

ADDENDUM
TO THE AGENDA OF THE CITY COUNCIL
OF THE CITY OF MIDWEST CITY

September 27, 2016 – 7:00 PM

D. DISCUSSION ITEMS

5. Discussion and consideration of approving an agreement with Tinker Take Off for advertising multiple Midwest City events at a discounted rate of \$18,570 and approving a supplement in the amount of \$14,184 to fund 123 (Park & Recreation Fund) and \$4,386 to fund 046 (8710 – CVB/Economic Development) to fund this agreement.



City Manager
100 N. Midwest Boulevard
Midwest City, OK 73110
office 405.739.1204

MEMORANDUM

TO: Honorable Mayor and Council

FROM: J. Guy Henson, City Manager

DATE: September 26, 2016

RE: Discussion and consideration of approving an agreement with Tinker Take Off for advertising multiple Midwest City events at a discounted rate of \$18,570 and approving a supplement in the amount of \$14,184 to fund 123 (Park & Recreation Fund) and \$4,386 to fund 046 (8710 – CVB/Economic Development) to fund this agreement.

Please see the attached Agreement. This will allow the City the ability to advertise in the Tinker Take Off for multiple events at a discounted rate. The supplement provides the funding sources for the Agreement. In order to timely advertise for the upcoming events, it was necessary to place this item on the agenda as an addendum.

Staff recommends approval.

A handwritten signature in cursive script, reading "J. Guy Henson", is written over a horizontal line.

J. Guy Henson,
City Manager

Attachment

TTO advertising package for remainder of FY 16-17

Event	Ad size	Final Rate
Qrtly co-op: Boo Bash, Street Fest, T or T City, Lunchtime & Tunes	full	\$1,199
Qrtly co-op: Vet Day Parade, HLS, S Christmas, Nightlight Run	full	\$1,199
Qrtly co-op: MLK, DDD, Covered in Color, Cruise in for Coffee	full	\$1,199
Qrtly co-op: Footgolf, JamzNJune, Sunset Cin, PowWow, Star Spangled Salute, Luau, Tribute to Liberty	full	\$1,199
Mid-America Street Fest	1/2 pg	\$699.00
Trick or Treat City	1/2 pg	\$699.00
HLS	1/2 pg	\$699.00
Storyland Christmas	1/2 pg	\$699.00
Covered in Color, Cruise in for Coffee	1/2 pg	\$699.00
Made in OK	1/2 pg	\$699.00
Pow Wow	1/2 pg	\$699.00
2016 Holiday Guide - HLS	1/2 pg	\$699.00
2016 Holiday Guide - SC	1/2 pg	\$699.00
Tribute to Liberty	1/2 pg	\$699.00
75th Anniversary - 2 ads	full	\$2,398.00
Location OK - Ok's Site Selection Guide - ED	full	\$3,086.00
Living in Ok Special Edition	full	\$1,300.00
web links		n/c
Graphic Design cost		\$3,000.00
Total		\$21,570.00

TINKER TAKE OFF – JOURNAL RECORD ADVERTISING AGREEMENT

Effective Date: September 27, 2016 - June 30, 2017

Advertising Agreement Terms (minimum frequency): 15

Ad Size(s) & Rate(s):

- Half Page, Full Color: TTO & JR (Horizontal: 10" w x 6.854" h or Vertical: 4.917" w x 13.875" h) = **\$699.00 per insertion**
Ad Content: Mid-America Street Fest, Trick or Treat City, HLS, Storyland Christmas, Covered in Color, Cruise in for Coffee, Made in OK, Pow Wow.
- Full Page, Full Color: TTO & JR (10" w x 13.875" h) = **\$1,199.00 per insertion**
Ad Content: Boo Bash, Street Fest, Trick or Treat City, Lunchtime & Tunes, Veteran's Day Parade, HLS, Storyland Christmas, Nightlight Run, MLK, DDD, Covered in Color, Cruise in for Coffee, Footgolf, JamzNJune, Sunset Cinema, Pow Wow, Star Spangled Salute, Luau, Tribute to Liberty, 75th Anniversary.

