

Communications and Customer Experience Department Rates

Advertising (various accounts)

The accounts below should be used by departments to define the type of advertising budgeted or expended clearly. This will help facilitate the tracking and reporting of countywide advertising activities. Departments must use the accounts listed below to budget and record advertising expenditures.

ADVERTISING ACCOUNTS		
ACCOUNTS	NAME	DESCRIPTION
5314010000	NEWSPAPER ADV-LEGAL PUBLIC NOT	Notices that are required by local, state, or federal law to be published in newspapers
5314020000	NEWSPAPER ADVERT-PROMOTIONAL	Discretionary/general publicity notices not required by local, state, or federal law to be published in newspapers
5314030000	NEWSPAPER ADVER-EMPLOYMENT	All recruitment advertising in newspapers
5314040000	ONLINE ADVERTISING (WEB)	Discretionary/general publicity notices not required by local, state, or federal law to be published in newspapers and are advertised on external websites: search engine optimization
5314050000	ONLINE EMPLOYMENT ADS	All recruitment advertising on external websites
5314060000	MAGAZINE ADVERTISING	Promotional ads and notices published in magazines
5314070000	OUTDR AD-BLBDS,LIGHT POLES,VEH	Outdoor advertising, e.g. billboards: transit vehicles; facility; light pole banners
5314080000	RADIO ADVERTISING	Broadcast or satellite radio advertising
5314090000	TELEVISION ADVERTISING	Broadcast, cable, or satellite television advertising
5314120000	COMMUN. PERIODICAL ADVERT(CPP)	Only for newspapers participating in the CPP program
5314200000	SPONSOR/MARKETING ITEMS PROM.	County branded items for marketing or event participation not print or other media

Note:

Per the directive dated August 1, 2014, regarding Countywide Communications, Customer Service and Outreach Strategy, the Communications and Customer Experience Department (CCED) and the Mayor's Office continue to work collaboratively with Departments toward achieving a unified County message, better access to government information and reliable County services through the various channels administered by CCED.

To this end, all media advertising negotiation and placement for County departments continue to be coordinated through CCED. Any media buys, except for employment ads (account 5314030000 and 5314050000), that your department is planning should be approved and placed by CCED.

Community Periodical Program

Ordinance No. 12-25, which enacted Sections 2-2011 through 2-2023 of the County Code, requires that departments expend a portion of their advertising budget through the Community Periodical Advertising Program (CPP). Based on prior expenditures, the following departments are required to budget the amounts below for advertising through this program for FY 2024-25 under account 5314120000. As with all other countywide advertising, CPP advertisements should be coordinated through the Communications and Customer Experience Department.

DEPARTMENT	FY 2024-25
Animal Services Department	\$ 30,000
Miami-Dade Aviation Department	\$ 30,000
CITT	\$ 45,000
Cultural Affairs	\$ 15,000
Elections	\$ 30,000
Finance (Tax Collector)	\$ 15,000
Internal Services Department	\$ 15,000
Parks, Recreation and Open Spaces	\$ 30,000
Miami-Dade Police Department	\$ 15,000
Regulatory and Economic Resources	\$ 30,000
Seaport (Port Miami)	\$ 30,000
Solid Waste Management	\$ 15,000
Miami-Dade Transportation and Public Works	\$ 45,000
Water and Sewer Department	\$ 30,000

Communications and Customer Experience Department Funding Model Charges (5262600000)

Funding model charges for all services provided by the Communications and Customer Experience Department for FY 2024-25 are currently under development and will be provided to departments by OMB as an addendum.

The services provided to departments under the funding model include 311 general services, integrated communications, and marketing support services, including campaign account management, market research, media buying (does not include actual placement of advertising), post-campaign reporting, and coordination of deliverables. The deliverables may consist of graphic design, photography, audio and visual production in support of public education efforts, and the development and management of content for digital communication channels such as www.miamidade.gov, Miami-Dade TV, and social media. The funding model also provides translation and interpretation services in Spanish and Haitian Creole.

Other Communication Services (Various accounts)

Please contact your assigned departmental liaison for services and charges requested to the Communications and Customer Experience Department that exceed the base service level covered by the funding model.

**Miami-Dade County
Communications and Customer Experience Department
Rate Schedule**

AREA	SERVICE DESCRIPTION	COST		
DIGITAL COMMUNICATIONS AND ENTERPRISE CONTENT SERVICES	Web Publishing, Content, Surveys Social Media Consulting, etc.	\$ 125	Per Hour	
DIGITAL MEDIA SERVICES	Non-televised meeting in Chambers	\$ 600 \$1,500	Up to 4 Hours Up to 8 Hours	
	Televised meeting in Chambers	\$3,000 \$6,000	Up to 4 Hours Up to 8 Hours	
	High-Definition Remote Production or Feature Video	\$3,000	Per finished minute	
	Production of High-Definition Commercial	\$7,000 \$1,000	Starting at Revisions starting at	
	Radio Commercial	\$ 500 \$ 700	30 Seconds 60 Seconds	
	Professional Voice-Over (VO) Services	\$ 500 \$ 500	Starting at Revisions starting at	
	Windows Media Conversion	\$ 100 \$ 200	< 30 minutes > 30 minutes	
	Duplication Services		<u>DVD - each</u>	
			\$ 20 \$ 15 \$ 10	1 2 - 10 11-25
			<u>CD - each</u>	
			\$ 20 \$ 15 \$ 10 \$ 2.75	1 2 - 9 10-24 25 +
	Photography	\$ 100	Per Hour	
	Other DMS/MDTV Services	\$ 125	Per Hour	
Overtime DMS/MDTV Services	\$ 187.50	Per Hour		
CREATIVE AND BRANDING SERVICES	Campaign Development	\$ 150	Per Hour	
		\$ 225	Per Hour - Expedited Services - Non-Business Hours	
	Graphic Design*	\$ 100	Per Hour	
		\$ 150	Per Hour - Expedited Services - Non-Business Hours	
	Translations	\$ 0.35	Per Word	
\$ 0.40		Per Word - Expedited Services - Non-Business Hours		
Interpretations - On-Site	\$ 120	Per Hour		
	\$ 135	Per Hour - Emergency Services - Non-Business Hours		
Interpretations - Virtual	\$ 106	Per Hour		
	\$ 110	Per Hour - Emergency Services - Non-Business Hours		
ENGAGEMENT AND CLIENT SERVICES	Campaign Management	\$ 150	Per Hour	
		\$ 225	Per Hour - Expedited Services - Non-Business Hours	
	Market Research Media Planning and Paid Advertising	\$ 150	Per Hour	
		\$ 225	Per Hour - Expedited Services - Non-Business Hours	

*Additional costs for materials may apply