income	0	83	(83)	0	664	(664)
8015 · Investment Interest Income	17,652	8,333	9,319	118,622	66,664	51,958
8040 · Restr. Unrealized Gain/(Loss)	(155,890)	14,583	(170,473)	89,098	116,664	(27,566)
<b>Total Income</b>	<b>(129,301)</b>	<b>62,583</b>	<b>(191,884)</b>	<b>559,872</b>	<b>470,664</b>	<b>89,208</b>
<b>Expense</b>						
5001 · Accounting Services Expense	661	667	(6)	5,288	5,336	(48)
5035 · Dues & Memberships Expense	0	42	(42)	25	336	(311)
5057 · Investment Fees Expense	4,420	2,500	1,920	31,393	20,000	11,393
5065 · Legal Costs Ongoing Expense	0	83	(83)	0	664	(664)
5101 · DHCD-Exp Alloc Wages& benefits	25,473	27,854	(2,381)	203,784	222,832	(19,048)
5106 · Marketing & Communications	21	3,958	(3,937)	4,226	31,664	(27,438)
5110 · Other Expenses	471	417	54	4,822	3,336	1,486
5115 · Postage & Shipping Expense	0	8	(8)	0	64	(64)
5120 · Professional Fees Expense	0	83	(83)	0	664	(664)
5210 · RSS Jr - Overhead Allocation	0	(1,417)	1,417	(3,947)	(11,336)	7,389
8051 · Major grant expense	0	20,833	(20,833)	218,716	166,664	52,052
8052 · Grant Expense - Collective/Mini	0	27,500	(27,500)	0	220,000	(220,000)
8053 · Grant Expense - RSS Jr	0	5,000	(5,000)	0	40,000	(40,000)
<b>Total Expense Before Social Services</b>	<b>31,046</b>	<b>87,528</b>	<b>(56,482)</b>	<b>464,309</b>	<b>700,224</b>	<b>(235,915)</b>
5054 · Social Services Fund	0	3,333	(3,333)	12,000	26,664	(14,664)
<b>Net Income</b>	<b>(160,347)</b>	<b>(28,278)</b>	<b>(132,069)</b>	<b>83,567</b>	<b>(256,224)</b>	<b>339,791</b>

# Desert Healthcare Foundation

## Balance Sheet

As of February 29, 2020

		Feb 29, 20
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Checking/Savings</b>		
<b>100 · CASH</b>		
	146 · Checking - Pacific Premier 6718	10,535
	149 · Money Market - Pacific Premier	1,945
	150 · Petty Cash	200
	151 · Checking - Union Bank 7611	430,248
	155 · Summer Homeless Survival Fund	11,374
	<b>Total Checking/Savings</b>	<b>454,302</b>
<b>Other Current Assets</b>		
<b>476-486 · INVESTMENTS</b>		
<b>477 · Morgan Stanley-Investments</b>		
	477.2 · Unrealized Gain/(Loss)	173,379
	477 · Morgan Stanley-Investments - Other	3,998,283
	<b>Total 477 · Morgan Stanley-Investments</b>	<b>4,171,662</b>
<b>486 · Merrill Lynch</b>		
	486.1 · Merrill Lynch Unrealized Gain	298,472
	486 · Merrill Lynch - Other	1,713,282
	<b>Total 486 · Merrill Lynch</b>	<b>2,011,755</b>
	<b>Total 476-486 · INVESTMENTS</b>	<b>6,183,416</b>
<b>500 · CONTRIBUTIONS -RCVB -CRTS</b>		
	515 · Contrib RCVB-Pressler CRT	63,217
	530 · Contrib RCVB-Guerts CRT	126,022
	<b>Total 500 · CONTRIBUTIONS -RCVB -CRTS</b>	<b>189,239</b>
	601 · Prepaid Payables	3,143
	<b>Total Other Current Assets</b>	<b>6,375,798</b>
	<b>Total Current Assets</b>	<b>6,830,100</b>
<b>TOTAL ASSETS</b>		<b>6,830,100</b>

**Desert Healthcare Foundation**  
**Balance Sheet**  
As of February 29, 2020

		Feb 29, 20
<b>LIABILITIES &amp; EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
	1000 · Accounts Payable	4,356
	1052 · Account payable-DHCD Exp Alloc	80,361
	<b>Total Accounts Payable</b>	<b>84,717</b>
<b>Other Current Liabilities</b>		
	2190 · Current - Grants payable	2,106,963
	<b>Total Current Liabilities</b>	<b>2,191,680</b>
<b>Long Term Liabilities</b>		
	2186 · Grants payable	2,260,000
	<b>Total Liabilities</b>	<b>4,451,680</b>
<b>Equity</b>		
	3900 · Retained Earnings	2,294,853
	Net Income	83,567
	<b>Total Equity</b>	<b>2,378,420</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>		<b>6,830,100</b>

DESERT HEALTHCARE FOUNDATION					
BALANCE SHEET 2/29/20					
ALLOCATION OF MAJOR CATEGORIES/LIABILITIES					
		T/B	GENERAL Fund	Restricted Funds	Trusts
<b>ASSETS</b>					
	146 · Checking Pacific Premier 6718	10,535	10,535		
	149 · Money Market Pacific Premier Bank	1,945	1,945		
	150 · Petty Cash	200			
	151 · Checking - Union Bank 7611	430,248	430,248		
	155 · Summer Homeless Survival Fund	11,374		11,374	
	<b>Total 100 · CASH - UNRESTRICTED</b>	<b>454,302</b>	<b>442,928</b>	<b>11,374</b>	<b>-</b>
	477 · Invt-Morgan Stanley				
	477.2 · Unrealized Gain	173,379	173,379		
	477 · Invt-Morgan Stanley	3,998,283		3,998,283	
	<b>Total 477 · Invt-Morgan Stanley</b>	<b>4,171,662</b>	<b>173,379</b>	<b>3,998,283</b>	
6441	486.1 · Merrill Lynch Unrealized Gain	298,472	298,472		
	486 · Merrill Lynch	1,713,282	1,355,976	357,306	
	<b>Total 486 · Merrill Lynch</b>	<b>2,011,755</b>	<b>1,654,448</b>	<b>357,306</b>	
	515 · Contrib RCVB-Pressler CRT	63,217			63,217
	530 · Contrib RCVB-Guerts CRT	126,022			126,022
	601 - Prepaid payables	3,143	3,143		
	<b>Total Current Assets</b>	<b>6,830,100</b>	<b>2,273,898</b>	<b>4,366,963</b>	<b>189,239</b>
	<b>TOTAL ASSETS</b>	<b>6,830,100</b>	<b>2,273,898</b>	<b>4,366,963</b>	<b>189,239</b>
<b>LIABILITIES &amp; EQUITY</b>					
<b>Liabilities</b>					
<b>Current Liabilities</b>					
<b>Accounts Payable</b>					
	1000 · Accounts Payable	4,356	4,356		
	1052 - Account Payable - DHCD - Alloc Expenses	80,361	80,361		
	2190 - Grants Payable - Current Portion	2,106,963		2,106,963	
	<b>Total Current Liabilities</b>	<b>2,191,680</b>	<b>84,717</b>	<b>2,106,963</b>	<b>-</b>
	2186 - Grant Payable - Long Term	2,260,000		2,260,000	
	<b>Total Liabilities</b>	<b>4,451,680</b>	<b>84,717</b>	<b>4,366,963</b>	<b>-</b>
<b>Equity</b>					
	3900 · Retained Earnings	2,294,853	2,105,614		189,239
	Net Income	83,567	83,567		
	<b>Total Equity</b>	<b>2,378,420</b>	<b>2,189,181</b>	<b>-</b>	<b>189,239</b>
	<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>6,830,100</b>	<b>2,273,898</b>	<b>4,366,963</b>	<b>189,239</b>



