

# Addison

and the north dallas corridor media group

## Proposal

**Date:** Revised on October 18, 2013

**To:** Town of Addison

Announcing the new Addison and the North Dallas Corridor Media Group's Multi Media platform offering advertisers multi-media marketing that utilizes all platforms available, resulting in increased effectiveness.

In print and all digital platforms, we create awareness with platforms available quarterly, monthly and NOW weekly to our readers in the Addison and the North Dallas Corridor, to create awareness and let them know more about your business, facility, products and services offered, and encourage them to contact you.... bringing you new clients and increased sales.

Addison North Dallas corridor Media Groups proposes the following to the Town of Addison:

The Town remains an anchor advertiser in Addison the Magazine of the North Dallas Corridor and in the extended digital platforms. And as such the Town of Addison will receive the following exposure:

### Updated Magazine Section

#### Magazine:

- 18 pages of R.O.B. (Run of Book) advertising and editorial, in each of the quarterly issues
- FP premium ad position of inside back cover in each of the quarterly issues
- Up to two additional FP ads per issue in the section of choice in each of the quarterly issues

#### Digital Edition/ Tablet Smart Phone Device Application:

- FP ad position of inside back cover in each of the quarterly issues
- Up to two additional FP per issue in the section of choice in each of the quarterly issues
- Up to 3 enhancements per digital issue including: Cover Sponsorship, Blow-In, Web Content (iFrame) Blow-in, Button Drawer, Belly Band, Slideshows, 360° Animation, Audio-Video, in each of the quarterly issues

#### Website:

- Front page Ad zone (rotation ad zones 2, 3 & 4) 3 times/year
- Category page I (rotation ad zones 2, 3 & 4) each month
- Category page II (rotation ad zones 2, 3 & 4) each month
- Category page III (rotation ad zones 2, 3 & 4) each month

#### E News:

- One portrait ad position per week for 26 weeks
- Middle banner ad position per week for 13 weeks

#### Addison North Dallas Corridor Media Group Will Also:

- On or before Jan 1, of each year, provide a timeline that details the elements of the Publications with key milestones.
- Provide that each issue will be a minimum of 64-page Perfect Bound magazine of 20,000 copies each issue of the magazine
- Proofs of the editorial outline, story ideas, cover design, photos, artwork, and layout and input for approval by the Town.
- Provide the Town prior approval of all promotional material including advertising rates pertaining to the Publications.
- Be responsible for its distribution to participating hotels and shall also verify placement of the Visitors Guide in guest rooms. Addison North Dallas Corridor Media Group shall also provide replacement copies of the Visitors Guide to hotels as needed. In addition, Addison

North Dallas Corridor Media Group shall also distribute the Visitors Guide to the following sources:

- Participating Hotel Sales Offices
  - Corporate Concierges
  - Commercial Leasing Offices and Residential Real Estate Offices
  - Certain Advertisers
- 
- With respect to the Magazine, Addison North Dallas Corridor Media Group shall be responsible for its distribution to the residential properties identified and agreed upon by Addison North Dallas Corridor Media Group and the Town and Addison North Dallas Corridor Media Group shall verify the distribution of the same.
  - Addison North Dallas Corridor Media Group shall provide to the Town a list of all sources to whom copies of the Publications are distributed.
  - As the anchor advertiser, the Town will be given copies for distribution.
  - Advertising sales area will be limited to:
    - South of Legacy, East of Marsh Lane, North of Harvest Hill, West of Hillcrest Road
    - Restaurants outside the area shall not be included.
  - No advertising will be accepted from any person, business or organization unless it meets the geographic limitations set out above without express permission from the Town of Addison Deputy City Manager or City Manager.
  - The Town shall receive a list of advertisers one (1) week following the posted space reservation deadline for each issue.
  - Provide that that the ratio of advertising to editorial shall not exceed 40% ads to 60% editorial.
  - The Town and Addison North Dallas Corridor Media Group agree that the average ad rate for a run of space, full page/4 color insertion shall not exceed \$3,500.00 and for exclusive positions, a full page/4 color insertion shall not exceed \$4595.00.

The Town Will:

- Submit to Addison North Dallas Corridor Media Group in writing: changes and/or corrections to proofs or artwork, photos, and editorial layout. The Town shall return requests for proofing within 72 hours of receipt from Addison North Dallas Corridor Media Group.

- The Town agrees to permit Addison North Dallas Corridor Media Group to review its collection of photographs, and agrees to grant to Addison North Dallas Corridor Media Group a non-exclusive, royalty free license to use or reproduce such photographs, but solely as a part of the content of the publications which are the subject hereof; provided, however, that if any other person, firm or entity is the owner of any intellectual property rights in connection with any of such photographs, Addison North Dallas Corridor Media Group is required to pay such fees, or enter into agreements with third parties as Addison North Dallas Corridor Media Group and such third party may agree, without any cost or expense to the Town
- Town will authorize Addison North Dallas Corridor Media Group to produce the Town's logo, royalty free, but solely in connection with the publications which are the subject of this Agreement, and for no other purpose.
- In consideration for the above exposure in its multimedia platform and for the rights above Town agrees to pay Addison North Dallas Corridor Media Group a sum of \$27,750 per quarter beginning November 15, 2013 through November 15, 2018.