



## The Ohio Lottery – Activation Metrics Memo

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September 5, 2018

Typically, partnership packages include a variety of assets such as logo usage, collaborative promotions and media assets.

For the Ohio Lottery to consider and evaluate media elements, there are specific measurable attributes that must be provided. These common metrics enable the Ohio Lottery to appropriately evaluate a given proposal.

If you include these elements in your proposal, the Ohio Lottery expects to have following metrics to be included, allowing for an accurate recommendation. If the metrics are not included, you understand that the Marcus Thomas' assessment of the valuation will be used to determine a final and fair price for your submission.

Should the Ohio Lottery elect to move forward with a partnership with your organization, this measurement and metric information must be included in the eventual contract.

To discuss how this change will affect your proposal, please contact Dave Evans (devans@marcusthomasllc.com).

### **Broadcast**

- TV
  - > Number of spots
  - > Gross rating points and demographics on which the GRPs are being calculated
  - > Markets/DMA's
  - > Station(s) run time frame
- Radio
  - > Number of spots
  - > Gross rating points and demographics on which the GRPs are being calculated
  - > Markets/radio metros
  - > Station(s) run time frame

### **Digital**

- Digital Video
  - > A minimum number of guaranteed impressions\*
  - > Run time frame
  - > Length of spot
- Digital Radio
  - > Minimum number of guaranteed impressions
  - > Run time frame
  - > Length of spot
- Digital Banners



- > Minimum number of guaranteed impressions
- > Size
- > Website/page on site
- Homepage Takeover
  - > Minimum number of guaranteed impressions
  - > Website
- Social Posts
  - > Social page/platform
  - > Social following size
  - > Number of posts
- Email
  - > Distribution list size
  - > Historical average open rate
  - > Number of inclusions

**Miscellaneous**

- Print
  - > Publication(s)
  - > Circulation

Additionally, when a partnership includes presence at specific events, the partner must provide historic or expected attendance information.

\*For digital media elements, we require guaranteed impressions for evaluation purposes. Should the guaranteed impression levels not be met during the contract, the organizations will discuss reasonable makegood opportunities.