**Desert Healthcare Foundation**  
**Deposit Detail**  
February 2020

Type	Date	Name	Account	Amount
Deposit	02/10/2020		151 · Checking - Union Bank 7611	25,000
Payment	02/10/2020	Tenet Healthcare Corporation	1499 · Undeposited Funds	(25,000)
TOTAL				(25,000)
Deposit	02/18/2020		151 · Checking - Union Bank 7611	8,927
		American Society of Composers	4116 · Bequests - Frederick Lowe	(8,927)
TOTAL				(8,927)
Deposit	02/27/2020		151 · Checking - Union Bank 7611	10
		Misc.	4000 · Gifts and Contributions	(10)
TOTAL				(10)
			<b>Total</b>	<b>33,937</b>

**Desert Healthcare Foundation**  
**Check Register**  
**As of February 29, 2020**

Type	Date	Num	Name	Amount
<b>100 · CASH</b>				
<b>146 · Checking - Pacific Premier 6718</b>				
Check	02/04/2020			(109)
<b>Total 146 · Checking - Pacific Premier 6718</b>				<b>(109)</b>
<b>151 · Checking - Union Bank 7611</b>				
Bill Pmt -Check	02/06/2020	5023	City of Palm Springs	(101,250)
Bill Pmt -Check	02/06/2020	5024	City of Palm Springs	(25,000)
Bill Pmt -Check	02/06/2020	5025	Palms to Pines Printing	(372)
Bill Pmt -Check	02/06/2020	5026	Vanessa Smith	(169)
Bill Pmt -Check	02/19/2020	5027	Angel View Inc.	(22,500)
Bill Pmt -Check	02/19/2020	5028	Coachella Valley Volunteers in Medicine	(22,500)
Bill Pmt -Check	02/19/2020	5029	Palms to Pines Printing	(1,846)
Bill Pmt -Check	02/21/2020	5030	Boys & Girls Club of Palm Springs	(3,706)
Bill Pmt -Check	02/21/2020	5031	Cardmember Services	(21)
Bill Pmt -Check	02/21/2020	5032	Desert Recreation District	(18,264)
Bill Pmt -Check	02/21/2020	5033	State of Calif. Dept. of Insurance	(150)
Check	02/25/2020			(212)
<b>Total 151 · Checking - Union Bank 7611</b>				<b>(195,990)</b>
<b>TOTAL</b>				<b>(196,099)</b>

**Desert Healthcare Foundation**  
**Details for credit card Expenditures**  
**Credit card purchases - January 2020 - Paid February 2020**

Number of credit cards held by Foundation personnel - 2

Credit Card Limit - \$5,000

Credit Card Holders:

Conrado Bárzaga - Chief Executive Officer

Chris Christensen - Chief Administration Officer

Routine types of charges:

Office Supplies, Dues for membership, Supplies for Projects, Programs, etc.

Year	Statement		Expense Type	Amount	Purpose
	Month Charged	Total Charges			
		\$ 20.99			
<b>Chris' Statement:</b>					
2019	January	\$ 20.99	Foundation		
			5106	\$ 10.99	cvHIP.com hosting
			5106	\$ 10.00	Desert Sun subscription - marketing
				<b>\$ 20.99</b>	

DESERT HEALTHCARE FOUNDATION						
OUTSTANDING GRANTS AND GRANT PAYMENT SCHEDULE						
February 29, 2020						
TWELVE MONTHS ENDED JUNE 30, 2020						
		6/30/2019	New Grants		2/29/2020	
A/C 2190 and A/C 2186-Long term		Open	Current Yr	Total Paid	Open	
Grant ID Nos.	Name	BALANCE	2019-2020	July-June	BALANCE	
	Mayor's Check recorded - \$100K HP	\$ 31,898		\$ 10,896	\$ 21,002	100 HP-cvHIP
	Mayor's Check recorded - \$100K HP	\$ 100,000		\$ -	\$ 100,000	100 HP - cvHIP
BOD - 7/25/17 (#937)	*West Valley Homelessness Initiative - Matching Grant	\$ 1,125,712		\$ 1,125,712	\$ -	Homelessness
BOD - 9/26/17- RSS	RSS Funds-From Investment Funds for additional 4th year	\$ 53,810		\$ -	\$ 53,810	RSS
TCE Grant 01/31/18	Cal Endowment - Community & Health Policy Analysts 12/1/17- 11/30/18	\$ 64,817		\$ 30,768	\$ 34,049	TCE
BOD - 04/24/18	Behavioral Health Initiative Collective Fund	\$ 1,985,200		\$ 33,200	\$ 1,952,000	Behavioral Health
BOD - 06/26/18 BOD	Avery Trust Funds-Committed to Pulmonary services	\$ 1,000,000		\$ -	\$ 1,000,000	Avery Trust
BOD - 10/23/18 BOD	RSS Grant from Desert Healthcare District	\$ 16,762		\$ 5,818	\$ 10,945	RSS
BOD - 5/28/19 BOD (#993)	Galilee Center - Emergency Services	\$ 41,250		\$ 33,750	\$ 7,500	
BOD - 6/25/19 BOD (#1006)	DHCD - Homelessness Initiative Collective Fund	\$ 1,000,000		\$ 109,607	\$ 890,393	Homelessness
F&A - 06/11/19	\$300k East Valley Grant Funding FY18-19 - \$225k Balance	\$ 225,000		\$ 59,260	\$ 165,740	EV Funding
BOD - 09/24/19 BOD (#1025)	RSS Grant from Desert Healthcare District		\$ 200,000	\$ 68,477	\$ 131,523	RSS
<b>TOTAL GRANTS</b>		<b>\$ 5,644,450</b>	<b>\$ 200,000</b>	<b>\$ 1,477,487</b>	<b>\$ 4,366,963</b>	
<b>Summary: As of 2/29/20</b>		\$ 217,292		A/C 2190	\$ 2,106,963	
Health Portal (CVHIP):	\$ 121,002	\$ 200,000		A/C 2186	\$ 2,260,000	
Ready Set Swim	\$ 196,278	\$ 417,292		Total	\$ 4,366,963	
West Valley Homelessness Initiative	\$ 890,393	\$ 5,227,158		Diff	\$ -	
Cal Endowment-Analysts	\$ 34,049					
Behavioral Health Initiative Collective Fund	\$ 1,952,000					
Avery Trust - Pulmonary Services	\$ 1,000,000					
Galilee Center - Emergency Services	\$ 7,500					
\$300k East Valley Grant Funding - \$225k Balance	\$ 165,740					
<b>Total</b>	<b>\$ 4,366,963</b>					
* West Valley Homelessness Initiative - COMMITTED FUNDS \$2,233,357 (BALANCE \$766,643)						
<b>Amts available/remaining for Grant/Programs - FY 2019-2020:</b>			<b>FY20 Grant Budget</b>			
<b>Amount budgeted 2019-2020</b>		\$ 640,000		\$ 250,000		
<b>Amount granted year to date</b>		\$ (200,000)		\$ 390,000		
Mini Grants:						
Net adj - Grants not used:						
<b>Balance available for Grants/Programs</b>		<b>\$ 440,000</b>				



**DESERT HEALTHCARE**  
DISTRICT & FOUNDATION

Date: March 10, 2020  
To: Finance & Administration Committee  
Subject: Consideration to approve an Audit Fee proposal and to establish a budget of up to \$50,000 per year to provide financial audits for small non-profits without audited financial statements.

