

## **WCVB Board Meeting**

**Meeting:** February 10, 2022

**Item:** Missouri Life Advertising May-December 2022

### **Overview:**

WCVB has advertised with Missouri Life since 2017.

From 2017-2020, we only did print ads. In 2020 due to the Show Me Strong Funds, we started utilizing digital along with the print opportunities. We've found the combination a great fit for our marketing plan.

This is not part of the MDT Marketing Matching Grant. The expense is included in our FY 21-22 budget.

### **Staff Recommendation:**

Staff recommends the board approve the agreement with Missouri Life for advertising expenses in 2022 not to exceed \$15,840.00

### **Additional Resources:**

Proposed Insertion Order Attached