

Media Buying Process for Partner DMOs FY21



MMG Program

Available to CTLs 5-8 only

Benefits:

- Gives OBP additional buying leverage through combined spend of MDT and DMO matching funds
 - Financial incentive for DMOs
 - Significant economic benefit to the State of Missouri
- No fees or commissions assessed to DMOs using OBP for ad placement

OBP's Role

OBP is MDT's current ad agency, and can help with the following:

- Negotiate rates for all media types
 - OBP will use agency contacts, unless directed to use contacts that DMO has in place
 - State rates will be used, unless directed otherwise by DMO
 - Any existing contracts will remain the responsibility of DMO
- Media buying and campaign management
 - Issue insertion orders & schedules to vendors
 - Reconcile invoices from vendors
 - Issue invoices to MDT and DMO for their portions of media buy
 - Remit payment to vendor upon receipt of payment from MDT & DMO
- Additional services are available upon request
 - These services are not eligible for reimbursement from the state
 - Please contact Laura Obermeyer for additional information



General Process

Primary point of contact at OBP is Laura Obermeyer

- laura.obermeyer@obpagency.com
- (305) 915-6679

DMOs notify OBP of MMG program participation and their intent to use OBP's services

- Notify OBP ASAP for first half plans (July-December 2020)
- October 1 - deadline for second half plans (January-June 2021)

DMO will brief OBP on plans and services needed

- [This Google Form](#) will capture required information
- DMO can fill it out on their own, or can schedule time to fill it out with OBP

General Process (continued)

Once media plan is built, DMO will check to confirm accuracy

Upon approval of media plan, OBP will issue a Media Authorization form to DMO for signature

- Media authorization (MA) gives permission for OBP to purchase media on behalf of DMO
- Includes broad details of media plan - media types, vendors used, amount of media to purchase and start/end dates

After OBP receives signed MA from DMO, OBP will issue insertion orders (IOs) to vendors that lay out exactly what DMO wants to buy

- Vendors sign the IO
- After vendors receive assets to run, they will launch the campaign

Timing

Signed media authorization must be received before OBP can secure media on behalf of DMO

- Signed MA needed six weeks in advance of:
 - Local TV or radio buys
 - Outdoor
 - Digital media
 - Sports partnerships
- Signed MA needed two weeks in advance of:
 - Print space close dates
 - Space close dates vary by how often a pub is issued-
 - For monthlies, space close is typically 4-6 weeks prior to on-sale date
 - For weeklies, space close is 2-4 weeks prior to on-sale date
 - For best rates, OBP prefers to place print plans in 6-month chunks

