



Brainerd City Council Agenda Request

Requested Meeting Date:

Title of Item:

<input type="checkbox"/> INFORMATION ONLY <input type="checkbox"/> CONSENT AGENDA <input type="checkbox"/> P&F COMMITTEE <input type="checkbox"/> SPW COMMITTEE <input type="checkbox"/> MAIN AGENDA	Action Requested: <input type="checkbox"/> Approve/Deny Motion <input type="checkbox"/> Adopt Resolution (attach draft) *provide copy of published hearing notice <input type="checkbox"/> Direction Requested <input type="checkbox"/> Discussion Item <input type="checkbox"/> Hold Public Hearing* <input type="checkbox"/> Ordinance 1 st Reading
Submitted by:	Department:
Presenter (Name & Title):	Estimated Time Needed:
Summary of Issue:	
Alternatives, Options, Effects on Others/Comments:	
Recommended Action/Motion:	
Financial Impact: Is there a cost associated with this request: <input type="checkbox"/> Yes <input type="checkbox"/> No What is the total cost, with tax and shipping \$ _____ Is this budgeted? <input type="checkbox"/> Yes <input type="checkbox"/> No <u>Please Explain:</u>	



SERVING THE BRAINERD LAKES AREA AND CENTRAL MINNESOTA SINCE 1881

December 11, 2020

The City of Brainerd

You signed a **\$10,000** contract with us last year, but you actually purchased **\$14101.81** worth of advertising from January 1 through December 10, 2020. It is time to decide if you would like to sign a contract with us again for 2021.

My recommendation based on your history with us, would be that you sign a contract for **\$15,000** this year. That would entitle your office to a rate of **\$12.12** per inch for your legal notices, which is your principle type of advertising, rather than the open rate of **\$14.60** per inch.

I filled out a **\$15,000** contract for you. If that sounds like it would work for you, please sign both contracts, keep 1 copy and mail the other one back to me. Feel free to call me if you have any questions, 855-5804.

Sincerely,

Ann Windorski
Legal Advertising Coordinator

Enclosures

2021

Advertiser: City of Brainerd

316123

Brainerd Dispatch/Echo Publishing is hereby authorized to publish retail display advertising or classified advertising in our products for one year from the above date and continuing thereafter as provided by this agreement. Classified display refers to those non-line ad formats which are placed within the classified section of Brainerd Dispatch/Echo Publishing products. Retail display advertising refers to those non-line ad formats which run elsewhere in our products.

The Advertiser agrees to purchase \$ 15,000 or a frequency of _____ of advertising services from us during the next twelve months.

We assume no financial responsibility for typographical errors or omissions in advertising, but, if at fault, will reprint that part of the advertisement in which such error has occurred without charge or allow a credit not exceed the value of the space occupied by the error. Claims for errors must be submitted in time for correction by the second day following publication.

The advertiser agrees to furnish copy according to the schedule on the current rate card and to accept provisions of Brainerd Dispatch/Echo Publishing advertising policies as noted thereon.

In event of major fire or other small disaster, and the advertiser is not in business for an extended period, this agreement is automatically invalidated.

We reserve the right to adjust its advertising rates at any time upon 30 days notice to the advertiser. If any such revision is not acceptable to the contract advertiser, advertiser may cancel such contract at any time prior to the expiration of said 30 days upon written notice.

In the event of non-fulfillment of the terms and conditions of this contract, the advertiser agrees to pay for all advertising space used from last anniversary to date at the rate actually earned.

This contract supercedes all previous agreements. It shall remain in force the next 12 months and reviewed prior to the date for each succeeding year at which time a new contract is signed.

Reproduction Agreement: Rates charged for advertising in Brainerd Dispatch/Echo Publishing products are for space used only, and do not include compensation for the right, title and interest to layouts of advertisements placed with us which represent the creative effort of Brainerd Dispatch/Echo Publishing or utilization of its own illustrations, label or material. All such advertising layouts are and remain the sole property of Brainerd Dispatch/Echo Publishing. Advertiser understands that he may not authorize the photographic or other reproduction of any advertising layout used to publish an advertisement in our products in any other publication without the express prior to written consent of Brainerd Dispatch/Echo Publishing. It is further understood that this does not preclude the advertiser from supplying to other publications similar or identical material or information for production of advertisements by such publications or from suggesting the content or form of such advertisements. Advertiser acknowledges the placing of advertising in Brainerd Dispatch/Echo Publishing shall not constitute a work made for hire and agrees that we shall be the exclusive owner of any and all copyright rights to all published advertisements.

Accepted for Dispatch/Echo: Ann Windorski Signed: Ann Windorski

Advertiser: City of Brainerd Signed: _____
(Owner or Authorized Representative)

Date: _____

Comments: _____