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**Staff Recommendation:** Consideration to approve a proposal from Lund & Guttry and to establish a budget of up to \$50,000 per year for small grants to provide audit services to small non-profit organizations.

**Background:**

- The District/Foundation requires audited financial statements to award grants to non-profit organizations.
- Some organizations (annual revenue of \$500,000 or less) may be financially unable to provide audited financial statements. Under certain circumstances defined by the ability of the organization and if the organization is able to provide a service to meet the mission of the District/Foundation, Staff recommends providing a small grant to allow the organization to complete the financial audit.
- Staff and Lund & Guttry, the District's new CPA/Audit firm, have developed proposed ranges of costs to complete these types of audits.
  - ✓ For straight simple organizations, with no depreciable fixed assets and no complicated accrual adjustments for receivables and payables, we could probably estimate between \$3,000- \$4,000.
  - ✓ For those organizations with more transactions to record their various receivables and payables, this would be in the range of approximately \$4,000- \$5,000.
  - ✓ For those organizations with more complex accrual accounting requiring calculations and assistance with them being able to determine their proper accruals of receivables and payable and perhaps having depreciable fixed assets, those fee ranges would approximate \$5,000- \$7,000.
- Staff recommends approving the Lund & Guttry proposal and establishing a budget of up to \$50,000 per year to be used for small organization's audit fees.

**Fiscal Impact:**

NTE \$50,000 to be incorporated into the annual budget.



**DESERT HEALTHCARE**  
**DISTRICT & FOUNDATION**

Date: March 10, 2020  
To: Finance, Legal, Administration and Real Estate Committee  
Subject: Consideration to Approve a CVHIP Marketing Campaign – \$41,555

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**Staff Recommendation:** Consideration to approve a digital, multimedia campaign through KESQ/Telemundo to market the Coachella Valley Health Info Place (CVHIP) website to the general population of the Coachella Valley (\$41,555).

**Background:**

- In June 2019, a year after it was launched in 2018, the marketing effort around CVHIP.com was evaluated and reimagined to introduce its valuable benefits directly to nonprofit service providers. This effort emphasized training and presentations for various groups by District Director of Outreach Alejandro Espinoza, leading to a significant increase in monthly site users from 100 to 500/600 on average.
- A goal for CVHIP.com from its inception has been to promote it as a free community resource among the general public. With KESQ/Telemundo, the District staff has designed a 10-month, digitally focused, marketing campaign to inform and engage with Coachella Valley residents in their daily lives.
- The campaign would begin April 1, 2020 and continue through January 2021. It would consist of English and/or Spanish language ads on:
  - KESQ TV
  - Telemundo TV
  - La Poderosa Radio
  - KESQ & Telemundo’s two websites
  - Facebook & Instagram
  - Geo-targeting Locations
- The estimated cost of the marketing campaign is \$41,555, which reflects KESQ/Telemundo’s discounted rate for nonprofit organizations.
- The estimate and detail of the marketing campaign is included in the packet for review.
- Staff recommends approval of the CVHIP Marketing Campaign.

**Fiscal Impact:**

Estimated \$41,155

The Board-approved Communications and Marketing Budget for FY 2019-2020 includes \$40,000 allocated for CVHIP marketing. Additional CVHIP marketing budget will be included in the FY2020-2021 budget

# INVESTMENT SUMMARY

## KUNA-TV

April.....	\$1,000
May.....	\$1,000
June.....	\$750
July .....	\$750
August .....	\$750
September.....	\$1,000
October .....	\$1,000
November.....	\$1,000
December.....	\$1,000
January .....	\$1,000

**TOTAL- \$9,250**

## KESQ-TV

April.....	\$1,500
May.....	\$1,500
June.....	\$750
July .....	\$750
August .....	\$750
September.....	\$1,500
October .....	\$1,500
November.....	\$1,500
December.....	\$1,500
January .....	\$1,000

**TOTAL- \$12,750**

## KUNA-FM

April.....	\$1,050
May.....	\$1,050
June.....	\$735
July .....	\$735
August .....	\$735
September.....	\$1,050
October .....	\$1,050
November.....	\$1,050
December.....	\$1,050
January .....	\$1,050

**TOTAL- \$9,555**

## DIGITAL OFF/ON-SITE

April.....	\$1,250
May.....	\$1,000
June.....	\$500
July .....	\$500
August .....	\$500
September.....	\$1,000
October .....	\$1,500
November.....	\$1,500
December.....	\$1,000
January .....	\$1,250

**TOTAL- \$ 10,000**

**Total Investment- \$41,555**



DESERT HEALTHCARE SERVICES- CVHIP

Author: Lizette Fuentes

Proposal ID: 98436  
 Market: PALM SPRINGS [141]  
 Station: KUNA  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

Flight 1

Flight Dates: 4/6/2020-6/28/2020

Program Time	Spot Length	AP	AP	AP	AP	MY	MY	MY	MY	JN	JN	JN	JN	Wks	Spots
		6	13	20	27	4	11	18	25	1	8	15	22		
<b>KUNA</b>															
EARLY MORNING/ DAYTIME ROTATOR Mo-Fr 6:00a-3:00p	:30	6	5	5	--	6	5	5	--	4	4	4	--	9	44
PRIME ROTATOR Mo-Fr 4:00p-11:30p	:30	4	4	4	--	4	4	4	--	3	3	3	--	9	33
<b>KUNA Totals</b>		10	9	9	0	10	9	9	0	7	7	7	0		\$2,750.00 Spts: 77

**General Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost	Freq	Population
KUNA	77	\$2,750.00	4.1	147,650

**Monthly Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost
Apr/20	28	\$1,000.00
May/20	28	\$1,000.00
Jun/20	21	\$750.00
<b>Total (CS-A18+)</b>	<b>77</b>	<b>\$2,750.00</b>





DESERT HEALTHCARE SERVICES- CVHIP

Author: Lizette Fuentes

Proposal ID: 98436  
 Market: PALM SPRINGS [141]  
 Station: KUNA  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

Flight 2

Flight Dates: 6/29/2020-9/27/2020

Program Time	Spot Length	JN	JL	JL	JL	JL	AU	AU	AU	AU	AU	SE	SE	SE	W k s	Spots
		29	6	13	20	27	3	10	17	24	31	7	14	21		
KUNA																
EARLY MORNING/ DAYTIME ROTATOR Mo-Fr 6:00a-3:00p	:30	4	4	4	--	4	4	4	--	--	6	5	5	--	9	40
PRIME ROTATOR Mo-Fr 4:00p-11:30p	:30	3	3	3	--	3	3	3	--	--	4	4	4	--	9	30
KUNA Totals		7	7	7	0	7	7	7	0	0	10	9	9	0		\$2,500.00 Spts: 70

General Summary ( CS-A18+ CS.RTG )

Description	Spots	Cost	Freq	Population
KUNA	70	\$2,500.00	3.8	147,650

Monthly Summary ( CS-A18+ CS.RTG )

Description	Spots	Cost
Jul/20	21	\$750.00
Aug/20	21	\$750.00
Sep/20	28	\$1,000.00
Total (CS-A18+)	70	\$2,500.00



