



ASU me3 Digital Marketing Strategy Proposal



October 27, 2015

Dear Diana,

Based on our conversation, we have created a proposal that will assist ASU with the digital promotion of the me3 digital platform.

Specifically, the Nativa team will perform Digital Ad campaigns targeting the states of Arizona, California, and nationwide.

I have included our proposal for your review. We look forward to working with you; in the meantime, if you have any questions or need any additional information from us, please don't hesitate to contact me.

Cost: \$5,000 or \$10,000
Reach: 350,000 Impressions (\$5K) or 700,000 (10K) Impressions
Target: Potential college students, exact target TBD
Duration: TBD
Geo Location: AZ, CA & National

Sincerely yours,

Eric Diaz
Eric@thenativa.com
602.277.0224



Authorization to Proceed

Please sign, scan and email this page to eric@thenativa.com by October 27th, 2015 to confirm acceptance of the proposal.

Project: me3

Company: Arizona State University

Name: _____

Signature: _____

Date: _____

PO# (if necessary): _____