



Contract #: 1WW|YB|1

Making Business Better

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 #

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

Sales Rep: Andrea Deitchley

Agency:

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 Burkhardt 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 Burkhardt 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.

[X] Burkhardt 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.

Table with 8 columns: Medium, Posting Dates, Showing Intensity, Description, Monthly /4 Weeks, Periods, Faces, Extended Cost. Contains 2 rows of advertising spots for St. Joe Co.

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.

Table with 8 columns: Medium, Posting Dates, Showing Intensity, Description, Monthly /4 Weeks, Periods, Faces, Extended Cost. Contains 2 rows of advertising spots for Elkhart County.

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: [Signature]
Title:
Date:
Acceptance (Burkhart ):
Title:
Date:

Production is additional, \$1200 for 10 posters.