DESERT HEALTHCARE SERVICES- CVHIP

Author: Lizette Fuentes

Proposal ID: 98436  
 Market: PALM SPRINGS [141]  
 Station: KUNA  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

Flight 3

Flight Dates: 9/28/2020-12/27/2020

Program Time	Spot Length	SE	OC	OC	OC	NO	NO	NO	NO	NO	DE	DE	DE	Weeks	Spots	
		28	5	12	19	26	2	9	16	23	30	7	14	21		
KUNA																
EARLY MORNING/ DAYTIME ROTATOR Mo-Fr 6:00a-3:00p	:30	6	5	5	--	6	5	5	--	--	6	5	5	--	9	48
PRIME ROTATOR Mo-Fr 4:00p-11:30p	:30	4	4	4	--	4	4	4	--	--	4	4	4	--	9	36
KUNA Totals		10	9	9	0	10	9	9	0	0	10	9	9	0	\$3,000.00	Spts: 84

General Summary ( CS-A18+ CS.RTG )

Description	Spots	Cost	Freq	Population
KUNA	84	\$3,000.00	4.4	147,650

Monthly Summary ( CS-A18+ CS.RTG )

Description	Spots	Cost
Oct/20	28	\$1,000.00
Nov/20	28	\$1,000.00
Dec/20	28	\$1,000.00
Total (CS-A18+)	84	\$3,000.00



DESERT HEALTHCARE SERVICES- CVHIP

Author: Lizette Fuentes

Proposal ID: 98436  
 Market: PALM SPRINGS [141]  
 Station: KUNA  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

Flight 4

Flight Dates: 12/28/2020-1/17/2021

Program Time	Spot Length	DE	JA	JA	Weeks	Spots
		28	4	11		
<b>KUNA</b>						
EARLY MORNING/ DAYTIME ROTATOR Mo-Fr 6:00a-3:00p	:30	6	5	5	3	16
PRIME ROTATOR Mo-Fr 4:00p-11:30p	:30	4	4	4	3	12
<b>KUNA Totals</b>		10	9	9		\$1,000.00 Spts: 28

**General Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost	Freq	Population
KUNA	28	\$1,000.00	2.4	147,650

**Monthly Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost
Jan/21	28	\$1,000.00

Total Cost:	\$9,250.00	Signature _____
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DESERT HEALTHCARE SERVICES- CVHIP

Author: Lizette Fuentes

Proposal ID: 98436  
 Market: PALM SPRINGS [141]  
 Station: KUNA  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

**General Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost	Freq	Population
KUNA	259	\$9,250.00	4.6	147,650

**Monthly Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost
Apr/20	28	\$1,000.00
May/20	28	\$1,000.00
Jun/20	21	\$750.00
Jul/20	21	\$750.00
Aug/20	21	\$750.00
Sep/20	28	\$1,000.00
Oct/20	28	\$1,000.00
Nov/20	28	\$1,000.00
Dec/20	28	\$1,000.00
Jan/21	28	\$1,000.00
Total (CS-A18+)	259	\$9,250.00



DESERT HEALTHCARE DISTRICT- CVHIP

Author: Lizette Fuentes

Proposal ID: 98439  
 Market: PALM SPRINGS [141]  
 Station: KESQ  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

This station does not discriminate in the sale of advertising time, and will accept no advertising time which is placed with intent to discriminate on the basis of race, gender, or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising contract for a discriminatory purpose, including, but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

Rates quoted are subject to availability and are subject to change without notice.

The station(s) will post audience delivery at 90% of the agreed upon book. Requests must be made in writing with a written copy of your post-delivery accompanying your request. The request must be made as soon as possible after receipt of the posting book, and no later than the end of the quarter. Makegood weight will be honored for six months after the schedule ends. Rating delivery for broad rotators will not be guaranteed.

Thank you for your business.

Flight 1

Flight Dates: 4/6/2020-6/28/2020

Program Time	Spot Length	AP 6	AP 13	AP 20	AP 27	MY 4	MY 11	MY 18	MY 25	JN 1	JN 8	JN 15	JN 22	Weeks	Spots
KESQ															
ALL DAY ROTATOR	:30	20	20	20	--	20	20	20	--	10	10	10	--	9	150
Mo-Su 5:00a-12:30a															
KESQ Totals		20	20	20	0	20	20	20	0	10	10	10	0		\$3,750.00 Spts: 150

**General Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost	Freq	Population
KESQ	150	\$3,750.00	10.8	147,650

**Monthly Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost
Apr/20	60	\$1,500.00
May/20	60	\$1,500.00
Jun/20	30	\$750.00
Total (CS-A18+)	150	\$3,750.00



Proposal ID: 98439  
 Market: PALM SPRINGS [141]  
 Station: KESQ  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

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Thank you for your business.

Flight 2

Flight Dates: 6/29/2020-9/27/2020

Program Time	Spot Length	JN	JL	JL	JL	JL	AU	AU	AU	AU	AU	SE	SE	SE	W k s	Spots
		29	6	13	20	27	3	10	17	24	31	7	14	21		
KESQ																
ALL DAY ROTATOR	:30	10	10	10	--	--	10	10	10	--	20	20	20	--	9	
Mo-Su 5:00a-12:30a																120
KESQ Totals		10	10	10	0	0	10	10	10	0	20	20	20	0		\$3,000.00 Spts: 120

**General Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost	Freq	Population
KESQ	120	\$3,000.00	8.9	147,650

**Monthly Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost
Jul/20	30	\$750.00
Aug/20	30	\$750.00
Sep/20	60	\$1,500.00
Total (CS-A18+)	120	\$3,000.00



DESERT HEALTHCARE DISTRICT- CVHIP

Author: Lizette Fuentes

Proposal ID: 98439  
 Market: PALM SPRINGS [141]  
 Station: KESQ  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

This station does not discriminate in the sale of advertising time, and will accept no advertising time which is placed with intent to discriminate on the basis of race, gender, or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising contract for a discriminatory purpose, including, but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

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Thank you for your business.

Flight 3

Flight Dates: 9/28/2020-12/27/2020

Program Time	Spot Length	SE	OC	OC	OC	OC	NO	NO	NO	NO	NO	DE	DE	DE	W k s	Spots
		28	5	12	19	26	2	9	16	23	30	7	14	21		
KESQ																
ALL DAY ROTATOR	:30	20	20	20	--	20	20	20	--	--	20	20	20	--	9	
Mo-Su 5:00a-12:30a																180
KESQ Totals		20	20	20	0	20	20	20	0	0	20	20	20	0		\$4,500.00 Spts: 180

**General Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost	Freq	Population
KESQ	180	\$4,500.00	12.8	147,650

**Monthly Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost
Oct/20	60	\$1,500.00
Nov/20	60	\$1,500.00
Dec/20	60	\$1,500.00
Total (CS-A18+)	180	\$4,500.00



Proposal ID: 98439  
 Market: PALM SPRINGS [141]  
 Station: KESQ  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

This station does not discriminate in the sale of advertising time, and will accept no advertising time which is placed with intent to discriminate on the basis of race, gender, or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising contract for a discriminatory purpose, including, but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

Rates quoted are subject to availability and are subject to change without notice.

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Thank you for your business.

