



Australian Government MEDIA BOOKING AUTHORITY

MBA NO: MAB10062
Cancels & Supersedes MBA NO:
DATE: Thursday, 19 November 2015
FROM:

Dentsu Mitchell
105 York Street
South Melbourne VIC 3205
Phone +61-3-9693 5544
ABN 44 123 609 629

CLIENT CONTACT NAME: BILLING CONTACT for Invoice:
Client Address: Billing Address:
Client Email Address: Billing Email Address:
Client Phone Number: Billing Phone Number:

Authority is hereby given to Dentsu Mitchell to book the following Media

ENTITY / ORGANISATION Department of Employment
CAMPAIGN: Jobactive Restart
PLAN NO./DATED: Version 10 as at 19th November 2015
CREATIVE AGENCY:
PERIOD OF ADVERTISING/CAMPAIGN:

MEDIA	DESCRIPTION	TOTAL
Television		\$2,801,386.21
Online Television Commissionable		\$160,650.00
Online Television Non-Commissionable		\$42,000.00
Mobile Commissionable		\$199,500.00
Mobile Non-Commissionable		
Digital Display Commissionable		\$973,875.00
Digital Display Non-Commissionable		\$88,200.00
Search - Commissionable		
Search - Non-Commissionable		\$323,400.00
Magazines - Commissionable		
Magazines - Non-Commissionable		
Newspapers		\$911,524.41
Radio		\$731,289.17
Indigenous		
Indigenous Digital Display Commissionable		
Indigenous Digital Display Non-Commissionable		
Indigenous Search - Commissionable		
Indigenous Search - Non-Commissionable		
CALD		\$440,092.11
CALD Digital Display Commissionable		
CALD Digital Display Non-Commissionable		\$110,880.00
CALD Search - Commissionable		
CALD Search - Non-Commissionable		
Cinema		
Out of Home		\$514,150.00
Gross Media Spend		\$7,296,946.90
Less: Media Commission 10% of Gross Media (if applicable)		-\$673,246.69
Plus: Whole of Australian Government Administration Fee (WoAG) 2% of Gross Media Spend		\$145,938.94
Plus: Remuneration Charge Back Amount 4% of Gross Media Spend		\$291,877.88
Plus: Material Despatch		\$52,643.00
Plus: Material Production		\$26,000.00
Plus: Search Engine Marketing 10% of Gross Media Spend for Digital Search		\$32,340.00
Plus: Optional Advertising Service Charges		\$200,000.00
Net Cost		\$7,372,500.03

GST	\$737,250.00
Total	\$8,109,750.03

Do you require print Tear Sheets?

☐ Yes

☐ No

Mitchell Adcorp
(Production/Creative):

Special Comments

Terms & Conditions:

The Contractor has offered under clause 13.1(a) of the Deed in relation to Master Media Agency Services for the Commonwealth Government (the Deed) to provide the Advertising Services to Participants.

When the 'Participant' issues a Media Instruction to the 'Contractor', a contract is formed as follows:

(a) for Campaign or Recruitment Program advertising, when a Media Brief (Schedule 5) is signed; or

(b) for Recruitment, Public Notice or Tender Notice advertising, when a request from the Participant to the Contractor is confirmed in writing by the Contractor,
in accordance with the terms of the Deed.

For the purposes of the Deed, the 'Participant' becomes a 'Customer' once a contract is formed. When a Customer approves a Media Booking Authority, the Customer is authorising the Contractor to book media on their behalf under a Customer Contract and is required to pay any resulting Service Charges in accordance with the terms of the Deed.

By signing this Media Booking Authority, you are confirming that you:

- (1) have complied with Commonwealth Government policies and guidance in relation to advertising (where applicable);
- (2) are satisfied that this expenditure represents proper use of Commonwealth resources, and

Client Approval: (Signature)

Client Approval Name: (Print Name)

Approval Date:

Purchase Order Number:

3/12/15

Return to Dentsu Mitchell:

Scan and email to the relevant Dentsu Mitchell Client Service Director or Manager

Office Use Only

ENTITY TYPE

Non-Corporate Commonwealth Entity

Corporate Commonwealth Entity

ACT Gov't / NT Gov't

Authorised Organisation

JOB TYPE

Campaign

Recruitment Program

Public Notice

Recruitment*

Tender Notice*

*(with exemption attached if applicable)