

CS-20-174

CONTRACT APPROVAL FORM

(Contract Management Use only)

CONTRACT TRACKING NO.

CM 2982

CONTRACTOR INFORMATION

Name: Newsleader

Address: 511 Ash Street Fernandina Beach FL 32034

City State Zip

Contractor's Administrator Name: Sabrina Robertson SR Title: Public Information Officer

Tel#: (904) 530-6010 Fax: _____ Email: srobertson@nassaucountyfl.com

CONTRACT INFORMATION

Contract Name: Advertising Agreement Contract Value: \$3900

Brief Description: Weekly "County Corner" ad

Contract Dates : From: ~~3/1/21~~ to: ~~2/28/22~~ Status: New Renew Amend# WA/Task Order


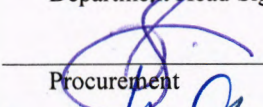

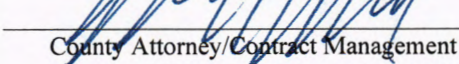
How Procured: 4/14/21 4/13/22 Sole Source Single Source ITB RFP RFQ Coop. Other _____

If Processing an Amendment:

Contract #: _____ Increase Amount of Existing Contract: _____

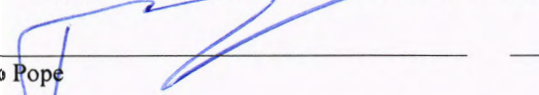
New Contract Dates: _____ to _____ TOTAL OR AMENDMENT AMOUNT: _____

APPROVALS PURSUANT TO NASSAU COUNTY PURCHASING POLICY, SECTION 6

| | | | |
|----|---|----------------|------------------------|
| 1. |  | <u>2/5/21</u> | <u>County Manager</u> |
| | Department Head Signature | Date | Submitting Department |
| 2. |  | <u>2/12/21</u> | <u>01121512-549002</u> |
| | Procurement | Date | Funding Source/Acct # |
| 3. |  | <u>2/11/21</u> | |
| | Office of Management & Budget | Date | |
| 4. |  | <u>2/24/21</u> | |
| | County Attorney/Contract Management | Date | |

Comments: _____

COUNTY MANAGER - FINAL SIGNATURE APPROVAL

 _____ 2/24/21

Taco Pope Date

RETURN ORIGINAL(S) TO CONTRACT MANAGEMENT FOR DISTRIBUTION AS FOLLOWS:

Original: Clerk's Services; Contractor (original or certified copy)

Copy: Department

Procurement

Office of Management & Budget

County Attorney/Contract Management

Clerk Finance



Advertisers Name

NCBOCC

Account # 29490

Contract Type: Reach & Frequency

511 Ash Street • Fernandina Beach, FL 32034 • (904) 261-3696

Retail Display Classified Display

ADVERTISING AGREEMENT

VOLUME AGREEMENT

The undersigned advertiser authorizes the News-Leader to publish _____ column inches of advertising under the volume agreement. The fifty-two week period beginning _____ at a rate of \$ _____ per column inch.

PREPRINT AGREEMENT

The undersigned advertiser authorizes the News-Leader to distribute a minimum of _____ preprints. The fifty-two week agreement beginning _____ at a rate of \$ _____ per thousand.

FREQUENCY CONTRACT PLAN

The undersigned advertiser authorizes the News-Leader to publish a 15 inch ad for 52 consecutive runs at a rate of \$ 75.00 per run.

Starting Date 4/14/2021 Ending Date 4/13/2022

This agreement shall remain in effect for the period stated and will renew automatically at the prevailing rate unless cancelled in writing 30 days prior to the renewal date.
The News-Leader reserves the right to revise the rates in effect in this agreement at anytime and will give a 30 day notice when a new rate schedule is to be published. Either party may cancel this agreement by giving written notice at that time.
Advertising inches under one agreement do not apply toward fulfillment of the other agreements. Preprint equivalency inches count towards annual bulk agreement fulfillment.
Payment on account is due at the time of ad placement unless credit has been established in advance. Accounts not paid by the 25th day of each month following publication shall bear interest at a rate of 1.5% per month (18% annually).
The advertiser acknowledges receipt of a copy of the advertising rate card of the News-Leader now in effect applicable to the advertising designated above. Advertiser agrees by signing the contract to the terms and conditions set forth in this agreement and the rate card.

