

**Commercial Advertising Contract**

Advertiser: City of South Bend Venues Parks and Arts SOUTH12M

Campaign: Best Week Ever

Category: Recreation

Buyer Name: Matt Esau Phone: (574) 299.4779 Date: 4/20/2018

Contract Dates

Apr 30, 2018 - Jun 03, 2018

Estimate #

Sales Rep: Andrea Deitchley

Agency:

Burkhart Advertising, Inc.  
1335 Mishawaka Avenue  
South Bend IN 46615  
Fax: 574-236-1953

**Bill to:**

Matt Esau  
City of South Bend Venues Parks and Arts  
321 East Walter Street  
South Bend IN 46614

We, the undersigned, hereby authorize and direct Burkhart Advertising, Inc., to execute for us Advertising Display(s) in markets specified herein, upon terms and conditions as follows and stated on the attachment.

We agree to furnish the necessary production material at our cost, delivered to the proper Burkhart Advertising, Inc. plant seven (7) to ten (10) working days prior to the assigned display date. It is understood that production will conform to the standards of the Outdoor Advertising Association of America, Inc.



Burkhart will provide necessary production as part of this contract and will charge for same on a separate invoice.

**267,613 Population in**

Markets: St. Joseph County

Dates Apr 30, 2018 - Jun 3, 2018; 5 Weeks(s)

Discounted rate for continuity from last year. Normal rate is \$800.

Medium	Posting Dates	Showing Intensity	Description	Monthly /4 Weeks	Periods	Faces	Extended Cost
 Poster panels 97" x 217" w/ 105" x 225"	04/30/2018-05/27/2018	29.44 GRPs	St. Joe Co. 4-week posters	600.00	1	6	\$3,600.00
 Poster panels 97" x 217" w/ 105" x 225"	05/07/2018-06/03/2018	4.91 GRPs	St. Joe Co. 4-week poster #1285	600.00	1	1	\$600.00



**Totals:** \$4,200.00

**200,502 Population in**

Markets: Elkhart County

Dates May 7, 2018 - Jun 3, 2018; 4 Weeks(s)

Discounted rate for continuity from last year and to fit a budget. Normal rate is \$700.

Medium	Posting Dates	Showing Intensity	Description	Monthly /4 Weeks	Periods	Faces	Extended Cost
 Poster panels 97" x 217" w/ 105" x 225"	05/07/2018-06/03/2018	9.79 GRPs	Elkhart 4-week Posters	600.00	1	2	\$1,200.00
 Poster panels 97" x 217" w/ 105" x 225"	05/07/2018-06/03/2018	4.89 GRPs	Elkhart 4-week Poster	400.00	1	1	\$400.00

**Totals:** \$1,600.00



Making Business Better

Contract #: 1WW|YB|1
City of South Bend Venues Parks and Arts

Presented to: Matt Esau
Presented by: Andrea Deitchley
Account Executive

Flight Dates: April 30, 2018 - June 3, 2018

Table with 2 columns: Month, Amount. Months from Apr 2018 to May 2019. Amounts range from \$5,250 to \$0.

Table with 2 columns: Category, Amount. Categories: Total Package Value, Cost of Advertising, Campaign Cost. Amounts: \$5,800.00, \$5,800.00.

Display Leeway: Leeway of five (5) working days from the display date ordered is required and hereby provided to complete installation of the displays.
Agreement: The printed and written provisions of this contract contain all the agreements, conditions and representations made by either party hereto; and any additions to, alterations of or changes in this contract must be made in writing and signed by both parties in order to be binding.

Acceptance by Advertiser or Agency:
Title:
Date:
Acceptance (Burkhart ):
Title:
Date:

Production is additional, \$1200 for 10 posters.