



MONITOR



MEASURE



NEWSROOM



CUSTOM
PACKAGES

[mediamine]
MONITORING | MEASUREMENT | SEARCH



PROPOSAL



DATE ISSUED:

15/03/2021

VALID TO:

15/04/2021

PROPOSAL



Hi Paul and Romy,

Thanks for taking the time to meet with me last week.

From our conversation we have prepared an updated monitoring proposal we think will better align to your needs.

As discussed there is a brief section (Pg5) on media analysis and i'll attach our analysis metrics menu in the accompanying email. However, if your senior leaders are interested in the analytics package the best approach would be to set up an online meeting and i can take them through it.

If you have any questions about this proposal, please get in touch.

Cheers.

Marty

021775742

ABOUT MEDIAMINE

Mediamine is 100% New Zealand owned and operated so we know and understand the business and media environments you face. Good businesses have up-to-date knowledge of their media coverage, that of their competitors and other industry stakeholders such as customers and regulators.

For a fixed monthly fee, Mediamine saves you time by identifying and delivering relevant news to your inbox and Newsroom interface. To dig deeper, Mediamine analysis provides a greater insight into how your brand is being portrayed, how you compare to your competitors and/or who is talking about your areas of interest. We do this using interactive, intuitive and comprehensive media analysis solution through the platform IQ2.

Let Mediamine ease your workload and assist decision-making by using its fully integrated monitoring, measuring and research service.

WE OFFER



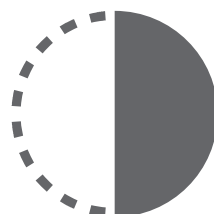
**INDUSTRY-LEADING
INTERACTIVE ANALYTICS**



**HUMAN-CODED
METRICS**



**CUSTOMISABLE CODING
REQUIREMENTS**



**100% TRANSPARENT
REPORTING**

MEDIA MONITORING



Mediamine's daily analyst-edited monitoring provides timely, relevant and comprehensive media reports across print and online formats – including Facebook, Twitter and Instagram.

With unlimited keywords sorted into different topic categories, reports are sent to your inbox and can be readily circulated to colleagues and stakeholders with little or no intervention.

Newspaper and magazine print monitoring identifies digital versions of articles as they appeared in the newspaper or magazine, including how they appeared on the page.

Similarly, social media monitoring identifies relevant posts from selected open pages and links to the post, its shares, comments and engagement.

To keep up with events throughout the day, Mediamine's Auto Reports are an excellent addition for targeting specific brands or issues that require close ongoing attention.

All monitoring can be reviewed through Mediamine's Newsroom portal, which allows the further customisation of reports, review of coverage over time or search of the database back to mid-2012.



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MEDIA ANALYSIS



Mediamine's media analysis provides independent statistical insights into how brands, campaigns, issues or individuals are portrayed in the media.

Its trained analysts employ globally recognised quantitative and qualitative analysis techniques to code metrics and present data derived from media coverage.

In addition to standard metrics, a Quality Score can be calculated for each item. This algorithmic approach weights metrics based on what is most important to the organisation, to create a single score for each item.

Item scores can be averaged across the entire data set or within a subset of the data such as a date range, spokesperson, region or publication to provide insights into how each might be impacting progress towards organisation goals.

All reporting is delivered through Mediamine's interactive IQ2 platform, which allows users to drill through the data to the item/s from which it was derived. The platform contains all historical metric data so reviewing long-term trends or coverage from any given day happens at the click of a mouse.

IQ2 provides ultimate transparency through the data and confidence in the insights it provides.



MEASURE

FIXED PRICE MONITORING

COST OVERVIEW

Unitec will receive timely, relevant and comprehensive online media coverage through Mediamine's daily curated media monitoring package. This includes media websites, blogs and any organisation's owned media.

A dedicated analyst, briefed on Unitec's requirements, will curate and categorise reports daily to ensure that only material which meets the brief is supplied. Should queries arise regarding the report creation process, the analyst will be on hand to respond in a timely manner. The report will be categorised and presented in an easy-to-read format.

Auto Reports will keep you abreast of highly relevant media coverage throughout the day.

Reports will be sent to you from your analyst, and the system in the case of Auto Reports, by email and uploaded to the Newsroom portal simultaneously, allowing them to be forwarded on in their entirety or sliced and diced for more targeted consumption.

