



Date: Oct. 17, 2016

To: Jessica Vogel
City of Windsor Heights

From: Jolene Goodman
Vice President, Iowa Living magazines

Re: Windsor Height Living contract renewal

Outlined below are the terms for the Windsor Height Living agreement renewal that we wish to put before the Windsor Heights city council as soon as possible.

The City of Windsor Heights agrees to continue advertising for 12 months starting in November 2016 in *Windsor Heights Living Magazine* for their city newsletter. This advertising will be two full pages. Two full pages will be guaranteed to run in the center of the magazine. Rates are outlined below:

2 page spread: \$693/month (2 pages earn an additional 10% discount, discount reflected)
Additional ads: \$385/month, 12x rate will be honored

In the event that the City of Windsor Heights terminates this contract prior to the full term of 12 months, the city will be invoiced for the difference between the agreed 12 month rate and the appropriate rate described below for each previous month of publication.

<u>Term (months)</u>	<u>2 pages (\$)</u>	<u>1 page (\$)</u>
12x	\$693	\$385
6x	\$834	\$463
3x	\$967	\$537
1x	\$1,102	\$612

Publication Dates (the third Thursday of the month)

November 17

May 18

December 15
January 19
February 16
March 16
April 20

June 15
July 20
August 17
September 21
October 19

Distribution of Windsor Heights Living as of September, 2016 is 2,269 copies that are mailed to all households in 50131, 100% saturation.

Deadlines for copy are 15 days prior to above publication date on a Wednesday.

Ad copy will be prepared by staff at the City of Windsor Heights and sent to Windsor Heights Living at the deadlines established above. Windsor Heights Living can assist with the layout and design of the newsletter each month.

Payment Terms

Payment is due 30 days after invoice is received.