

Item	Description	Total estimate costs	Amount requested	Amount covered by other funds
“Getting Started with the ORCID Public API: A Beginner’s Guide”	Article- \$10/hr X 50 hours.	\$500	\$500	\$0
“Connecting Your Systems to the ORCID Registry: An Overview of ORCID’s APIs”	Article- \$10/hr X 50 hours.	\$500	\$500	\$0
“Reading and Writing to ORCID Records: A Tutorial on Using ORCID’s APIs”	Article- \$10/hr X 50 hours.	\$500	\$500	\$0
“Understanding ORCID’s Metadata: A Guide to the Information Contained in an ORCID Record”	Article- \$10/hr X 50 hours.	\$500	\$500	\$0
“Building a Secure Integration with ORCID: Best Practices for Using ORCID’s APIs”	Article- \$10/hr X 50 hours.	\$500	\$500	\$0
Campaign Management	Content SEO, Editing and Publishing	\$500	\$500	\$0
“ORCID for Institutions: A Guide to Implementing ORCID at Your Organization”	YouTube Video- \$10/hr X 60 hours	\$600	\$600	\$0
“ORCID for Researchers: How to Make the Most of Your ORCID Record”	YouTube Video- \$10/hr X 60 hours	\$600	\$600	\$0
“ORCID for Publishers: Best Practices for Collecting and Displaying ORCID IDs”	YouTube Video- \$10/hr X 60 hours	\$600	\$600	\$0
Campaign Management	Video Editing and Publishing	\$700	\$700	\$0
Marketing and Publishing campaign across Twitter, LinkedIn and Web.	Twitter Marketing	\$700	\$700	\$0
	LinkedIn Marketing	\$700	\$700	
	YouTube Marketing	\$700	\$700	
Equipment and Supplies	Cost of mobile data and power	\$500	\$500	\$0
Total		\$8,100	\$8,100	\$0