

ORDINANCE NO. 2009 - 48

**AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH THE MAGAZINE DIVISION OF THE "CINCINNATI ENQUIRER" FOR ADVERTISING "FUNFORMASON"**

WHEREAS, the City of Mason desires to inform citizens and advertise its "Funformason" Parks & Recreation program; and

WHEREAS, the Magazine Division of the "Cincinnati Enquirer" publishes "Our Town Magazine"; and

WHEREAS, the City wishes to enter into a contract with the Magazine Division of the "Cincinnati Enquirer" to advertise Mason and have Mason on their website, as well as other benefits to the City.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Mason, Ohio, seven members thereto concurring:

Section 1. That the contract with the Magazine Division of the "Cincinnati Enquirer," in the amount of \$77,490 for various advertising and promotions, is hereby accepted. A copy of the contract is attached hereto and incorporated herein by reference.

Section 2. That the City Manager is hereby authorized and directed to enter into a contract with the Magazine Division of the "Cincinnati Enquirer" for said advertising according to the specifications set forth by said contract.

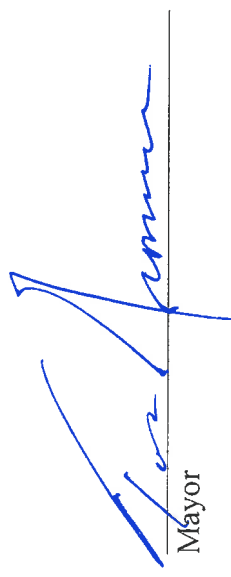
Section 3. That the Finance Director is hereby authorized and directed to pay the Magazine Division of the "Cincinnati Enquirer" the sum of \$77,490 in accordance with the terms of the contract.

Section 5. That this Ordinance shall take effect and be in force from and after the earliest period allowed by law.

Passed this 18<sup>th</sup> day of May 2009.

Attest:

  
Clerk of Council

  
Mayor

# THE CINCINNATI ENQUIRER

312 ELM STREET  
CINCINNATI, OH 45202  
(513) 721-2700

This advertising agreement made on the 27<sup>th</sup> of April, 2009, by and between the Retail Division of the Cincinnati Enquirer and the City of Mason located at 6000 Mason-Montgomery Road, Mason, Ohio 45040 specifies that:

The advertiser agrees to spend \$77,490 between the dates of July 8, 2009 and July 7, 2010. This will be billed in 6 separate installment of \$12,915 on or immediately after the billing dates of Our Town Magazine as follows:

July 8, 2009 (Aug/Sept)  
September 9, 2009 (Oct/Nov)  
November 11, 2009 (Dec/Jan)

January 6, 2010 (Feb/March)  
March 10, 2010\* (April/May)  
May 12, 2010\* (June/July)

- 1) The Enquirer agrees to run 16 consecutive pages of "FunforMason" listings in Our Town Magazine in 6 consecutive issues beginning with July, 2009. These pages will be listed in the table of contents of each of these issues. The "FunforMason" pages will appear in approximately 14,000 copies of each issue of Our Town Magazine.
- 2) The Enquirer will print and deliver approximately 13,350 additional copies of a freestanding 16 page "FunforMason" brochure created directly from the Our Town Magazine 16 consecutive page special section. The brochure will be distributed to select households provided by the City of Mason and remaining Mason addresses, including the 45040 zip code. The Enquirer will provide the layout and design services for the section and the separate brochure, from suitable content supplied by the City of Mason. The PDF's of the pages will be available to the City of Mason for city use.
- 3) The Enquirer will provide a monthly online presence for the City of Mason on the ConnectMason site of Cincinnati.com which will be itemized as part of the \$12,915 bi-monthly installment.
- 4) The Enquirer will produce a minimum of 3 photo pages per year featuring activities at the Mason Community Center, and will provide additional remnant space as available in other products, including but not limited to Your Hometown Enquirer, the Shop Local Direct Values wrap and Our Town Magazine to promote classes and activities for the Mason Community Center.

*All terms and conditions of the attached Cincinnati Enquirer Contract and the 2009 contract addendum apply. The above contract covers items 1 & 2 in the attached standard contract. \* Subject to approval of budget dates of Our Town Magazine in 2010.*

The Cincinnati Enquirer

By: \_\_\_\_\_  
Vice-President of Advertising

By: \_\_\_\_\_  
Advertising Director

By: \_\_\_\_\_  
Advertising Sales Manager

By: \_\_\_\_\_  
Account Executive

The City of Mason

By: \_\_\_\_\_  
City Manager

By: \_\_\_\_\_  
Public Information Officer

By: \_\_\_\_\_

By: \_\_\_\_\_