

SUBJECT: APPROVAL OF ADVERTISING AGREEMENT WITH THE FRONTIERSMAN

REQUESTED BY: Kristie VanGorder, City Clerk

PREPARED BY: K. VanGorder DATE: December 4, 2001

FOR AGENDA OF: December 10, 2001

SUMMARY:

It is once again time to approve the contract with the Frontiersman for our advertising needs. Attached you will find a copy of the proposed local advertising agreement with the Frontiersman.

This year there is rate increase of .50 cents for ads that run once and .25 cents for ads that run multiple times. This year's rate is \$10.50 per column inch and \$7.75 per column inch for ads that run more than once. The increase is based on an Anchorage Daily News increase for printing costs to the Frontiersman for printing the newspaper.


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: 

Presented to council on 12/10/01
Action taken: Approved Denied
other _____
Verified by 

Attachments: Local Advertising Agreement

5751 E. Mayflower Ct.
Wasilla, AK 99654
Email: printadv@alaska.net



PHONE: 907/376-5225
Anchorage area: 694-6318
FAX: 907/352-2277

A Division of Wick Communications Company

~~CONTRACT FOR RETAIL or CLASSIFIED DISPLAY ADVERTISING SPACE~~

To earn a reduced rate on display advertising published in the Frontiersman and Valley Sun, the undersigned Advertiser hereby agrees to purchase space according to the below Minimum Schedule of Advertising and to abide by all terms and conditions of this contract.

Display Classified Display Inserts Other: _____

Renewal New

Starting Date January 2, 2003 Expiration Date January 3, 2003

We hereby agree to use a minimum of 1000 inches per ^{year} under the conditions and regulations specified on this advertising agreement and we agree to pay a rate of 10.50/7.75 per column inch. The publication agrees to honor this rate for a period of 52 weeks. We understand this is the minimum space for which we may be billed during our contract period. We also understand that all accounts delinquent for 90 days may be re-billed at open rate.

It is mutually agreed that if it is necessary for the Frontiersman or Valley Sun to change its rates before the expiration of this agreement, a 30-day notice will be given and it will then be the option of the advertiser to accept the new rate or cancel this agreement.

It is also understood that a carrying charge of 1 1/2% per month will be charged on all accounts not paid in full by the last day of the month following advertising insertion.

Should the advertiser fail to use the minimum space as herein agreed, the Frontiersman will place standby "Good Business Image" advertising on behalf of the advertiser in the amount required to meet the contractual agreement.

The Frontiersman and its publications reserve the right to revise, reject, or cancel any ad at any time. Every effort is made to avoid errors in ads. The Frontiersman shall be liable for any error caused by its own negligence only to the extent of republishing in the next regular issue possible the item in which the error occurred, and in space not exceeding that occupied by the item on its inadvertent omission for any ad.

In the event of cancellation or default of this contract, all advertising space used prior to default or cancellation will be charged at the open rate at time of cancellation or default.

Legal fees: Should the advertising customer default in payment of the account contracted for, and it becomes necessary for the Frontiersman to place same in the hands of an attorney-at-law for collection, there shall be due attorney's fees therein fixed at 33 1/3% of the amount due or \$3,000, whichever is greater.

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

City of Wasilla
Name of Business

I have read, understand, and accept the policies on the most current advertising rate card of the Frontiersman and Valley Sun, as well as this contract, and agree to the schedule of rates and terms listed therein.

Signature/ Accepting for The Business

December 4, 2001
Date

290 E. Heming
Mailing address

Wasilla, Alaska 99654
City/State/Zip Code

Rama Ness
Advertising Account Executive

Frontiersman Advertising Manager