

# Chinook Book®

Everything we ❤️ about Seattle & Puget Sound

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February 4, 2015

TO: STORM Core Group  
FROM: Aaron Richey, Chinook Book  
SUBJECT: Chinook Book Partnership 2015-2016 – UPDATED PRICING

Below is a summarized version of the proposal we discussed, along with some more detail around several items we discussed, including our reporting and how we plan to add merchants in jurisdictions that want to participate, but need more redemption locations (examples: unincorporated Pierce Co, Thurston, Whatcom, and Skagit).

**UPDATE: Please note that we have now gotten a more detailed quote from our designers and printers, and, with the help our company president, have updated the bulk pricing. Please disregard the previous version of this proposal, which includes outdated pricing.**

## INTRODUCTION TO CHINOOK BOOK:

Chinook Book is a media and technology company specializing in creating incentives for sustainable behavior change. We publish a mobile app that allows users to discover sustainable businesses and easily redeem coupons for their products and services. The mobile app can easily be adapted as a public education and behavior change platform for the Puget Sound Starts Here program, helping citizens throughout the Puget Sound Basin to learn about BMPs and encouraging them to make specific changes to their behavior to help improve water quality.

## DRAFT PROPOSAL:

- 1) Create fully customized 12-month subscription cards (“SubCards”) promoting the message of PSSH brand and BMPs
  - a. Permittees can purchase these at a special bulk price to suite the needs and scale of each jurisdiction. The cost per unit depends on the total number of units ordered by all jurisdictions combined.  
**UPDATED: Pricing (includes design, printing, and shipping to each jurisdiction):**
    - i. Standard retail price \$15.00/unit
    - ii. **1,000+ units \$10.00/unit**
    - iii. **10,000+ units \$7.50/unit**
    - iv. **20,000+ units \$5.00/unit**
    - v. **30,000+ units \$4.00/unit**
- 2) Lead Mobile Sponsor of Chinook Book app
  - a. Visibility to all Chinook Book mobile users on every mobile session

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- b. Up to 10 In-Line content articles communicating BMP-related content (e.g. Dog Doogity video)
- c. Deploy up to 12 mobile coupons at no extra cost

### **Pricing:**

- i. **Free with 20,000+ Order of 12-Month SubCards**
- ii. **\$15K with order of less than 20,000 12-Month SubCards**

### 3) Full Page print advertising in Print Chinook Book

- a. Solicit engagement on pugetsoundstartshere.org with a green-friendly audience

### **Pricing:**

- i. **\$1.5k discount on any ad option**
- ii. **Full page would range between \$2k-\$7k after discount, depending on placement**

### ADDING MERCHANTS:

As discussed, Chinook Book has over 1,000 merchant redemption locations across the Puget Sound, but there are some jurisdictions with too few redemption locations to make it a worthwhile incentive for residents. For any participating jurisdictions that need further coverage, Chinook Book is committed to adding targeted BMP-aligned merchants in proportion to the population.

Any jurisdictions that want to participate can consult with Chinook Book to make sure we have a satisfactory plan in place.

### REPORTING:

One of the most powerful capabilities we can offer is reporting on the impact of your 12-month SubCards. The Puget Sound Starts Here SubCards will have their own subset of unique serialized codes, so that we can provide individualized reporting.

Specifically:

- 1) Total number of people who download and use a PSSH code by Zip, City, or County
- 2) Quarterly reporting on impressions, "favorites," and redemptions by category (e.g. Home & Garden) by Zip, City, or County
- 3) For Lead Sponsorship reporting we will report total impressions of the Splash Screen, total impressions of In-Line Content, and total actions on In-Line Content (e.g. click-throughs)

### SOME ADDITIONAL MECHANICS:

- 12-month SubCards provide 12 months of access from the time of activation. They do not have a shelf-life, but we can make the codes expire at a certain date if desired.
- Chinook Book will collaborate with the Storm Core group on a design for the 12-month SubCard and provide a physical prototype at no cost before the February 12<sup>th</sup> quarterly STORM meeting.

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- After all orders of the SubCards are final, Chinook Book staff will add merchants needed in jurisdictions that need additional coverage (see “ADDING MERCHANTS”).

### TIMELINE AND DEADLINES:

There are two primary drivers of our timeline: the PSSH Month in May 2015 and the Chinook Book print deadline. Based on these drivers, here is my proposed timeline:

1/31/2015	Solidify program elements, sign agreement, and finalize SubCard design and prototype
2/12/2015	STORM Quarterly meeting – solicit orders of SubCards
3/1/2015	Deadline for submitting SubCard orders. Begin planning for adding merchants to jurisdictions below location threshold.
4/1/2015	Deadline for submitting Logo, Images, and Copy for Mobile Lead Sponsorship
5/15/2015	Deadline for CB staff to add merchant locations in jurisdictions that need it. Launch of PSSH Lead Mobile Sponsorship
6/1/2015	Chinook Book print artwork deadline
9/1/2015	Print publication date

As I mentioned in the meeting, I believe polluted stormwater runoff to be the most important regional environmental challenge we face today, and I’m fully committed to the effort to engage and educate the public on this critical issue.

Please let me know if you have any questions or feedback on the terms and/or timeline of this proposal.

Sincerely,



Aaron Richey  
Director – Seattle & Puget Sound