Flight 4

Flight Dates: 12/28/2020-1/17/2021

Program Time	Spot Length	DE	JA	JA	Weeks	Spots
		28	4	11		
<b>KESQ</b>						
ALL DAY ROTATOR	:30	20	20	20	3	60
Mo-Su 5:00a-12:30a						
KESQ Totals		20	20	20		\$1,500.00 Spts: 60

**General Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost	Freq	Population
KESQ	60	\$1,500.00	5.4	147,650

**Monthly Summary ( CS-A18+ CS.RTG )**

Description	Spots	Cost
Jan/21	60	\$1,500.00

Total Cost: \$12,750.00      Signature \_\_\_\_\_





Proposal ID: 98439  
 Market: PALM SPRINGS [141]  
 Station: KESQ  
 Schedule Date: 4/6/2020 - 1/17/2021  
 Spot Length(s): :30  
 Report: Planner

Acct. Exec: Lizette Fuentes  
 Phone #: 760-340-7116  
 Email: Lizette.Fuentes@kunamundo.com

This station does not discriminate in the sale of advertising time, and will accept no advertising time which is placed with intent to discriminate on the basis of race, gender, or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising contract for a discriminatory purpose, including, but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

Rates quoted are subject to availability and are subject to change without notice.

The station(s) will post audience delivery at 90% of the agreed upon book. Requests must be made in writing with a written copy of your post-delivery accompanying your request. The request must be made as soon as possible after receipt of the posting book, and no later than the end of the quarter. Makegood weight will be honored for six months after the schedule ends. Rating delivery for broad rotators will not be guaranteed.

Thank you for your business.

General Summary ( CS-A18+ CS.RTG )				
Description	Spots	Cost	Freq	Population
KESQ	510	\$12,750.00	12.8	147,650

Monthly Summary ( CS-A18+ CS.RTG )		
Description	Spots	Cost
Apr/20	60	\$1,500.00
May/20	60	\$1,500.00
Jun/20	30	\$750.00
Jul/20	30	\$750.00
Aug/20	30	\$750.00
Sep/20	60	\$1,500.00
Oct/20	60	\$1,500.00
Nov/20	60	\$1,500.00
Dec/20	60	\$1,500.00
Jan/21	60	\$1,500.00
<b>Total (CS-A18+)</b>	<b>510</b>	<b>\$12,750.00</b>

# Desert Health Care District- CVHIP

From: Lizette Fuentes  
 Phone: (760) 340-7116 x30716  
 Email: lizette.fuentes@kunamundo.com  
 2/24/2020 7:45 PM



Flight Dates: 04/06/2020 - 01/17/2021  
 Demo: P 18+

Radio Market: PALM SPRINGS  
 Survey: FA19 / SP19  
 Geography: Metro

ScheduleDescription:  
 CVHIP

	Daypart	Spots	Length	Total Cost	Average Rating	Net Reach
<b>Radio Total</b>		<b>435</b>		<b>\$9,555.00</b>	<b>1.2%</b>	<b>62,700</b>
<b>KUNA-FM</b>		<b>435</b>		<b>\$9,555.00</b>	<b>1.2%</b>	<b>62,700</b>
Flight A - 6 wks (04/06, 04/13, 04/20, 05/04, 05/11, 05/18)						
		96		\$2,100.00	1.2%	56,200
<b>One Week Total</b>		<b>16</b>		<b>\$350.00</b>	<b>1.2%</b>	<b>26,500</b>
	M-W 5A-7P	10	30	\$200.00	1.2%	19,800
	Th-F 5A-7P	6	30	\$150.00	1.3%	16,100
Flight B - 9 wks (06/01, 06/08, 06/15, 06/29, 07/06, 07/13, 08/03, 08/10, 08/17)						
		99		\$2,205.00	1.3%	56,500
<b>One Week Total</b>		<b>11</b>		<b>\$245.00</b>	<b>1.3%</b>	<b>22,900</b>
	M-W 5A-7P	6	30	\$120.00	1.2%	15,200
	Th-F 5A-7P	5	30	\$125.00	1.3%	14,600
Flight C - 9 wks (08/31, 09/07, 09/14, 09/28, 10/05, 10/12, 10/26, 11/02, 11/09)						
		144		\$3,150.00	1.2%	58,800
<b>One Week Total</b>		<b>16</b>		<b>\$350.00</b>	<b>1.2%</b>	<b>26,500</b>
	M-W 5A-7P	10	30	\$200.00	1.2%	19,800
	Th-F 5A-7P	6	30	\$150.00	1.3%	16,100
Flight D - 6 wks (11/30, 12/07, 12/14, 12/28, 01/04, 01/11)						
		96		\$2,100.00	1.2%	56,200
<b>One Week Total</b>		<b>16</b>		<b>\$350.00</b>	<b>1.2%</b>	<b>26,500</b>
	M-W 5A-7P	10	30	\$200.00	1.2%	19,800
	Th-F 5A-7P	6	30	\$150.00	1.3%	16,100

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: PALM SPRINGS; FA19 / SP19; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.

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# Desert Health Care District- CVHIP

From: Lizette Fuentes  
 Phone: (760) 340-7116 x30716  
 Email: lizette.fuentes@kunamundo.com  
 2/24/2020 7:45 PM



## Schedule Grand Totals: 30 Weeks

Stations	Spots	Total Cost	Average Rating	Net Reach
<b>Radio Total</b>	<b>435</b>	<b>\$9,555.00</b>	<b>1.2%</b>	<b>62,700</b>
<b>KUNA-FM</b>	<b>435</b>	<b>\$9,555.00</b>	<b>1.2%</b>	<b>62,700</b>

Accepted by Station

Date

Accepted by Client

Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio information: PALM SPRINGS; FA19 / SP19; Metro; Multiple Dayparts Used; P 18+; See Detailed Sourcing Page for Complete Details.

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## Detailed Sourcing Summary

Radio Market: PALM SPRINGS

Survey: Average of Nielsen Radio Fall 2019, Nielsen Radio Spring 2019

Geography: Metro

Daypart: Multiple Dayparts Used

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### Demo/Intab/Population:

Age/Gender	Population	Intab
Adults 18+ (Primary)	335,800	2,514

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Stations: User Selected

Additional

Notices:

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Estimates reported for dayparts which start and end between 12m and 5a are based on the 5a-5a broadcast day. Estimates for all other dayparts are based on the 12m-12m calendar day.

Please note: The intab reported is for the full twelve weeks of the survey. Users should note that reports run on fewer than twelve weeks are based on smaller sample sizes.

Stations qualify to be reported if they have received credit for five or more minutes of listening and meet a minimum reporting standard of 0.1 AQH unrounded rating in the Metro survey area, Monday-Sunday 6AM-Midnight, during the survey period. If a current Nielsen client does not meet this minimum reporting standard, Nielsen will report the station as long as credited listening is received from at least one diarykeeper.

Estimates are derived from the diaries that provided the audience data for the Nielsen Radio Market Report and are subject to the qualifications and limitations stated in that Report. The TAPSCAN Web software product is accredited by the Media Rating Council and reports both accredited and non-accredited data. For a list of the accredited and non-accredited Nielsen radio markets and data available through TAPSCAN, click here: [http://www.arbitron.com/downloads/MRC\\_Accredited\\_Services\\_Markets.pdf](http://www.arbitron.com/downloads/MRC_Accredited_Services_Markets.pdf)

The Reach and Frequency Model utilized by Nielsen is formulated on the bases of the Harris Model, a Linear Frequency reach-and-frequency model, and the Slide Rule audience (cume) growth model.

