



	Approved	Denied
Action taken	1/27/03	
Other:		
Verified by:	<i>K. Smithers</i>	

WASILLA CITY COUNCIL MEMORANDUM

CM No. 03-05

TITLE: Renewal Of Local Advertising Contract With The Frontiersman.

COUNCIL MEETING DATE: January 27, 2003

ADMINISTRATION INITIAL: *DMK*

REQUESTED BY: K. Smithers, City Clerk

PREPARED BY: J. Newman, Deputy Clerk *Jamie* Date Prepared: January 17, 2002

FISCAL IMPACT:

If yes, amount requested: \$ Account No.:

SUMMARY STATEMENT: Our local advertising contract with the Frontiersman has expired and we are requesting concurrence from the council to renew our contract with the Frontiersman through February 3, 2004. This contract does not obligate the city to advertise a minimum amount of column inches per year, however, it does guarantee an advertising rate for the city.

The rate for the first publication of a display ad has increased .25 per column inch. Rates for ads that are run multiple times remain the same - \$7.75 for two publications and \$5.15 for three or more publications.

STAFF RECOMMENDED ACTION: Renewal of local advertising contract with the Frontiersman through February 3, 2004.

Attachments: None