



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** May 7, 2013  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager for Public Affairs *CF*  
 Byron Pope, City Clerk *BP*  
**Subject:** FY 2012/13 Q3 Third Quarter Advertising Report  
**Attachments:** 1. Summary of City-Wide Advertising Expenditures

### INTRODUCTION

Per the City Council's direction, staff provides quarterly updates on the City's advertising expenditures. The intent of these reports is to capture the City's legal and display advertising costs with the two local adjudicated newspapers, online and other media channels.

### DISCUSSION

Citywide Third Quarter (Q3) advertising expenditures were **\$71,901** (which includes additional publications).

The cumulative expenditure breakdown for the *Beverly Hills Courier* and the *Beverly Hills Weekly* are as follows:

<b>FY 2012-2013</b>	<b>Annual Allocation</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Total (cumulative)</b>
BH Courier	\$60,000	\$19,641	\$7,778	\$12,380	\$39,799 (66%)
BH Weekly	\$50,000	\$10,521	\$4,700	\$6,831	\$22,052 (44%)
BH Patch	\$10,000	\$5,000	\$ 5,000	0	\$10,000 (100%)
<b>Total Ad Costs</b>	<b>120,000</b>	<b>\$35,162</b>	<b>\$12,478</b>	<b>\$19,211</b>	<b>\$71,851 (60%)</b>

### FISCAL IMPACT

Funds for City-wide advertising (both legal/regulatory and display advertisements) are included in City departmental budgets.

**RECOMMENDATION**

Additional ad placements in the *Beverly Hills Weekly* will continue in Q4 to conform more closely with the overall City Council advertising expenditure direction.

The staff report is for City Council information and review. Staff will continue to monitor and update the City Council as directed.

Cheryl Friedling   
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Byron Pope   
Approved By \_\_\_\_\_

# **Attachment 1**