---

Ascription Website:

<http://ascription.nielsen.com>

Rating Reliability Estimator:

<https://rre.nielsen.com>

---

A Nielsen Radio eBook Special Notices and Station Activities document has been generated for each survey. Please select the hyperlink to the survey that interests you.

<https://ebook.nielsen.com/secure/RR8/2019FAL/0592/pdfs/SpecialNotices.pdf>

<https://ebook.nielsen.com/secure/RR8/2019SPR/0592/pdfs/SpecialNotices.pdf>

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NPGDIGITAL



# ONLINE ADVERTISING FOR YOUR BUSINESS

CAMPAIGN PROPOSAL

---

# YOUR GOALS AND OBJECTIVES: AWARENESS

Our campaign recommendations are designed to work towards your business goals.

Stated Business Goals:

- To inform community about free/low cost health and wellness services in the Valley

Campaign Objectives:

- Raise awareness about Desert Healthcare by using owned and operated websites and by serving targeted display and social media ads to potential clients in and around specified locations.

## **About Awareness Advertising:**

Awareness Advertising focuses on putting your message in front of your target audience to increase brand recognition.

# THE RIGHT ONLINE ADVERTISING MIX FOR YOUR BUSINESS

## Your Digital Campaign: Built For Brand Awareness

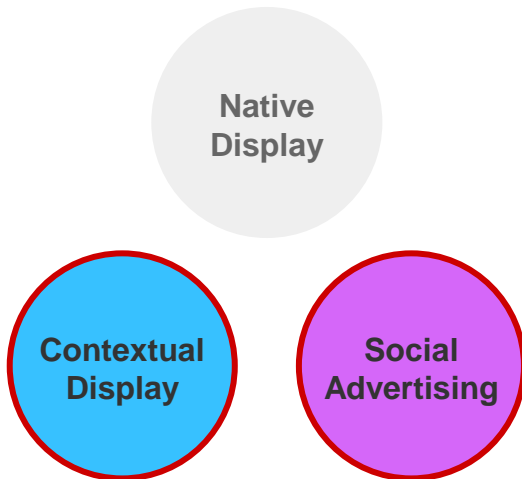
Your investment is focused on the tactics that most impact discovery and inspiration. The highest levels of investment are in those tactics that are proven to perform best for your objective and are highlighted below.

Creative messaging and audience targeting will focus on your brand message.

Consumers may start in any stage and move forward or backward as they navigate their personal purchase journey

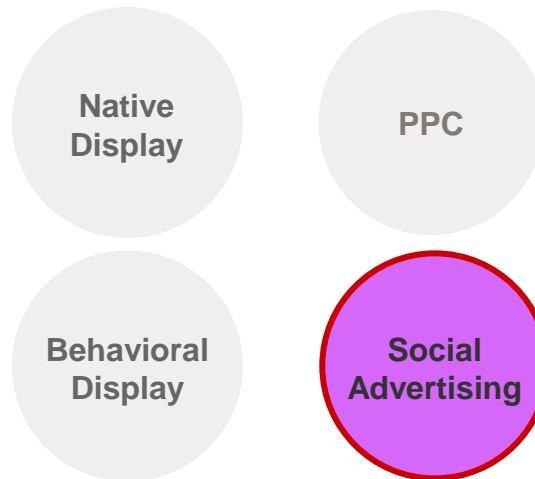
For 2 in 10 of consumers who first became aware of a product/service through an ad, it was an online ad (second only to TV)

### DISCOVERY & INSPIRATION



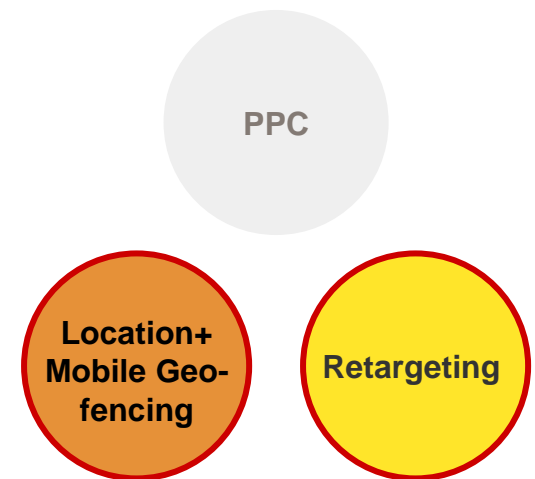
Companies that are advanced in their digital investment see 58% higher growth in business from new local customers

### NARROWING DOWN CHOICES



Almost 1/3 of consumers research online and purchase offline

### BUYING ONLINE OR OFFLINE



# ONLINE DISPLAY ADVERTISING: CONTEXTUAL TARGETING PRIMER

**Category Contextual Targeting** puts your ads in front of people who are browsing sites that fall under a relevant content category



**Keyword Contextual Targeting** puts your ads in front of people who are browsing content that includes keywords related to your target audience.



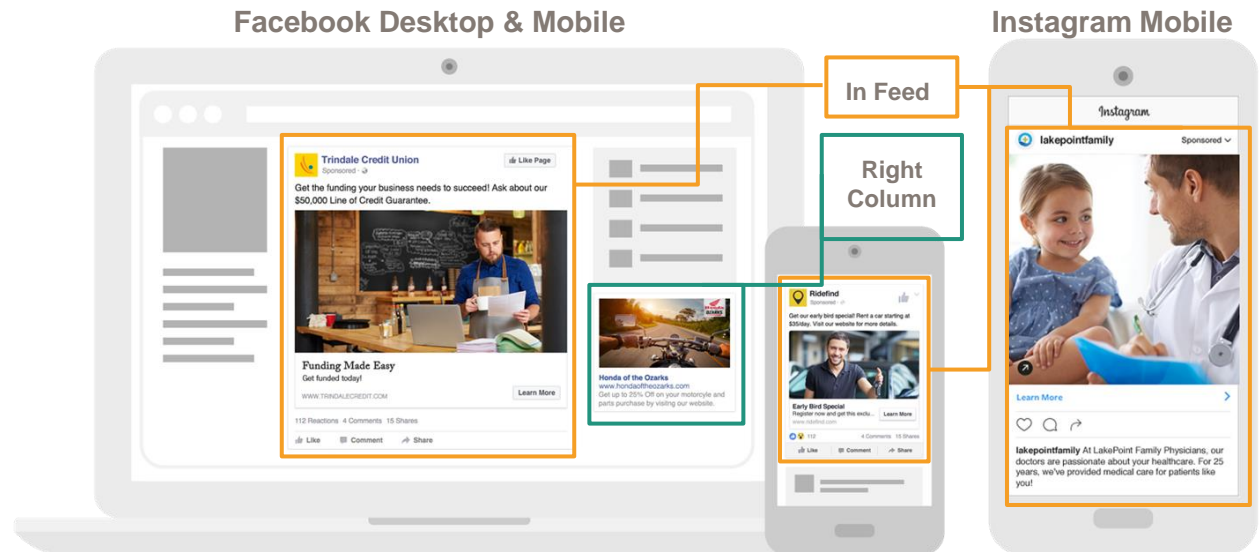


# SOCIAL ADVERTISING PRIMER: FACEBOOK AND INSTAGRAM

## YOUR SOCIAL MEDIA ADVERTISING WILL:

- Give you additional storytelling capabilities
- Use enticing, large images
- Target people when they are relaxed and consuming content they are engaged with
- Grow your social media presence and build awareness of your business
- Allow you to build a following -- all ads contain page like buttons
- Take advantage of advanced audience targeting capabilities

Facebook and Instagram are massive networks that provide you access to a large audience, in fact, the two social networks have a combined 2.2 billion monthly active users globally. Find, reach and engage your audience on Facebook and Instagram with social ads that are seamlessly delivered across desktop and mobile, in tandem with your overall digital campaign.



