

ORDINANCE NO. 2014 - 77

AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH CINCINNATI MAGAZINE FOR ADVERTISING "CENTERPOINT" AND "MASON MATTERS" AND DECLARING AN EMERGENCY

WHEREAS, the City of Mason desires to inform citizens and advertise its "CenterPoint" Parks & Recreation/Community Center programs and its "Mason Matters" city news; and

WHEREAS, "Cincinnati Magazine" provides design, print, and delivery to specific targeted areas; and

WHEREAS, the City wishes to enter into a contract with "Cincinnati Magazine" to advertise Mason news and deliver it to residents in a timely manner;

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

Section 1. That the contract with "Cincinnati Magazine," in an initial amount not to exceed \$251,472 for two years with an option to renew up to 4 additional years 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 "Cincinnati Magazine" 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 "Cincinnati Magazine" a sum not to exceed \$125,736 for each of two years, with an option to renew up to four additional years in accordance with the terms of the contract.

Section 4. That the Finance Director is further authorized to pay additional amounts during the initial two year term and any renewal terms related to additional costs associated with postage increases, administrative costs, additional advertising pages being secured by the City, or any other adjustments authorized by the City Manager.

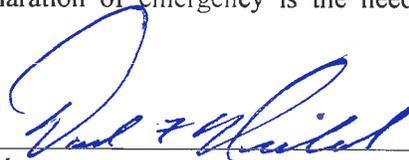
Section 5. That this Ordinance is hereby declared to be an emergency measure necessary for the immediate preservation of the public peace, health, safety and general welfare and shall be effective immediately upon its passage. The reason for said declaration of emergency is the need to keep production on schedule.

Passed this 8th day of September, 2014.

Attest:

Clerk of Council

Mayor





2014-2015

CenterPoint Magazine Publishing Agreement

This contract covers a term of two-years, starting with the December 2014 Edition publishing 8 issues over a 24-month time period.

Goal: To publish and create a quarterly, four-color glossy magazine for the City of Mason (CoM) called CenterPoint Magazine. Our goal is to improve the proposed 31-page publication quality and reach, educate residents and offer a limited number of advertising positions.

Execution: *Cincinnati Magazine*, a 46-year old monthly and custom magazine Publisher, will utilize its' Custom Publishing team to design, sell and print the publication.

***Cincinnati Magazine* will deliver the following:**

1. **Four (4) editions** per year; Dec, Mar, Jun and Sept Issues
2. **Projected 31 total pages** – a proposed 40 pages which could include advertising as outlined in the advertising section. Actual edit and advertising page ratios finalized and approved by CoM
3. **Magazine Trim Size:** 8"w x 10.5"h and four-color throughout.
4. **Quantities/Distribution:** **33,500 copies** per Edition – 33,000 total copies mailed to residents, utilizing the Mason mailing list, plus 300 bulk copies to the City of Mason and 100 copies to *Cincinnati Magazine* offices.
5. **Digital Version(s):** Three (3) separate digital copies (Issuu) plus PDF's provided.
6. **Paper Spec:** 100# lb. cover weight with UV coating, a minimum 60# lb text wt. inside body pages.
7. **Editorial:** The editorial focus will be determined by CoM with layout and design input from *Cincinnati Magazine* Custom designers and editors. *Cincinnati Magazine* will be responsible for top-editing of [provided by CoM story content and photographs], fact-checking, and proofing, and manufacturing. One CoM contact has final approval of all content.
8. **Design:** *Cincinnati Magazine* to provide print manufacturing, distribution, layout, and design (turnkey).
9. **Photography/Infographics:** Must be provided by CoM, we will utilize limited stock images, if necessary.



