

Datum Tech Inc-Contract # R211501

Products/Pricing

ReRoll – Datum Tech’s ReRoll platform is an online interface that provides actionable data for school districts seeking to re-enroll students

Digital Outreach – Micro-targeting through mobile apps – Datum Tech’s Digital Outreach is a mobile marketing platform that includes custom audience creation and address matching. We offer both banner and video ads.

i. Products

Product	Description	Units	MSRP	% Discount	OMNIA Price Not to Exceed
ReRoll	n/a	per student	\$1.15/student	13%	\$1.00/student
Digital Outreach	Banner ads up to \$2500	CPM	\$12.00/CPM	15%	\$10.20/CPM
Digital Outreach	Video spend up to \$2500	CPM	\$24.00/CPM	15%	\$20.50/CPM
Digital Outreach	Banner spend \$2501-\$5000	CPM	\$11.50/CPM	15%	\$9.75/CPM
Digital Outreach	Video spend \$2501-\$5000	CPM	\$22.45/CPM	15%	\$19.00/CPM
Digital Outreach	Banner spend \$5001-\$10000	CPM	\$10.50/CPM	15%	\$8.90/CPM
Digital Outreach	Video spend \$5001-\$10000	CPM	\$21.50/CPM	15%	\$18.25/CPM
Digital Outreach	Banner spend over \$10,000	CPM	\$10.00/CPM	15%	\$8.50/CPM
Digital Outreach	Video spend over \$10,000	CPM	\$20.00/CPM	15%	\$17.00/CPM

- ii. Digital file included in package
- iii. Pricing is for all products and services
- iv. There are no shipping charges
- v. There are no warranties
- vi. There is no return or restocking fee
- vii. There are no other additional discounts or rebates
- viii. Customers can guarantee they are getting these prices by looking at the line items on the invoices
- ix. Datum Tech accepts credit card and payments by check
- x. There will not be pricing increases during the terms of the Contract. If the option to roll the contract for two additional years is agreed upon, Datum will have the opportunity to adjust pricing by no more than 7%. Said adjustment will be in writing 90 days prior to the end of the original three-year contract.

Datum Tech Inc-Solicitation Number 21-15

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