



Hamilton

# **(LGBTQ) ADVISORY COMMITTEE RECRUITMENT**

November 2020

# OBJECTIVE

## **Objective:**

- To raise awareness of the vacancy on Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) Advisory Committee
- To reach people and places identified as most likely relevant to Two Sprit and LGBTQIA+ communities

## **Goal:**

To implement a marketing plan that will reach interested parties primarily within the key demographics set within the 2 week time frame and set budget

# PROCESS

1. City of Hamilton Communications Manager appoints a Communications Officer (CO) to assist in project
2. CO works with Marketing for needs analysis
3. CO and Marketing to work with Creative Services to create ads in various sizes and formats
4. Set Campaign Budget
5. Set Time Period
6. Marketing to research, provide ad options and explore other recommendations
7. Advisory committee to approve plan
8. Marketing to implement ad plan, book media space, facilitate creative deadlines monitor and settle accounts

# IN-KIND CITY SUPPORT

- City Hall Message Board
- Gage Park Message Board
- City of Hamilton Social Media
- Hamilton Farmers' Market TV's
- COH to provide all ad creative pieces and messaging
- Committee and team members participate in information sharing

# SOCIAL MEDIA

City of Hamilton Social Media Accounts @cityofhamilton

Twitter 81,800 followers / Instagram (29,700 followers) / LinkedIn (28,116 followers)

Tap into Community Social Media Accounts such as LadyBird FancyPants / Gay Gardens / Let Them Eat Gayke / Kyle's Place / Social Spectrum / Hamilton Family Health Team / Hamilton Queer Events / HHS LGBTQ Resource Center / Gender Identity Clinic

- Anyone with page suggestions, please provide them to Alipa Patel
- Group to provide email addresses for key contacts

Contact BIA's and Community Groups

- Creative and Key Messaging will be provided for distribution

# SOCIAL MEDIA BOOSTS

## Process:

- Secure postings on like audience pages such as LadyBird FancyPants (2300 followers)/ Gay Gardens (1240 followers) / Let Them Eat Gayke (980 followers)
- Set time period (Nov 26 x 2 weeks) and budget to boost posts
- All ads click through to website page

## Recommendation:

\$1500

Approximately 250,000 impressions will be delivered



# GOOGLE AD WORDS

## Process:

- Targeted online ads delivered by Google ad words
- Set key phrases (Lesbian / Gay / Bisexual / Transgender /Queer)
- Set demographic information – Ages 17 to 80 male | Female | All income levels
- Set geographic boundaries
- Set time period and budget
- All ads click through to website page

## Recommendation:

\$3700

Approximately 1.8 million impressions will be delivered



## Process:

- Targeted online ads on various websites
- Set demographics - Ages 17 to 80 male | Female | All income levels
- Set geographic boundaries
- Set time period and budget
- All ads click through to website page

## Recommendation:

\$2000

Approximately 250,000 impressions will be delivered



# PRINT RATES

Hamilton Spectator 1/8 page ad:

4.421" w x 4.928" d

\$451..50

Circulation 104,000

Hamilton Spectator 1/4 page ad:

4.421" w x 9.928" d

\$817.50

Circulation 104,000

Hamilton Community News (Includes Hamilton Mou  
Dundas, Glanbrook and Flamborough) 1/2 page ad

5.145" w x 10.5" d

\$2550

Circulation 130,000



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# INDIGENOUS PAPER

## Process:

- Secure print ad in Turtle Island News, a weekly paper that is Indigenous owned and operated.
- Total weekly newspaper circulation is 15,000, with a readership of 37,500

## Recommendation:

\$500 for a quarter page ad



# HSR RATES

	<b>seventy poster - 70" x 21"</b>		Unit/4 weeks • \$375.00		<b>supertail - 3.5' x 8'</b>		Unit/4 weeks • \$450.00
	<b>back splash - 8' x 8'</b>		Unit/4 weeks • \$650.00		<b>full bus back - 8' x 8'</b>		Unit/4 weeks • \$800.00
	<b>king poster - 139" x 30"</b>						
	<b>interior cards - 70" x 11" &amp; 35" x 11"</b>		Super - 70" x 11" Standard - 35" x 11" Minimum Quantity: 20	Unit/4 weeks • \$40.00 Unit/4 weeks • \$25.00			

- Based on 4 week contracts
- Production is extra \$500 for printing posters and \$25 to \$40 for printing each interior poster (10 Super Interior posters are \$800)

# BUS SHELTER RATES



- Based on 4 week contract
- Minimum \$500 per location including production with minimum buy of \$4000 to secure that rate

NOVEMBER 26 TO DECEMBER 10

# RECOMMENDATION

PRODUCT	COST
Creative Services	No Charge
City Hall and Gage Park Message Board	No Charge
COH Social Media	No Charge
Hamilton Spectator 1/16 page ad	\$261
Boost Social Media	\$1500
Digital Ads	\$2000
Google Ad Words	\$3700
Turtle Island News	\$390
<b>Grand Total (hst extra)</b>	<b>\$7851</b>

# QUESTIONS / IDEAS

Group to ask questions and share ideas for consideration