[CincinnatiMagazine]

Carew Tower 441 Vine Street Suite 200 Cincinnati Ohio 45202-2039

Direct Line: 513.562.2752 Main line: 513.421.4300 Fax: 513.562-2788 jlunn@cincinnatiimagazine.com

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Tentative Timeline:

Final timeline to be agreed and confirmed by CM printer and CoM

Editorial timeline/lineup/concepts provided by Mason.....	8/25
Editorial lineup in - soft pagination	9/2
Final High Res Cover Art provided by.....	9/9 – 9/29
Editorial content plus all other images/logos in.....	9/12
Ad close.....	9/26
Pagination.....	9/29
First design draft to Mason.....	10/3
Changes due to Mason from CM.....	10/13
Second Round of changes due to Mason.....	10/20
Final Ad materials due.....	10/24
Final Mason approval/sign off on edit content.....	10/28
Copies delivered to Mason offices.....	11/13
Nov/Dec Issues arrive in resident mailboxes.....	11/15 th (usps)

Revenue Share Potential:

In exchange for the opportunity to add pages to CenterPoint Magazine a revenue share opportunity will be;

~43% CoM and 50% *Cincinnati Magazine*:

1. Meaning *Cincinnati Magazine* sales team has the opportunity to solicit advertisers (with CoM approvals) in order to offset publication expenses. For example; IF 4 ad pages are sold at a total net revenue of \$8,000; then \$3,444 would be credited to the CoM publishing fee.
2. IF Advertising revenue offset is met, the example would be;
 - Per issue invoicing: \$23,622 to the City of Mason
 - Cincinnati Magazine* absorbs sales rep commissions and additional manufacturing costs of 4 ad pages.
 - Ad pages sold in 4 or 8 page increments.
3. Proposed Ad Rates per Edition:
 - Full Page: \$ 2,000 net * Covers at +20% premium
 - ½ H Page: \$ 1,500 net
 - ¼ Page: \$ 800 net
 - 1/8 Page: \$ 500 net

BONUS Marketing:

- One (1) Full Page ad will be published [over a 12-month time period] in *Cincinnati Magazine* to promote the City of Mason in 2015 (value of \$5,995). The same in contract year 2016.
- Reciprocating weblinks between <http://www.imaginemason.org/.com/> and www.cincinnatiimagazine.com in order to cross promote CenterPoint Magazine.

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Investment from The City of Mason:

Cincinnati Magazine will deliver the aforementioned 31-page CenterPoint Magazine in exchange for the publishing fees outlined:

City of Mason (CoM) will pay \$27,066 for each edition or \$216,528 for eight (8), 31-page Editions over a 24-month time period.

The City of Mason will provide all story content articles via Microsoft Word and all hi-res photography at *Cincinnati Magazine* specifications. All Mason Community Center activities and program listings also provided via Excel or Word. No fact checking will be necessary by *Cincinnati Magazine* editors. Payment terms - 100% payment due 30 days after shipment and delivery of each publication. A PO number would be in order to cover costs due to pre-printing work provided.

A post-mortem meeting will occur within 20 days after each issue in order to evaluate progress and modify/improve our publishing partnership.

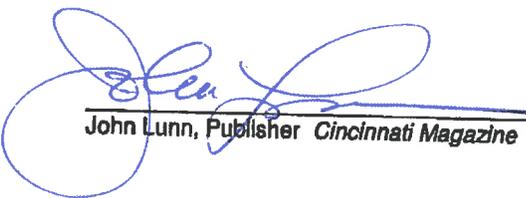
This agreement shall be binding upon The City of Mason and *Cincinnati Magazine's* signed authorization, including their respective successors and assigns. The agreement shall not be amended except by written agreement between the above mentioned parties. This agreement shall be construed in accordance with the laws of the State of Ohio.

Neither of the parties hereunder shall be responsible for any loss, damage or delay in furnishing or accepting any of the above-mentioned services or materials caused by fire, military authorities, acts of God or acts of public enemy, inability to secure material or transportation facilities, acts of omissions of carriers, publication-related strikes or work stoppages or other causes beyond the control of the parties hereto.

Any and all information delivered to *Cincinnati Magazine* constitutes the property of the partners and shall not be utilized in any fashion by *Cincinnati Magazine* for any unauthorized reason whatsoever, excluding the publication stated above, without the expressed and written permission of The City of Mason.

The signatures below confirm that each party has reviewed and agreed upon the responsibilities and expectations;

Accepted by: 
Eric Hansen, City Manager, The City of Mason 9/12/14
Date

Submitted by: 
John Lunn, Publisher *Cincinnati Magazine* 9/12/14
Date

[Cincinnati Magazine]