

CLEVELAND PUBLIC LIBRARY

Board Meeting

September 26, 2019

RESOLUTION AMENDING 2018-2019 AGREEMENT WITH ADVANCE LOCAL MEDIA LLC AND AUTHORIZING 2019-2020 AGREEMENT WITH ADVANCE LOCAL MEDIA LLC FOR DIGITAL ADVERTISING

WHEREAS, On June 19, 2018, the Board of Library Trustees authorized the Library to enter into an agreement with Advance Local Media LLC for digital advertising services for the period beginning on June 1, 2018 and ending on May 31, 2019 for a total cost not-to-exceed \$31,188; and

WHEREAS, The Library continued to utilize Advance Local Media's services following the expiration of the agreement on May 31, 2019 and has received invoices from Advance Local Media amounting to \$10,396 for services provided through September 30, 2019; and

WHEREAS, Advance Local Media has submitted a proposal to the Library to provide digital advertising services, including improving search engine marketing and targeting, and providing access to data tracking and analytics for the period beginning October 1, 2019 and ending September 30, 2020 for a total contract amount of \$29,700; and

WHEREAS, The Library desires to amend the 2018-2019 agreement to extend services and the term through September 30, 2019 and thereafter execute an agreement with Advance Local Media for the 2019-2020 term according to Advance Local Media's proposal; now therefore be it

RESOLVED, That the Board of Trustees ratifies and authorizes the Executive Director, CEO, or his designee, to execute a retroactive amendment to the 2018-2019 agreement with Advance Local Media LLC to extend the contract term through September 30, 2019 for an additional cost of \$10,396, thus increasing the total contract amount to \$41,584, which expenditure shall be charged to General fund account 11610053-53240 (PR/Other Communications), and which agreement shall be subject to review and approval of the Chief Legal Officer; be it further

EXHIBIT 16

RESOVLED, That the Board of Trustees authorizes the Executive Director, CEO, or his designee, to negotiate and enter into an agreement with Advance Local Media LLC for the period commencing October 1, 2019 through September 30, 2020 in an amount not-to-exceed \$29,700.00, which expenditure shall be charged to General fund account 11610053-53240 (PR/Other Communications), and which agreement shall be subject to review and approval of the Chief Legal Officer.



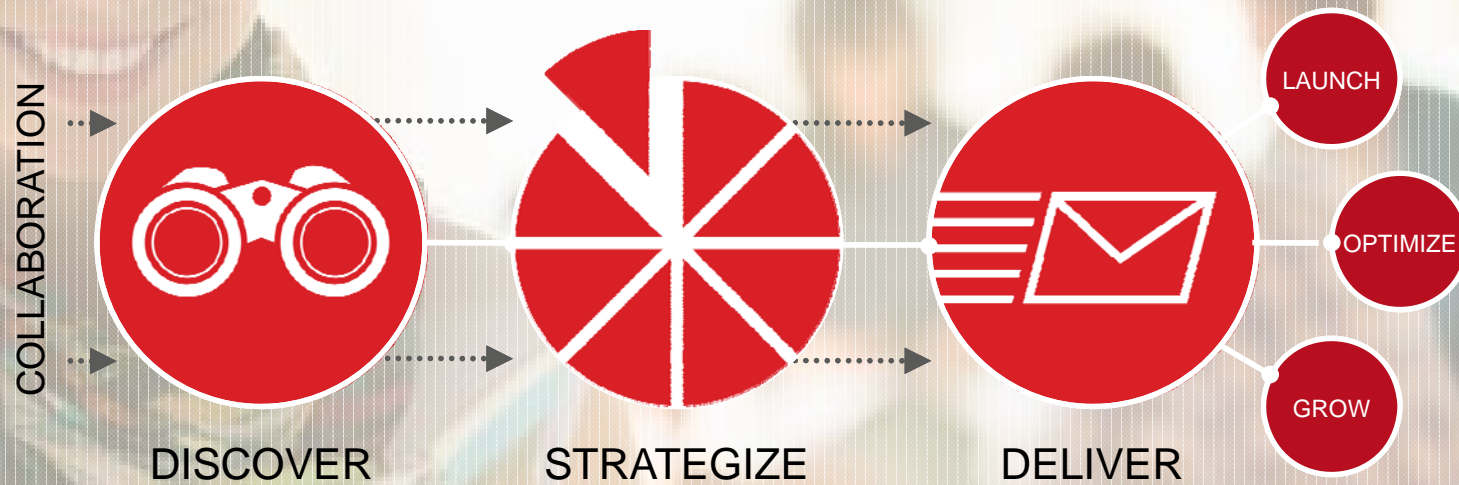


Digital intelligence for life.

Advance Ohio drives success for businesses with cutting-edge marketing solutions, uniquely crafted for our clients using first-party data from our news and information websites to ensure the right message reaches the right audience at precisely the right time and place.

A clear, efficient path forward

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2019/2020 Program – Cleveland Public Library



AWARENESS



ENGAGEMENT



CONVERSION



LOYALTY

Advance Ohio: Cleveland Public Library – 2019 / 2020 Program Overview

SEARCH ENGINE MARKETING: **Keyword Budget - \$1,500 Monthly** –

-- SEM REPORTING: **Dashboard Access** – traffic, click data, conversions,

-- SEM GEOGRAPHIC TARGETING: **Targeted Reach By Segment** – *Downtown, Local Community, Cleveland DMA*

CLEVELAND.COM: **1.2 Million, Digital Display Ad impressions** – multi-size options – local targeting by campaign

ADVANCE ANALYTICS: **Digital Reporting Platform** – Direct Access To Your Digital Display Account

TOTAL CONTRACT: \$29,700, Oct 1, 2019 – Sept 30, 2020, 12-Month Program