PRICE BREAKDOWN[^]

MEDIA MONITORING PACKAGES*	QUANTITY	COST / UNIT	COST / MTH	COST / ANN
Weekly reports (month-by-month)		\$390.00		
Weekly reports on a 12-month contract		\$330.00		
Daily reports (month-by-month)		\$560.00		
Daily reports on a 12-month contract	12	\$435.00	\$435.00	\$5,220.00
Auto Notifications (month-by-month)		\$150.00		
Auto Notifications on a 12-month contract		\$100.00		
MORE MEDIA MONITORING OPTIONS***	QUANTITY	COST / UNIT	COST / MTH	COST / ANN
Additional media monitoring category terms	1	\$30.00	\$30.00	\$360.00
Press Display newspaper digital print**	12	\$175.00	\$175.00	\$2,100.00
Newsroom Standard: Custom report functionality		\$80.00		
Newsroom Premium: Retrospective news search	12	\$120.00	\$120.00	\$1,440.00
Auto Notifications (seven days) with any contract	12	\$50.00	\$50.00	\$600.00
Social media monitoring	12	\$100.00	\$100.00	\$1,200.00
Total*			\$910.00	\$10,920.00

[^] One-off set up fee of \$175.00 not included. All prices exclude GST.

* Base subscription includes four categories under which there are unlimited keywords + Newsroom Basic + 2 user logins. Daily + weekly reports delivered weekdays only.

** Each licence allows one simultaneous user; multi-licence discounts are available for five or more users.

*** Options only available with Media Monitoring Package.

TERMS OF SERVICE AGREEMENT

AGREEMENT BETWEEN MEDIAMINE LIMITED (PROVIDER)

AND

Unitec

- 1 Mediamine Ltd performs advanced internet Media Monitoring and Media Analysis of over 4,000 media sources. The list of monitored sites is regularly updated.
- 2 Mediamine Ltd agrees to supply:
 - a) Categorised Media Monitoring report/s to the Client identifying the source, brief description and web link to items of interest using the key search and filter criteria supplied by the Client.

and / or
 - b) Customised Media Analysis reports as outlined in the Analysis Price Estimate.
- 2.1 Costings may be amended to the agreement of all/both parties at any time over the duration of the contract period.
- 3 If, over a two week period, a category in a Media Monitoring report has an average of more than 15 items per report, a Client agrees to purchase an additional category. If there is a high-volume occurrence, more than 50 related items in one day, the Client agrees to purchase an unlimited item Isolation Category for one month, or until volume subsides. In both instances the Client will be contacted for approval.
- 4 Mediamine will deliver the reports to the nominated email address electronically in a timely manner on the frequency indicated in the Fixed Price Monitoring Section.
- 5 The Client agrees that any material sent to them in error will be returned to Mediamine and any residual copies destroyed.
- 6 The Mediamine report is subject to copyright. This agreement confers the right on the Client to circulate the Mediamine report amongst the Client's organisation and stakeholders.
- 7 Copyright of the material to which any link in any Mediamine report connects remains with the source to which the link pertains. It is the responsibility of the Client to obtain the agreement of the copyright owner (source) if full copies of information are copied and saved or printed for circulation or other third party use is to be made of the source material.

- 8 Mediamine is a monitoring service. It does not control or distribute content beyond that contained in its reports and to which links in its reports pertain. Mediamine Ltd takes no responsibility for broken or failed links or data unable to be accessed from source sites, or any errors within sites.
- 8.1 Should the client opt for the addition of Press Display newspaper digital print edition licence/s, Mediamine Ltd takes no responsibility for the content of or access to the Press Display site.
- 9 The Client agrees Mediamine will not be held responsible for failure of internet connections, access to sites or link failures, (beyond the control of Mediamine) which reduce site access, monitoring or delay delivery of one or more reports.
- 10 Mediamine will take all reasonable and practical steps to protect client information and file confidentiality.
- 11 Unless otherwise agreed by the Parties in writing, this contract shall be automatically renewed for consecutive twelve (12) month terms, starting on each anniversary of the expiry of the Commencement Date shown in the Terms of Trade (Appendix 1) unless either Party gives written notice to the other no later than twenty two (22) business days prior to the end of the current term, to the effect that it does not wish to renew this contract for a further term.
- 12 Should the Client develop concerns that Mediamine Ltd's media monitoring service is not meeting the original intent of this agreement, the Client agrees to outline its concerns in writing and allow Mediamine Ltd 22 business days to resolve the issue/s raised. If, 22 business days after notification, the issue/s are not resolved the client holds the right to terminate the contract or part thereof immediately. To invoke this clause, the client must, in their written outline, indicate their desire to terminate the contract if the issue/s outlined is/are unresolved. This clause (12) does not pertain to the Client if the contract period is month-by-month.

TERMS OF TRADE:

Service commencement date: _____

Fees are due and payable on 20th of month prior to the commencement of reporting period. At the commencement of the contract the client will receive two invoices one for the current service period and one for the upcoming period. You will receive monthly invoices there-after.

SIGNED:

Client: _____

Mediamine Ltd: _____

Date: _____

Date: _____



GET IN TOUCH

Drop us a line or pick up the phone.
We'd love to discuss your project with you!



0800 775 742



info@mediamine.co.nz



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