

TO: James L. App, City Manager  
FROM: Jim Throop, Director of Administrative Service  
SUBJECT: KPRL Advertising Contract for Transit  
DATE: August 5, 2008

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NEEDS:

For the City Council to approve a contract with KPRL radio for advertising services related to the Transit System for the Fiscal Year 2009.

FACTS:

1. Paso Robles has been advertising its Transit System with KPRL for over 10 years.
2. Radio advertising has been an effective marketing tool for the Transit System.
3. KPRL radio is a local station, based in Paso Robles and reaches its riders every day.
4. Radio ads will be broadcast at the following times:
  - a. 6:12am during the "Morning Exchange"
  - b. 12:05pm during "Noon News"
  - c. Sponsor of the City of Paso Robles Council Meetings, both opening and closing
  - d. Approximately 30 additional free slots at random times during the week

ANALYSIS &  
CONCLUSION:

The City has enjoyed a successful advertising relationship with KPRL Radio for more than 10 years. This contract will continue to provide a cost-effective advertising program. KPRL is the only local radio station and it enjoys a wide-audience appeal, which benefits the advertising of the Transit System.

FISCAL  
IMPACT:

Advertising costs are included in the transit budget for Fiscal Year 2009.

OPTIONS:

- a. Approve the Contract with KPRL radio for advertising services for \$14,280.
- b. Amend, modify or reject the above option.

RESOLUTION NO. 08-xxx

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
APPROVING AN ADVERTISING CONTRACT WITH KPRL RADIO STATION  
FOR PROMOTING THE PASO ROBLES TRANSIT SYSTEM FOR FY2009

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WHEREAS, the continued marketing and advertising of the City of Paso Robles' transit services is of benefit to the City of Paso Robles; and

WHEREAS, radio advertisement in a local market is a cost-effective means of marketing services; and

WHEREAS, KPRL radio is the city's only local radio station, and has been broadcasting advertisements for Paso Robles Transit services for over 10 years;

WHEREAS, radio advertising will be broadcast at the following times:

- a. 6:12am during the "Morning Exchange"
- b. 12:05pm during the "Noon News"
- c. Sponsor of the City of Paso Robles Council Meetings, both opening and closing
- d. Approximately 30 additional free slots at random times during the week

THEREFORE, BE IT HEREBY RESOLVED by the City Council of the City of El Paso de Robles that the advertising contract attached herewith as Exhibit "A", for \$14,280 is hereby approved and the Director of Administrative Services is authorized to execute said contract.

PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 5th day of August 2008 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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Frank R. Mecham, Mayor

ATTEST:

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Deborah Robinson, Deputy City Clerk



**BROADCAST AGREEMENT**

ADVERTISER Paso Robles Transit DATE 7-29-08  
 AGENCY \_\_\_\_\_ SALESPERSON Fran  
 BILLING ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_  
 STATE \_\_\_\_\_ ZIP \_\_\_\_\_ CONTRACT# \_\_\_\_\_ CUSTOMER# \_\_\_\_\_  
 CONTACT Michael/Gin TELEPHONE# 237-3999 FAX# 237-6565

SPECIAL INSTRUCTIONS: Annual News Sponsor  
 CO-OP/BILLING INSTRUCTIONS: \_\_\_\_\_

CART.#	START DATE	LAST DATE	LENGTH	TIME	M	T	W	T	F	S	S	UNIT COST	PROG.#
	8-1-08	7-31-09	30	6:12A <i>news close</i>	1	1	1	1	1			\$2400	
	8-1-08	7-31-09	30	12:05 <i>news open</i>	1	1	1	1	1			\$2400	
	8-1-08	7-31-09	30	RTA	2	2	2	2	2	1	1	N/C	
	8-1-08	7-31-09		PK City Control open & close								\$150 <sup>00</sup> per line	

TOTAL UNITS \_\_\_\_\_ TOTAL GROSS COST \_\_\_\_\_  
 AGENCY COMMISSION \_\_\_\_\_  
 NET TOTAL \_\_\_\_\_

Accounts due and payable by the 10th of the month following purchase. Interest of 1.5% will be charged after 60 days. Annual rate of 18%.

Approved by (Signature) \_\_\_\_\_  
 Print Name/Title \_\_\_\_\_  
 Date \_\_\_\_\_