Annual Special Publications:

- **2016 TAFB Holiday Guide** (11.18.16)
Size: **Half Page, Full Color** (Horizontal: 10" w x 6.854" h or Vertical: 4.917" w x 13.875" h) Rate: **\$699.00 per insertion**
Ad Content: HLS & Storyland Christmas
- **2017 JR Location Oklahoma** (06.28.17) Size: **Full Page, Full Color** (8.625" x 10.625", includes 1/4" bleed) Rate: **\$3,086.00**
- **2017 TAFB Living in Oklahoma – Family Guide** (07.21.17)
Category: Hospitality/Travel Size: Full Page, Full Color, (7.125" x 9.5") Rate: **\$1,300.00**

Total Advertising Agreement **\$18,570.00**

Notes: Digital weblinks are included from the digital replica of the above listed publications at no additional charge on www.tinkertakeoff.com or www.journalrecord.com as appropriate. A -20% bundle discount has been applied in combination with our fall/winter newspaper rate special as incentive for advance planning. Digital weblinks and special publications as listed above. Client provides URL for Digital weblinks.

The undersigned agrees as follows:

1. All advertising is invoiced on the day of publication issuance upon credit approval, and all invoices are due and payable within ten (10) days from the date of invoice at the office of The Journal Record Publishing Co., P.O. Box SDS 12-2707, Minneapolis, MN 55486. Prepayment prior to deadline is required without credit approval. Prepayment prior to deadline is required without credit approval.
2. The advertiser and the advertising agency, if any, placing the advertisement with The Journal Record Publishing Co. for publication shall be solitarily liable under this contract.
3. Advertiser confirms any materials provided to The Journal Record Publishing Co. will not violate or in any way infringe upon any interest or right (contractual, intellectual property, proprietary or other) of any third party.
4. The Journal Record Publishing Co. reserves the right to cease the publication of advertisements upon default in the payment of any installment due hereunder and invoice the undersigned in an amount equal to the difference between the earned rate defined as the number of advertisements that actually ran (hereinafter "the short rate"). The short rate is due and payable immediately upon receipt of the invoice.
5. The undersigned shall pay on all past due amounts a reasonable collection fee, or a reasonable attorney's fee, plus costs of suit, if instituted.
6. Interest shall accrue at the rate of eighteen (18%) per annum on all past due amounts hereunder.
7. This contract may be cancelled by the advertiser, provided written notice of cancellation is given to your advertising salesperson at Journal Record Publishing Co. at 101 N. Robinson, Suite 101, Oklahoma City, OK 73102, a minimum of one month before the date the advertisements are contracted to be published. Ads contracted to be published during the one month prior to cancellation timeframe will be required to run. If this contract is cancelled, the advertiser will be liable for the difference between the rate shown on this contract and the earned rate for all ads that have already run or must run due to the one month cancellation notice. Also upon canceling the contract a (10%) penalty on the entire contract value is due.
8. Any provision of this contract prohibited by law or held invalid in any state shall, as to such provision, be ineffective to the extent of such prohibition or invalidity, without invalidating the remaining provisions hereof.
9. This contract has been executed in and shall be governed by the laws of the State of Oklahoma.
10. The publisher reserves the right to refuse any advertising.
11. If The Journal Record Publishing Co. makes a mistake with your ad you will receive one free ad of the same size in the next available issue. It is the advertiser's responsibility to let the sales manager know about any mistakes within 14 days from publication date. Payment is required for the ad with the mistake and the free ad is the make good.

Executed this _____ day of _____,

**The Journal Record Publishing Co.
101 N. Robinson, Suite 101
Oklahoma City, OK 73102**

Advertiser: **City of Midwest City**

Contact/Agency: **Guy Henson, City Manager - Kay Hunt, Public Relations/Media Buyer**

Billing Address: **100 N. Midwest Blvd. Midwest City, OK 73130**

Email: **ghenson@midwestcityok.org & midwestmedia.hunt@gmail.com**

Web Address: **www.midwestcityok.org** Phone: **405-739-1208**

Account Number: **10007763**

By: _____

**Guy Henson - Kay Hunt, City of Midwest City
Signature of Corporate Officer or Authorized Signature**

By: _____

Anne Richard, Advertising Director, The Journal Record Publishing Company (For the Publisher)

By: _____

Wendy Russell-Duncan, Multimedia Marketing Consultant (405) 278.2831 or (405) 308.1928 wendy.duncan@journalrecord.com

Please review, sign and fax to: 405-278-6907 or scan and email to: wendy.duncan@journalrecord.com