



The School District of Lee County Southwest Florida Family Magazine Article Project Brief

Prepared by Priority Marketing

PO # - TBD

Southwest Florida Family Magazine Articles

PRIORITY MARKETING will draft and submit monthly articles on behalf of the District. Topics will be reviewed and agreed upon in advance.

Communications Goals & Objectives

- Utilize the monthly guest column in Southwest Florida Family to highlight the positive outcomes and successes for the District

Components & Deliverables

- PRIORITY MARKETING will draft and submit one article per month that is reviewed and approved by the District's Communications Team.

Timeline

- July 2026 – June 2027

Cost Estimate:

- \$700-\$950 per article (varies based on interviews)

Note: The cost estimate provided is a good-faith projection based on the anticipated scope of work and estimated time requirements. This estimate is intended to offer an approximation of potential costs and does not constitute a binding agreement or guarantee of final pricing. The actual time incurred may vary due to project complexities, unforeseen circumstances, or client-requested modifications. Accordingly, the final invoice issued upon project completion will reflect the actual time spent on the project, which may be higher or lower than the initial estimate. By proceeding with the project brief, the client acknowledges and agrees to this billing structure.

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