# KEY PERFORMANCE MEASURES: CAMPAIGN REPORTING

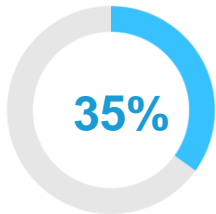
Campaign performance reports are provided regularly, so that you can see how your campaign is working for you. In addition to the periodic reports, you'll have 24/7 access to your dashboard for full transparency into your campaign's performance.

You'll see how many times your audience had the opportunity to see your message (impressions), how many times your ads were clicked on (CTR/click through rate), how many site visits your ad generated from those that saw the ad but did not click (VTR/view through rate), how many videos were played.

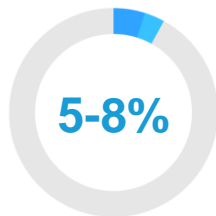


*\*The reports included in this slide are for illustrative purposes. The reports you receive may be different.*

# WE ARE YOUR ADVERTISING PARTNER



Up to 35% of all digital ads delivered are fraudulent



Our fraud rate is 5-8%



## Trust and Accountability

Partnership with **Media Ratings Council** certified company that **monitors and detects Ad fraud**



## Up To Date

Ongoing identification and blocking of fraudulent domains and traffic, integration with universal block list and IP-level blocking



## Campaign Management

Our campaign management team optimizes your campaign up to 2 to 3 per week. We are checking the pacing of your campaign and optimizing based on best performing tactics and results.



## Precision Targeted

Reach the exact prospective customer you're looking for, no matter the device.



## Measurable

You can see how often your ads are shown to your target audience, clicked on, and how often they drive someone to your site at a later date.

# CAMPAIGN PROPOSAL -- MEDIA SUMMARY

Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Advertising Recommendations	Estimated Ad Imp.
Audience Targeted Display (Desktop/Mobile)	30,000
Social Media	42,857
Site Retargeting	5,435
Geo-Fence	19,853
<b>TOTAL MONTHLY IMPRESSIONS</b>	<b>98,145</b>

Media Investment by Product	
Programmatics	\$700.00
O&O (KESQ.com)	\$250.00
Social Media	\$300.00
<b>TOTAL MONTHLY INVESTMENT</b>	<b>\$1,250.00</b>

Targeting	Audience
Display - Mobile	Keywords related to low cost health services, free health services, wellness services, health and medical
Display/Social	Targeting people of all ages and millenials with HHI of \$50,000 and below who are looking for health and wellness services; Keywords related to low cost health services, free health services, wellness services, health and medical
Geography	Site Retargeting: USA Geo Target: 30 mile radius surrounding zip code 92260

**Campaign total: \$1,250.00**

**Campaign start date: Apr 1,2020 - Apr 30,2020**

**Campaign duration: 1 Month**

**Signature: \_\_\_\_\_**

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UTN+r2:

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PAGE 8

# CAMPAIGN PROPOSAL -- MEDIA SUMMARY

Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Targeting	Audience
<p>Geography</p>	<p>Geo Fence:</p> <p>Mecca WIC 91275 Avenue 66th Ave. Mecca, CA – 92254</p> <p>Indio WIC 47-923 Oasis Street, Room NT1 Indio, CA – 92201</p> <p>Cathedral City WIC 68-615 Perez Road, Suite 17-B Cathedral City, CA – 92234</p> <p>Palm Springs WIC 1515 North Sunrise Way Palm Springs, CA – 92262</p> <p>Social Services Department 490 S Farrell Dr Ste C208 Palm Springs, CA 92262</p> <p>Desert Regional Medical Center 1150 N Indian Canyon Dr, Palm Springs, CA 92262</p> <p>JFK Memorial Hospital 47111 Monroe St, Indio, CA 92201</p> <p>Eisenhower Medical Center 39000 Bob Hope Drive, Rancho Mirage, CA 92270</p> <p>Kaiser Permanente Indio Monroe Medical Center 46900 Monroe St, Indio, CA 92201</p> <p>Kaiser Permanente Palm Desert Medical Offices 75036 Gerald Ford Dr, Palm Desert, CA 92211</p> <p>Kaiser Permanente Palm Springs Medical Offices 1100 S Palm Canyon Dr #208, Palm Springs CA 92264</p>

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# CAMPAIGN PROPOSAL -- MEDIA SUMMARY

Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Advertising Recommendations	Estimated Ad Imp.
Audience Targeted Display (Desktop/Mobile)	30,000
Social Media	28,571
Site Retargeting	4,348
Geo-Fence	11,765
<b>TOTAL MONTHLY IMPRESSIONS</b>	<b>74,684</b>

Media Investment by Product	
Programmatics	\$550.00
O&O (KESQ.com)	\$250.00
Social Media	\$200.00
<b>TOTAL MONTHLY INVESTMENT</b>	<b>\$1,000.00</b>

Targeting	Audience
Display - Mobile	Keywords related to low cost health services, free health services, wellness services, health and medical
Display/Social	Targeting people of all ages and millenials with HHI of \$50,000 and below who are looking for health and wellness services; Keywords related to low cost health services, free health services, wellness services, health and medical
Geography	Site Retargeting: USA Geo Target: 30 mile radius surrounding zip code 92260

**Campaign total: \$1,000.00**

**Campaign start date: May 1,2020 - May 31,2020**

**Campaign duration: 1 Month**

**Signature: \_\_\_\_\_**

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# CAMPAIGN PROPOSAL -- MEDIA SUMMARY

Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Targeting	Audience
<p>Geography</p>	<p>Geo Fence:</p> <p>Mecca WIC 91275 Avenue 66th Ave. Mecca, CA – 92254</p> <p>Indio WIC 47-923 Oasis Street, Room NT1 Indio, CA – 92201</p> <p>Cathedral City WIC 68-615 Perez Road, Suite 17-B Cathedral City, CA – 92234</p> <p>Palm Springs WIC 1515 North Sunrise Way Palm Springs, CA – 92262</p> <p>Social Services Department 490 S Farrell Dr Ste C208 Palm Springs, CA 92262</p> <p>Desert Regional Medical Center 1150 N Indian Canyon Dr, Palm Springs, CA 92262</p> <p>JFK Memorial Hospital 47111 Monroe St, Indio, CA 92201</p> <p>Eisenhower Medical Center 39000 Bob Hope Drive, Rancho Mirage, CA 92270</p> <p>Kaiser Permanente Indio Monroe Medical Center 46900 Monroe St, Indio, CA 92201</p> <p>Kaiser Permanente Palm Desert Medical Offices 75036 Gerald Ford Dr, Palm Desert, CA 92211</p> <p>Kaiser Permanente Palm Springs Medical Offices 1100 S Palm Canyon Dr #208, Palm Springs CA 92264</p>

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# CAMPAIGN PROPOSAL -- MEDIA SUMMARY

Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Advertising Recommendations	Estimated Ad Imp.
Audience Targeted Display (Desktop/Mobile)	30,000
Social Media	25,000
Site Retargeting	2,174
<b>TOTAL MONTHLY IMPRESSIONS</b>	<b>57,174</b>