ADVERTISER

AUTHORIZED SIGNATURE: _____

Taco E. Pope, AICP

PRINTED NAME

PHONE (904) 530-1600

EMAIL ADDRESS srobertson@massaucounty.com

WEBSITE www.massaucountyfl.com

BILLING ADDRESS

Meghan Tuttle
NEWS LEADER SALES REPRESENTATIVE

[Signature]
NEWS LEADER ADVERTISING MANAGER

3.23.2021
DATE

Nassau County Board of County Commissioners
Sole Source/Single Source Certification Form

Vendor Name: Newsleader Department: County Manager *MP*
Address: 511 Ash Street
Fernandina Beach, FL 32034
Phone: 904-261-3696 Date: 2/9/21
Contact Name: Meghan Miller
Account: 01121512-549002 Cost: \$3900

Description of Goods and/or Service:
Weekly "County Corner" ad in the Newsleader

Check one (1) of the following two (2) choices:

- Sole Source: The goods or services can be legally purchased from only one source.
- Single Source: The goods or services can be purchased from multiple sources, but, in order to meet certain functional or performance requirements, there is only one economically feasible source for this purchase.

Please check all of the following that apply:

- Purchase can only be obtained from original manufacturer-not available through distributors.
- Only authorized area distributor of the original manufacturer.
- Parts/Equipment are not interchangeable with similar parts of another manufacturer.
- This is the only known source that will meet the specialized needs of this department or perform the intended function.
- This source must be used to meet warranty or service maintenance requirements.
- This source is required for standardization.
- None of the above apply.

Comments/Explanations: (required)

The Newsleader is the largest publication in Nassau County and they also own the only other "for cost" publication, The Nassau County Record. The only other publication is a free publication, the Westside Journal.

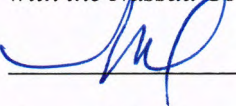
Department Head/Managing Agent

I certify that, to the best of my knowledge, this requisition reflects accurate information, has been reviewed, budgeted for and follows the Nassau County Purchasing Policy.

 2/11/21

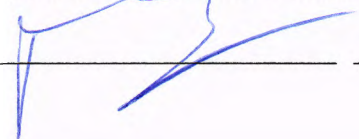
Office of Management and Budget

I certify that, to the best of my knowledge, funds are available for payment and this purchase is consistent with the Nassau County Purchasing Policy.

 2/11/21

County Manager

I certify that, to the best of my knowledge, the appropriate staff have reviewed and approved this Requisition and no other conditions would prevent approval.

 2/24/21

REACH



Effective, sustainable and affordable advertising for your business is now available at the *News-Leader*.

Build your business messages "reach and frequency" and save money too! "Reach" and "Frequency" are terms generally used when planning advertising campaigns.

"Reach" refers to the number of individuals that an advertisement is seen by within a given time frame; the number of people you touch with your marketing message; or the number of people that are exposed to your message. The *News-Leader* averages over 35,000 readers with every edition.

"Frequency" refers to the number of times an advertisement is seen by each person within the same time period or the number of advertising exposures to an advertising message required to achieve effective communication. The standard minimum of frequency is 3 times within a customer's purchasing cycle.

Advertising "reach" and "frequency" go hand in hand when it comes to measuring the success of a marketing campaign.

Continually staying top of mind with your target audience is critical to becoming familiar and earning confidence in your brand. Maximize your advertising results with cost effective frequency discounted rates. A series of ads is highly more effective than a single ad for several reasons, you:

- 1. Drive your point home** - A frequent and consistent advertising message is much more effective in the long run.
- 2. Reach infrequent buyers** - Not every reader is a ready buyer of your products or services, but when they are they should immediately think of your business and the products and services it offers.
- 3. Build "top of mind" awareness** - for your company and its brand. Marketing/advertising is the process of building a business relationship and brand name awareness with potential customers.

This offer includes increased SEO of your business with your ad in our digital e-Edition and your ad and business profiled in our digital Marketplace at fbnewsleader.com.



Reap the benefits of cost effective "reach and frequency" with your marketing dollars.

Contact Meghan Miller • Cell (860) 575-0625 • Office (904) 261-3696
or megmiller@fbnewsleader.com

FLORIDA'S OLDEST WEEKLY NEWSPAPER

NEWS LEADER

AMELIA ISLAND • FERNANDINA BEACH • YULEE • NASSAU COUNTY

FREQUENCY

REACH + FREQUENCY = A STRONG & SUSTAINABLE MARKETING STRATEGY

Reach & Frequency • Special Offer Rates

| | 1x | 2x | 4x | 8x | 13x | 26x | 52x |
|---------------------------|--------|--------|--------|--------|--------|--------|--------|
| 3x10 (5.25" x 10") | 378.25 | 328.95 | 300.00 | 275.00 | 250.00 | 225.00 | 200.00 |
| 3x5 (5.25" x 5") | 217.60 | 194.65 | 165.00 | 145.00 | 125.00 | 100.00 | 75.00 |

\$3900.00

Offer applies to:

- All accounts • Wednesday and/or Friday editions • Black & white rates only
- Contract is required • Color added at existing rates

**If a business signs 2 or more 52 week contracts the rate is discounted 25% for all contracts signed, applies to 3x10's.

Reach more qualified customers with the News-Leader

FLORIDA'S OLDEST WEEKLY NEWSPAPER

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FERNANDINA BEACH • AMELIA ISLAND • NASSAU COUNTY