

RESOLUTION NO. 12-169

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
APPROVING AN ADVERTISING CONTRACT WITH KLUN RADIO (RADIO LASER) FOR
PROMOTING THE PASO ROBLES TRANSIT SYSTEM

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

WHEREAS, radio advertisement to the local population is a cost-effective means of marketing services; and

WHEREAS, the City seeks to increase outreach to the Spanish-speaking community in Paso Robles, and

WHEREAS, under contract with Spanish-language station KLUN, 15 60-second ads will be broadcast weekly between the hours of 6:00 a.m. and 7:00 p.m., and a one-hour sponsorship given to Transit, at the cost of \$300/week,

THEREFORE, BE IT HEREBY RESOLVED by the City Council of the City of El Paso de Robles that the advertising contract with KLUN radio through June 30, 2013, attached herewith as Exhibit "A", for \$10,800, is hereby approved and the Director of Administrative Services is authorized to execute said contract.

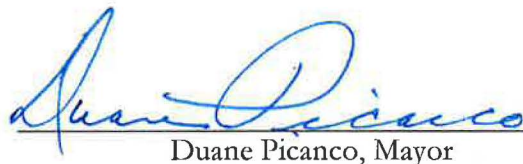
PASSED AND ADOPTED by the City Council of the City of El Paso de Robles this 16th day of October 2012 by the following vote:

AYES: Strong, Gilman, Steinbeck, Picanco

NOES: Hamon

ABSTAIN:

ABSENT:



Duane Picanco, Mayor

ATTEST:



Caryn Jackson, Deputy City Clerk



Paso Robles Transit



Gold Packet

Thirty: 60 sec commercials weekly

KLUN
KLUN
KLUN

20 (60s) spots (M-F) (6a-7p)
10 (10s) live (M-F) (6a-11a)
__:__ Hour Sponsor Ship

\$400 a week for 52 weeks

Silver Packet

Fifteen: 60 sec commercials weekly

KLUN
KLUN

15 (60s) spots (M-F) (6a-7p)
__:__ Hour Sponsor Ship

\$300 a week for 52 weeks

STATION: 103.1 KLUN START DATE: ___/___/___ END DATE: ___/___/___

Market: Paso Robles

Business Name: _____

Client Signature: _____ Date: ___/___/___

Print Name: _____ Date: ___/___/___

Terms & Conditions:

This is a "Special Promotional Rate". This packet cannot be transferred, or cancelled. If cancelled or transfer within the period agreed, client will be charged for all unearned discount for remotes and commercials based on the current "2011 Rate Card".