



	Approved	Denied
Action taken	1/12/04	
Other:		
Verified by:	<i>[Signature]</i>	

WASILLA CITY COUNCIL ACTION MEMORANDUM

AM No. 04-03

TITLE: Renewal Of Advertising Contract With The Frontiersman

Agenda of: January 12, 2004
 Originator: Deputy Clerk *JN*

Date: January 2, 2004

Route to:	Department	Signature/Date
	Police	
	Recreational and Cultural Services Library, Museum	
	Public Works Planning	
X	Finance *signature required	<i>[Signature]</i>
X	Clerk	<i>[Signature]</i>

REVIEWED BY MAYOR DIANNE M. KELLER: *Dianne M. Keller*

FISCAL IMPACT: yes\$ or no Funds Available yes no

Account name/number:
 Attachments: none

SUMMARY STATEMENT: Our local advertising contract with the Frontiersman is up for renewal. We are requesting approval from the council to renew our advertising contract through February 5, 2005. This contract obligates the city to advertise a minimum amount of 1000 column inches per year. To date the city has used 1,113 column inches in 2003.

Depending on how often our ads run the rates are as follows:

- \$11 per column inch for the first run
- \$7.75 per column inch for the second run
- \$5.15 per column inch for the third run

STAFF RECOMMENDED ACTION:

To authorize the local advertising with the Frontiersman for the period of February 4, 2004 through February 5, 2005.

Attachments: copy of proposed contract

51 E. Mayflower Ct.
Wasilla, AK 99654
Tel: 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 Feb 4, 2004 Expiration Date Feb. 5, 2005

We hereby agree to use a minimum of 1000 inches per under the conditions and regulations specified on this advertising agreement and we agree to pay a rate of 11⁰⁰/775/515/360 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 herein fixed at 33 1/3% of the amount due or .00, 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

Date

Mailing address

City/State/Zip Code

[Signature]
Advertising Account Executive

Frontiersman Advertising Manager