



## AGENDA REPORT

**Meeting Date:** November 17, 2009  
**Item Number:** F-6  
**To:** Honorable Mayor & City Council  
**From:** Byron Pope, City Clerk  
**Subject:** AMENDMENT NO. 1 TO THE AGREEMENT BETWEEN THE CITY OF BEVERLY HILLS AND THE BEVERLY HILLS WEEKLY TO PROVIDE ADVERTISING AND NOTICES

**Attachments:**

1. Agreement
2. Pricing Chart

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### **RECOMMENDATION**

Staff recommends that the City Council approve Amendment No. 1 to the agreement between the City of Beverly Hills and the Beverly Hills Weekly to provide advertising and notices.

### **INTRODUCTION**

This amendment is based on City Council direction regarding the revised rates of the Beverly Hills Weekly for the remainder of Fiscal Year 2009-2010.

### **DISCUSSION**

At the October 27, 2009 study session, the recommendations of the Ad Hoc Committee were presented to the City Council. Following discussion, it was the consensus of the Council to revise the pricing for the Beverly Hills Weekly into three tiers as follows:

Tier 1 (legal advertising and notices) - 65% of the Beverly Hills Courier rates

Tier 2 (advertising to reach audience within the City of Beverly Hills) - 65% of the Beverly Hills Courier rates

Tier 3 (advertising to reach audience wider than the City of Beverly Hills) – 50% of the Beverly Hills Courier rates

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Please see the attached chart for the revised rates.

**FISCAL IMPACT**

Funding is allocated in the budget for Fiscal Year 2009-2010.

  
\_\_\_\_\_  
Scott Miller  
Finance Approval

  
\_\_\_\_\_  
Byron Pope  
Approved By

AMENDMENT NO. 1 TO THE AGREEMENT BETWEEN THE  
CITY OF BEVERLY HILLS AND THE BEVERLY HILLS  
WEEKLY TO PROVIDE ADVERTISING AND NOTICES

NAME OF VENDOR: Beverly Hills Weekly

RESPONSIBLE PRINCIPAL OF VENDOR: Josh E. Gross, Chief Executive Officer

VENDOR'S ADDRESS: 140 South Beverly Drive, Suite 201  
Beverly Hills, CA 90212

CITY'S ADDRESS: City of Beverly Hills  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
Attention: Byron Pope  
City Clerk

COMMENCEMENT DATE: July 1, 2009

TERMINATION DATE: June 30, 2010

CONSIDERATION: Based on the item costs set forth in Exhibit  
B-1, attached hereto and incorporated herein

AMENDMENT NO. 1 TO THE AGREEMENT BETWEEN THE  
CITY OF BEVERLY HILLS AND THE BEVERLY HILLS  
WEEKLY TO PROVIDE ADVERTISING AND NOTICES

THIS Amendment No. 1 is to that certain Agreement between the City of Beverly Hills, a municipal corporation (hereinafter called "CITY"), and the Beverly Hills Weekly (hereinafter called "VENDOR").

RECITALS

A. CITY entered into a written agreement with VENDOR dated June 16, 2009 to provide legal advertising and notices.

B. CITY desires to revise the rate schedule for display advertising.

NOW, THEREFORE, the parties agree as follows:

Section 1. Exhibit B-1, Schedule of Rates, shall be amended as attached hereto and incorporated herein.

Section 2. Except as specifically amended by this Amendment No. 1, the Agreement dated June 16, 2009 shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement the \_\_\_\_\_ day of \_\_\_\_\_, 200\_\_\_, at Beverly Hills, California.

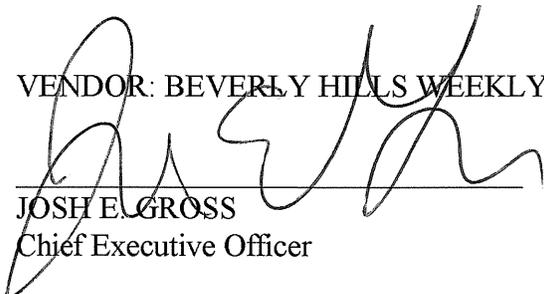
CITY OF BEVERLY HILLS  
A Municipal Corporation

\_\_\_\_\_  
NANCY KRASNE  
Mayor of the City of Beverly Hills,  
California

ATTEST:

\_\_\_\_\_  
BYRON POPE  
City Clerk

VENDOR: BEVERLY HILLS WEEKLY

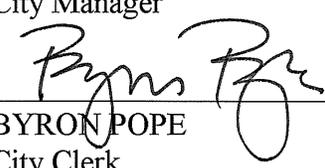
  
\_\_\_\_\_  
JOSH E. GROSS  
Chief Executive Officer

APPROVED AS TO FORM:

  
\_\_\_\_\_  
LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:

\_\_\_\_\_  
RODERICK J. WOOD, ICMA-CCM  
City Manager

  
\_\_\_\_\_  
BYRON POPE  
City Clerk

  
\_\_\_\_\_  
KARL KIRKMAN  
Risk Manager

EXHIBIT B-1

Schedule of Rates

| <u>ITEM</u> | <u>ARTICLE</u>  | <u>PRICE PER LEGAL SQUARE INCH</u>  |
|-------------|---|---|
| 1.          | For the typesetting as necessary, printing and publishing of Public Notices up to Page 5 of the first section of the newspaper (up front ads), using a bold face title. Such notice shall be two columns in width with heavy border | \$7.22 (with digitally transmitted text)<br>\$7.22 (without digitally transmitted text) |
| 2.          | For the typesetting as necessary, printing and publishing of official advertising on pages dedicated to legal and classified advertising (legal/classified ads).  | \$5.79 (with digitally transmitted text)<br>\$7.38 without digitally transmitted text)  |
| 3.          | For the printing and publishing of display advertising on Pages 1 through 5 (up front ads) <b>as typeset by City</b>  | \$7.22 (with digitally transmitted text)<br>\$7.22 without digitally transmitted text)  |
| 4.          | For the printing and publishing of display advertising on pages dedicated to legal and classified advertising <b>as typeset by City</b> (legal/classified ads)  | \$5.79 (with digitally transmitted text)<br>\$7.38 (without digitally transmitted text) |

Column size equals 2.5 inches

Display Advertising in modular form shall be provided at the following rates on request by CITY:

TIER 2 (Intended to reach the entire City of Beverly Hills)

|            |            |
|------------|------------|
| 1/8 page:  | \$201.50   |
| 1/4 page:  | \$338.00   |
| 1/2 page:  | \$656.50   |
| Full page: | \$1,168.70 |

TIER 3 (Intended to reach beyond City of Beverly Hills)

|            |          |
|------------|----------|
| 1/8 page:  | \$155.00 |
| 1/4 page:  | \$260.00 |
| 1/2 page:  | \$505.00 |
| Full page: | \$899.00 |

VENDOR's rates shall not exceed the rates VENDOR charges any other advertiser for the same size advertising in the same location, other than special introductory rates or special rates charged to advertisers who contract to purchase at least one half page of advertising in every edition of the newspaper for a duration of at least ninety (90) days. For those advertisements that require typesetting, VENDOR's rates shall not exceed the rates VENDOR charges any other advertiser for the same size advertising, in the same location, and typeset by the VENDOR, other than special introductory rates or special rates charged to advertisers who contract to purchase at least one half page of advertising in every edition of the newspaper for a duration of at least ninety (90) days. VENDOR shall submit quarterly to CITY a certified rate sheet which sets forth the rates it charges for advertising. CITY shall have the right to audit VENDOR's business records as provided in Section 12 of the Agreement.