



Contract #: 1WW|1GG|1

Making Business Better

Commercial Advertising Contract

Advertiser: City of South Bend Venues Parks and Arts SOUTH12M
Campaign: BWE Tease/Reveal
Category: Recreation

Sales Rep: Andrea Deitchley
Agency:

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

Bill to:
Jessica Spoor
City of South Bend Venues Parks and Arts
321 East Walter Street
South Bend IN 46614

Buyer Name: Jessica Spoor Phone: 574.235.9004 Date: 2/17/2020

Contract Dates Mar 16, 2020 - May 31, 2020 Estimate #

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 Mar 16, 2020 - Apr 5, 2020; 3 Weeks(s)

Table with 8 columns: Medium, Posting Dates, Showing Intensity, Description, Monthly /4 Weeks, Periods, Faces, Extended Cost. Row 1: Poster panels 97" x 217" at 105" x 225", 03/16/2020-04/05/2020, 24.53 GRPs, St. Joe Co. Posters 1wk Tease/2wk Reveal, 832.00, 0.75, 5, \$3,120.00

Totals: \$3,120.00

200,502 Population in

Markets: Elkhart County
Dates May 11, 2020 - May 31, 2020; 3 Weeks(s)

Table with 8 columns: Medium, Posting Dates, Showing Intensity, Description, Monthly /4 Weeks, Periods, Faces, Extended Cost. Row 1: Poster panels 97" x 217" at 105" x 225", 05/11/2020-05/31/2020, 19.63 GRPs, 3 wk Elkhart Co. Posters Before Event, 832.00, 0.75, 4, \$2,496.00

Totals: \$2,496.00

46,903 Population in

Markets: Marshall County
Dates May 11, 2020 - May 31, 2020; 3 Weeks(s)

Table with 8 columns: Medium, Posting Dates, Showing Intensity, Description, Monthly /4 Weeks, Periods, Faces, Extended Cost. (Row 1 content is not visible)




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City of South Bend Venues Parks and Arts

Presented to: Jessica Spoor
Presented by: Andrea Deitchley
Account Executive

Flight Dates: March 16, 2020 - May 31, 2020


	05/11/2020-05/31/2020	9.81 GRPs	3 wk Marshall Co. Posters Before Event	520.00	0.75	2	\$780.00
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Totals: \$780.00

267,613 Population in

Markets: St. Joseph County

Dates May 25, 2020 - May 31, 2020; 1 Weeks(s)

Medium	Posting Dates	Showing Intensity	Description	Monthly /4 Weeks	Periods	Faces	Extended Cost
	05/25/2020-05/31/2020	6.16 GRPs	2 Digital locations: 23/Napoleon & 23/Bittersweet Granger	2,000.00	0.25	2	\$1,000.00


Totals: \$1,000.00

267,613 Population in

Markets: St. Joseph County

Dates May 25, 2020 - May 31, 2020; 1 Weeks(s)

Locations based on availability.

Medium	Posting Dates	Showing Intensity	Description	Monthly /4 Weeks	Periods	Faces	Extended Cost
	05/25/2020-05/31/2020	6.16 GRPs	2 Digital Bonus locations	4,000.00	0.25	2	\$2,000.00

Totals: \$2,000.00



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Monthly Billing

Table with 2 columns: Month and Amount. Rows include Mar 2020 (\$3,120), Apr 2020 (\$0), May 2020 (\$4,276), Jun 2020 (\$0), Jul 2020 (\$0), Aug 2020 (\$0), Sep 2020 (\$0), Oct 2020 (\$0), Nov 2020 (\$0), Dec 2020 (\$0), Jan 2021 (\$0), Feb 2021 (\$0), Mar 2021 (\$0), Apr 2021 (\$0).

Total Package Value

Table with 2 columns: Item and Value. Rows include Cost of Advertising (\$9,396.00), Discount (-\$2,000.00), Campaign Cost (\$7,396.00).

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 \$125 per poster, assuming St. Joe Co. posters have both a tease and reveal poster, total production would be: \$2000 + tax if applicable. Total contract: \$9396.