

EXHIBIT B - COST PROPOSAL

January 30, 2026

# Digital Advertising Server

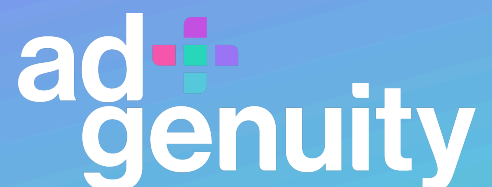
## Cost Proposal for the City of Flagstaff

**Solicitation No.:** 2026-114

**Solicitation Name:** Digital Advertising Server

**Closing Date and Time:** Friday, January 30, 2026, at 5:00pm

**Company Name:** Ad+genuity



# Cost Proposal

We have outlined our proposed budget approach to align with the City of Flagstaff's Digital Ad Server RFP and anticipated investment levels. Ad+genuity prioritizes allocating the maximum possible portion of the budget toward working media, as this is what most directly drives performance and measurable outcomes. Our approach is designed to be flexible and scalable, allowing media allocations to adjust based on available funding, seasonal priorities and evolving objectives.

We would work closely with City of Flagstaff staff to refine budget allocation by channel, tactic and timing to ensure alignment with strategic goals, operational needs and performance expectations. The budget outlined herein represents a starting point, and we welcome the opportunity to further discuss and collaboratively refine our recommended approach.

## Campaign Details for FCVB

**Budget Total:** \$190,000 Programmatic Campaign + \$95,000 Contingency

**Media Channels:** Display, Native, OLV, CTV, High Impact Display

**Media Flight:** September 1, 2026 - August 31, 2027

**Targeting Parameters:** We will use a multi-layered targeting approach to reach FCVB's target audience, leaning into both pre-built and custom data segments from trusted third-party partners designed specifically for FCVB.

**Media Placement Recommendations:** Ad+genuity's initial recommendation below is based on information outlined within the RFP; budgets can be reallocated or shifted based on desired reach, assets available and campaign strategy.

# Discover Flagstaff Media Plan

- Core Markets: Phoenix and Tucson
- Growth Markets: SoCA, Las Vegas, Dallas
- Specialty Campaigns: spring training, festivals, etc.

Placement	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	dCPM	
CTV													\$36	
Display													\$7.50	
Native													\$8.50	
OLV													\$10	
High-Impact Display													\$24	

At no additional cost (\*included in costs outlined), Tourism Economics attribution reporting will be incorporated through pixel implementation and reporting to provide additional insight into how media exposure contributes to visitation and economic impact. If FCVB already has a preferred attribution vendor of choice, we will utilize pixels provided to allow our campaign performance to show within the respective vendor reporting. This layered measurement approach allows FCVB to evaluate performance across both traditional media KPIs and tourism-specific outcomes, recognizing the full value of destination marketing efforts.

## Annual Support Contracts & Pricing Approach

Ad+genuity's pricing is designed to be straightforward, predictable and fully transparent—without hidden fees or add-on costs.

We use a **True CPM (cost per thousand impressions) model**, rather than layering separate management, technology or reporting fees on top of media spend. This means all costs are accounted for upfront, so you know exactly what you are paying for and why.

### How Annual Costs Work

We recommend an always-on annual approach that allows budgets to scale up or down based on seasonality, demand and campaign priorities. There are no required contract lengths or minimums on spend commitments, and budgets and timing can be adjusted as goals evolve. This approach supports continuous learning and performance optimization throughout the year.

Our costs for programmatic media are priced using a dynamic CPM (dCPM) model. In practical terms, this means:

- A maximum CPM is established as a ceiling
- When impressions are secured at lower costs in real time, savings are passed directly back to the client
- The result is more impressions and stronger performance for the same budget

You are not paying a flat retainer regardless of performance—your dollars work harder as efficiencies are realized.

Unlike fixed retainers or rigid CPM models, Ad+genuity's approach combines strategy, execution, optimization and reporting into one rate, scales naturally with budget levels and eliminates surprise fees or shifting percentages

**In short: one budget, one rate, everything included.**