Media Investment by Product	
Programmatics	\$325.00
Social Media	\$175.00
<b>TOTAL MONTHLY INVESTMENT</b>	<b>\$500.00</b>

Targeting	Audience
Display - Mobile	Keywords related to low cost health services, free health services, wellness services, health and medical
Display/Social	Targeting people of all ages and millenials with HHI of \$50,000 and below who are looking for health and wellness services; Keywords related to low cost health services, free health services, wellness services, health and medical
Geography	Site Retargeting: USA Geo Target: 30 mile radius surrounding zip code 92260

**Campaign total: \$1,500.00**

**Campaign start date: Jun 1,2020 - Aug 31,2020**

**Campaign duration: 3 Months**

**Signature: \_\_\_\_\_**

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# CAMPAIGN PROPOSAL -- MEDIA SUMMARY

Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Advertising Recommendations	Estimated Ad Imp.
Audience Targeted Display (Desktop/Mobile)	30,000
Social Media	25,000
Site Retargeting	4,348
Geo-Fence	13,235
<b>TOTAL MONTHLY IMPRESSIONS</b>	<b>72,583</b>

Media Investment by Product	
Programmatics	\$575.00
O&O (KESQ.com)	\$250.00
Social Media	\$175.00
<b>TOTAL MONTHLY INVESTMENT</b>	<b>\$1,000.00</b>

Targeting	Audience
Display - Mobile	Keywords related to low cost health services, free health services, wellness services, health and medical
Display/Social	Targeting people of all ages and millenials with HHI of \$50,000 and below who are looking for health and wellness services; Keywords related to low cost health services, free health services, wellness services, health and medical
Geography	Site Retargeting: USA Geo Target: 30 mile radius surrounding zip code 92260

**Campaign total: \$1,000.00**

**Campaign start date: Sep 1,2020 - Sep 30,2020**

**Campaign duration: 1 Month**

**Signature: \_\_\_\_\_**

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# CAMPAIGN PROPOSAL - - MEDIA SUMMARY

Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Targeting	Audience
<p>Geography</p>	<p>Geo Fence:</p> <p>Mecca WIC 91275 Avenue 66th Ave. Mecca, CA – 92254</p> <p>Indio WIC 47-923 Oasis Street, Room NT1 Indio, CA – 92201</p> <p>Cathedral City WIC 68-615 Perez Road, Suite 17-B Cathedral City, CA – 92234</p> <p>Palm Springs WIC 1515 North Sunrise Way Palm Springs, CA – 92262</p> <p>Social Services Department 490 S Farrell Dr Ste C208 Palm Springs, CA 92262</p> <p>Desert Regional Medical Center 1150 N Indian Canyon Dr, Palm Springs, CA 92262</p> <p>JFK Memorial Hospital 47111 Monroe St, Indio, CA 92201</p> <p>Eisenhower Medical Center 39000 Bob Hope Drive, Rancho Mirage, CA 92270</p> <p>Kaiser Permanente Indio Monroe Medical Center 46900 Monroe St, Indio, CA 92201</p> <p>Kaiser Permanente Palm Desert Medical Offices 75036 Gerald Ford Dr, Palm Desert, CA 92211</p> <p>Kaiser Permanente Palm Springs Medical Offices 1100 S Palm Canyon Dr #208, Palm Springs CA 92264</p>

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# CAMPAIGN PROPOSAL -- MEDIA SUMMARY

Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Advertising Recommendations	Estimated Ad Imp.
Audience Targeted Display (Desktop/Mobile)	42,500
Social Media	35,714
Site Retargeting	4,348
Geo-Fence	16,176
<b>TOTAL MONTHLY IMPRESSIONS</b>	<b>98,739</b>

Media Investment by Product	
Programmatics	\$750.00
O&O (KESQ.com)	\$500.00
Social Media	\$250.00
<b>TOTAL MONTHLY INVESTMENT</b>	<b>\$1,500.00</b>

Targeting	Audience
Display - Mobile	Keywords related to low cost health services, free health services, wellness services, health and medical
Display/Social	Targeting people of all ages and millenials with HHI of \$50,000 and below who are looking for health and wellness services; Keywords related to low cost health services, free health services, wellness services, health and medical
Geography	Site Retargeting: USA Geo Target: 30 mile radius surrounding zip code 92260

**Campaign total: \$3,000.00**

**Campaign start date: Oct 1,2020 - Nov 30,2020**

**Campaign duration: 2 Months**

**Signature: \_\_\_\_\_**

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# CAMPAIGN PROPOSAL -- MEDIA SUMMARY

Our Digital Media Planning experts have designed this custom campaign to make the most of the budget you specified.

Targeting	Audience
<p>Geography</p>	<p>Geo Fence:</p> <p>Mecca WIC 91275 Avenue 66th Ave. Mecca, CA – 92254</p> <p>Indio WIC 47-923 Oasis Street, Room NT1 Indio, CA – 92201</p> <p>Cathedral City WIC 68-615 Perez Road, Suite 17-B Cathedral City, CA – 92234</p> <p>Palm Springs WIC 1515 North Sunrise Way Palm Springs, CA – 92262</p> <p>Social Services Department 490 S Farrell Dr Ste C208 Palm Springs, CA 92262</p> <p>Desert Regional Medical Center 1150 N Indian Canyon Dr, Palm Springs, CA 92262</p> <p>JFK Memorial Hospital 47111 Monroe St, Indio, CA 92201</p> <p>Eisenhower Medical Center 39000 Bob Hope Drive, Rancho Mirage, CA 92270</p> <p>Kaiser Permanente Indio Monroe Medical Center 46900 Monroe St, Indio, CA 92201</p> <p>Kaiser Permanente Palm Desert Medical Offices 75036 Gerald Ford Dr, Palm Desert, CA 92211</p> <p>Kaiser Permanente Palm Springs Medical Offices 1100 S Palm Canyon Dr #208, Palm Springs CA 92264</p>

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<b>TOTAL MONTHLY INVESTMENT</b>	<b>\$1,000.00</b>

Targeting	Audience
Display - Mobile	Keywords related to low cost health services, free health services, wellness services, health and medical
Display/Social	Targeting people of all ages and millenials with HHI of \$50,000 and below who are looking for health and wellness services; Keywords related to low cost health services, free health services, wellness services, health and medical
Geography	Site Retargeting: USA Geo Target: 30 mile radius surrounding zip code 92260

**Campaign total: \$1,000.00**

**Campaign start date: Dec 1,2020 - Dec 31,2020**

**Campaign duration: 1 Month**

**Signature: \_\_\_\_\_**

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Targeting	Audience
Display - Mobile	Keywords related to low cost health services, free health services, wellness services, health and medical
Display/Social	Targeting people of all ages and millenials with HHI of \$50,000 and below who are looking for health and wellness services; Keywords related to low cost health services, free health services, wellness services, health and medical
Geography	Site Retargeting: USA Geo Target: 30 mile radius surrounding zip code 92260

**Campaign total: \$1,250.00**

**Campaign start date: Jan 1,2021 - Jan 31,2021**

**Campaign duration: 1 Month**

**Signature: \_\_\_\_\_**

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# CAMPAIGN PROPOSAL - - MEDIA SUMMARY

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# THANK YOU

On behalf of [News-Press & Gazette](#), I thank you for the opportunity to present this proposal to you.

We look forward to being your marketing partner.

## **NEXT STEPS:**

- Approve media plan
- Confirm launch date
- Share web analytics and social credentials
- Place tracking pixels on website