

Mar. 19, 2013

2C-1

Memorandum

To: City Manager Curtis Hawk
From: Linda Cantu, City Secretary
Date: March 13, 2013
Subject: March 19, 2013 City Council Agenda

1. Star-Telegram bid for publishing bids, public notices and recruitment advertising.

Staff contact:

Linda Cantu, City Secretary
817-616-3810
lcantu@richlandhills.com

Attachment: Annual Advertising Contract
Advertising expenses for Oct. 2011- Sept. 2012

Mar. 19, 2013

2C-2

CITY OF RICHLAND HILLS

Star-Telegram
www.star-telegram.com

FEB 21 2013

CITY SECRETARY'S OFFICE

808 Throckmorton Street
Fort Worth, Texas 76102

February 19, 2013

Linda Cantu
City of Richland Hills
3200 Diana Dr
Richland Hills, Texas 76118

Dear Ms. Cantu:

The Fort Worth Star Telegram has enjoyed serving the city's publication needs for bids, public notices & recruitment advertising. We would like to continue our relationship and this letter serves as our bid to publish your bid, public notices and recruitment advertising. All other advertising will be charged based on the appropriate category and publication rate.

If necessary a maximum of two publisher's affidavits are available free upon request on contractual ads. Each additional will be a charge of \$39.99 each.

We look forward to continuing to serve you as the newspaper of record for the coming year.

Sincerely,



Carla Crow
Classified Sales Manager

Star-Telegram

Annual Advertising Contract

This contract is made this 15th day of February by and between the Star-Telegram and **City of Richland Hills**. In consideration of the rates associated with the Annual Investment Level and Contract Programs chosen below, **City of Richland Hills** (Advertiser) agrees to purchase and pay for advertising and other products/services from the Star-Telegram (Publisher) in accordance with the terms and conditions in this contract, in the Rate Cards, all as now in effect or as amended at any time.

Bulk Rate Agreement
Monday-Saturday \$1.18 per line
Sunday \$1.88
Employment: Mon-Sun \$6.96 per line

Effective Date: March 15th 2013 Expiration Date: March 15th 2014

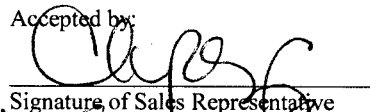
Primary Account Number: CIU08

Star-Telegram

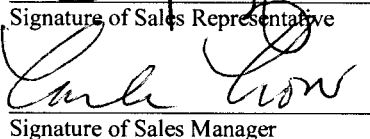
Advertiser

Christine Lopez (073)
Printed Name of Sales Representative
& Territory Number

Advertiser (Name of Business)

Accepted by:

Signature of Sales Representative

Printed Name of Authorized Representative Title


Signature of Sales Manager

Signature of Authorized Representative Date

Phone Email Address

Business Address: _____

City TX State Zip

Agency: _____

Agency Billing Address: _____

Entered by _____ Date _____

City State Zip

Star-Telegram

Annual Advertising Contract

1. The company may revise the advertising rate schedule at any time upon thirty (30) days written notice to the advertiser and the advertiser may cancel this contract at any time new rates are made effective by giving written notice to the company fifteen (15) days prior to the effective date of the rate adjustment. If the contract is canceled by the advertiser as provided in this paragraph, all space run during the current period of the contract will be billed at the open or earned contract rate, whichever is applicable.
2. If, after the completion of the contract period, the advertiser shall have purchased less space or run less frequency than agreed to in this contract, to the extent that a different rate would be applicable advertiser's rate for all space run during the period of the contract will be billed at the open or earned rate, whichever is applicable. Advertiser agrees to pay the difference. Rates are not subject to rebate. Any free pages or color insertions given to advertiser will be billed at applicable rate if advertiser does advertises less space than agreed in this contract.
3. This agreement specifically incorporates by reference all the rates, terms and conditions contained in company's regularly published rate schedule except insofar as they may be inconsistent with the provisions herein.
4. The advertiser agrees to either pay for advertisements when ordered or establish credit with the company and make full payment upon receipt of company's invoice/statement, and, in the event that the advertiser fails to make timely payment, company may reflect advertising copy and/or immediately cancel this contract, and advertiser agrees to indemnify company for all expenses incurred in connection with the collection of amounts payable under this contract, including collection fees and court costs. If this contract is canceled due to advertiser's failure to make timely payment, company may re-bill the advertiser for a new outstanding balance based on the amount of space purchased during the term of this contract at either the open or earned rate, whichever is applicable.
5. The company may, in its sole discretion, edit, classify, reject or cancel any advertising copy at any time. In all cases, the advertiser assumes liability for the content of all advertising copy printed and agrees to hold the Fort Worth Star-Telegram blameless from all claims arising therefrom.
6. In the event of agency involvement, the advertiser and agency shall be jointly and severally liable for the payment of all bills and charges made or to be made under this contract. Advertiser authorizes company, at its election, to tender any bill to agency, and such tender shall constitute notice to advertiser and such manner of billing shall in no way impair the joint and several liability of advertiser and agency. The rights of company shall in no way be affected by any dispute or claim as between advertiser and agency.
7. This contract may not be assigned or transferred by advertiser.
8. This contract contains the entire agreement between advertiser and company and may not be modified except in writing signed by both parties hereto.

Star Telegram
Legal Advertising
October, 2011 to September, 2012

Date	Amount	Department
Oct-11	\$ 10.08	CS
	\$ 7.84	AD
Nov-11	\$ 35.84	CD
	\$ 26.88	CS
	\$ 32.48	CS
	\$ 35.84	CD
	\$ 23.52	CS
	\$ 148.08	PD
Dec-11	\$ 58.24	CD
	\$ 42.56	CD
	\$ 26.80	ED
Jan-12	\$ 42.50	CD
	\$ 63.84	CD
	\$ 78.40	CD
	\$ 36.96	CD
	\$ 32.48	CD
	\$ 63.84	CD
	\$ 79.52	CD
	\$ 57.12	CD
	\$ 38.08	CD
	\$ 33.60	CD
	\$ 200.90	PD
Feb-12	\$ 41.44	CD
	\$ 56.00	CD
	\$ 108.64	CD
	\$ 45.92	CD
	\$ 53.76	CS
	\$ 35.84	CS
	\$ 54.88	CS
	\$ 50.40	CS
	\$ 38.08	CS
	\$ 41.44	CD
	\$ 47.04	CS
	\$ 34.72	CS
Mar-12	\$ 31.36	CS
Apr-12	\$ 41.44	CD
	\$ 62.72	CD
	\$ 64.96	CD
May-12	\$ 50.40	CS
	\$ 53.76	CS
	\$ 41.80	CD
	\$ 40.56	CD

	\$ 136.64	CS
	\$ 49.28	CS
	\$ 49.28	CS
	\$ 21.28	CS
Jun-12	\$ 44.80	CD
	\$ 44.80	CD
	\$ 34.72	CD
	\$ 41.44	CD
	\$ 11.20	CS
	\$ 71.68	CS
	\$ 41.44	CD
Jul-12	\$ 34.72	CD
	\$ 35.84	CD
	\$ 34.72	CS
	\$ 51.52	CD
	\$ 212.80	PW
	\$ 57.12	CS
	\$ 65.36	AD
	\$ 48.80	CD
	\$ 19.04	ED
Aug-12	\$ 640.48	CD
	\$ 212.80	PW
	\$ 94.08	PW
	\$ 185.95	PW
	\$ 1,232.28	AD
Sep-12	\$ 34.72	CD
	\$ 35.84	CD
	\$ 43.68	CD
TOTAL	\$ 5,756.87	