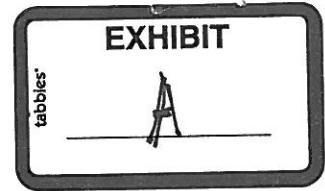


# THE CINCINNATI ENQUIRER

312 ELM STREET  
CINCINNATI, OH 45202  
(513) 721-2700



This advertising agreement made on the 23<sup>rd</sup> of June, 2010, by and between the Retail Division of the Cincinnati Enquirer and the City of Mason located at 6000 Mason-Montgomery Road, Mason, Ohio 45040 specifies that:

The advertiser agrees to spend \$115,764 between the dates of September 9, 2010 and September 8, 2011. This will be billed in 6 separate installments of \$19,294 on or immediately after the billing dates of Our Town Magazine as follows:

September 9, 2010 (Oct/Nov)	March 16, 2011* (April/May)
November 10, 2010 (Dec/Jan)	May 11, 2011* (June/July)
January 12, 2011 (Feb/March)	July 13, 2011* (August/September)

- 1) The Enquirer agrees to run 32 consecutive pages of "FunforMason" listings in Our Town Magazine in 6 consecutive issues beginning with September, 2010. These pages will be listed in the table of contents of each of these issues. The "FunforMason" section will appear in approximately 14,000 copies of each issue of Our Town Magazine.
- 2) The Enquirer will print and deliver approximately 18,158 additional copies of a freestanding 32 page "FunforMason" brochure created directly from the Our Town Magazine 32 consecutive page special section. The brochure will be distributed to select households provided by the City of Mason and remaining Mason and Deerfield Township addresses. The Enquirer will provide the layout and design services for the section and the separate brochure, from suitable content supplied by the City of Mason. The PDF's of the pages will be available to the City of Mason for city use.
- 3) The Enquirer will provide a monthly online presence for the City of Mason on the Mason community page of Cincinnati.com along with 15,000 additional zip code targeted banners which will be itemized as part of the \$19,294 bi-monthly installment.
- 4) The Enquirer will send out a bi-monthly email "FunforMason" blast to Community Center members and any Mason and Deerfield Township email addresses in our system.
- 5) The Enquirer will produce a minimum of 3 photo pages per year featuring activities at the Mason Community Center, and will provide additional remnant space as available in other products, including but not limited to Your Hometown Enquirer, the Shop Local Direct Values wrap and Our Town Magazine to promote classes and activities for the Mason Community Center.
- 6) The Enquirer will provide health column space to the City of Mason in each Mason/Deerfield Township magazine.

*All terms and conditions of the attached Cincinnati Enquirer Contract and the 2010 contract addendum apply. The above contract covers items 1 & 2 in the attached standard contract. \* Subject to approval of budget dates of Our Town Magazine in 2011. \*\* The Enquirer and the City of Mason have the option of adjusting the existing contract to include mailing to any remaining addresses in Deerfield Township not already reached.*

The Cincinnati Enquirer

The City of Mason

By: \_\_\_\_\_  
Vice-President of Advertising

By: \_\_\_\_\_  
City Manager

By: \_\_\_\_\_  
Advertising Director

By: \_\_\_\_\_  
Public Information Officer

By: \_\_\_\_\_  
Advertising Sales Manager

By: \_\_\_\_\_

By: \_\_\_\_\_  
Account Executive

By: \_\_\_\_\_

**ORDINANCE NO. 2010 - 87**

**AUTHORIZING THE CITY MANAGER TO ENTER INTO A CONTRACT WITH THE MAGAZINE DIVISION OF THE "CINCINNATI ENQUIRER" FOR ADVERTISING "FUNFORMASON" AND "MASON MATTERS"**

WHEREAS, the City of Mason desires to inform citizens and advertise its "Funformason" Parks & Recreation programs and its "Mason Matters" city news; and

WHEREAS, the Magazine Division of the "Cincinnati Enquirer" publishes "Our Town Magazine"; and

WHEREAS, the City wishes to enter into a contract with the Magazine Division of the "Cincinnati Enquirer" to advertise Mason and have Mason on their website, as well as other benefits to the City.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Mason, Ohio, \_\_\_\_\_ members thereto concurring:

Section 1. That the contract with the Magazine Division of the "Cincinnati Enquirer," in an amount not to exceed \$115,764 for one year with an option to renew up to 4 additional years for various advertising and promotions, is hereby accepted. A copy of the contract is attached hereto and incorporated herein by reference.

Section 2. That the City Manager is hereby authorized and directed to enter into a contract with the Magazine Division of the "Cincinnati Enquirer" for said advertising according to the specifications set forth by said contract.

Section 3. That the Finance Director is hereby authorized and directed to pay the Magazine Division of the "Cincinnati Enquirer" a sum not to exceed \$115,764 for one year, with an option to renew up to four additional years in accordance with the terms of the contract.

Section 5. That this Ordinance shall take effect and be in force from and after the earliest period allowed by law.

Passed this 28<sup>th</sup> day of June 2010.

\_\_\_\_\_  
Mayor

Attest:

\_\_\_\_\_  
Clerk of Council