

SUBJECT: Newspaper Contract

REQUESTED BY: Clerk's Office

PREPARED BY: Jamie Newman

DATE: January 12, 2000

FOR AGENDA OF: January 24, 2000

SUMMARY:

Attached you will find a copy of the proposed local advertising agreement with the Frontiersman. The Frontiersman has increased the city's rate from \$8 to \$10 per column inch, with a pick up rate of \$7.50.

We request authorization to execute the agreement on behalf of the city.

FISCAL IMPACT: __No __Yes, amount requested: \$ Fund:

CLERK'S RECOMMENDED ACTION: To authorize the local advertising agreement with the Frontiersman for a period of 52 weeks.

Administration Initial: _____

Attachments: Local Advertising Agreement

Presented to council on: 1/24/2000
Action taken: Approved Denied
other: _____
Verified by: JN

RECEIVED

JAN 12 2000

CITY OF WASILLA, ALASKA

January 7, 2000

City of Wasilla
Mayors office
290 Herning Ave.
Wasilla, AK 99654

To whom it may concern,


Your contract of \$8.50 per column inch has expired. As per new policy, we are requiring that all special rates be on contract or be charged open rate.

There have been 2 rate increases since May 1998 when your last contract was signed.

Due to these rate increases, we are proposing \$10.00 per column inch with a pick up rate of \$7.50 per column inch. This is still an excellent rate, currently open rates are \$14.50 per column inch with pick up rate of \$8.25 per column inch. Which is a savings of \$5.25 per column inch.

If you have questions please contact me at 376-5225.

Sincerely,



Toni L. Young
Advertising Executive

LOCAL ADVERTISING AGREEMENT



VALLEY SUN

~~5751 E. Mayflower Ct., Wasilla, AK 99654 (907) 376-5225 - FAX (907) 352-2277~~

Divisions of Wick Communications Company

Check box for publication covered by this advertising agreement:

Frontiersman

Alaska Parenting

In consideration of the reduced rates which advertising is sold under this agreement, the undersigned advertiser agrees to use a minimum of 1000 inches per week or month or year for which the rate will be 10.⁰⁰ 7.50. The publication agrees to honor this rate for a period of 52 weeks beginning _____.

Should this contract be violated, it is understood that the advertiser shall pay for space already used at the earned rate. Failure by the advertiser to keep his/her bill current shall constitute a breach of this contract and all space used may be rebilled at the open space rate. We accept no liability for our inadvertent omission of any advertisement.

This contract is strictly local and not transferable. No advertising other than that of the person or firm whose name appears below may run in whole or part under this contract.

Accepted by:

City of Wasilla
Business Name

Frontiersman
Publication name

290 E Herning
Address

Advertising Manager

Wasilla, AK 99654

Yoni Young
Advertising Representative

Signature of Buyer