



Contract #: 1WW|150|1

Making Business Better

Commercial Advertising Contract

Advertiser: City of South Bend Venues Parks and Arts SOUTH12M

Campaign: Annual Digital

Category: Recreation

Buyer Name: Matt Esau Phone: (574) 299.4779 Date: 11/30/2018

Contract Dates

Jan 07, 2019 - Jan 05, 2020

Estimate #

Burkhart 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 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.

[X] 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 Jan 7, 2019 - Jan 5, 2020; 52 Weeks(s)

Rate based on continuity. Normally \$1500 per period.

Table with columns: Medium, Posting Dates, Showing Intensity, Description, Monthly /4 Weeks, Periods, Faces, Extended Cost. Row 1: Digital 23/Napoleon, 800.00, 13, 1, \$10,400.00

Totals: \$10,400.00

Monthly Billing

Table with columns: Month, Amount. Rows: Jan 2019 (\$800), Feb 2019 (\$800), Mar 2019 (\$800), Apr 2019 (\$1,600), May 2019 (\$800), Jun 2019 (\$800), Jul 2019 (\$800), Aug 2019 (\$800), Sep 2019 (\$800), Oct 2019 (\$800), Nov 2019 (\$800), Dec 2019 (\$800), Jan 2020 (\$0), Feb 2020 (\$0)

Total Package Value

Table with columns: Category, Amount. Rows: Cost of Advertising (\$10,400.00), Campaign Cost (\$10,400.00)

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:

Handwritten signature: Matt Esau, Marketing Director, 12/4/18