



Advertising Contract

Between **The Town of Morinville and Pawn Marketing & Publishing Inc. (O/A The Morinville News)**

CONTRACT OVERVIEW: The Town of Morinville agrees to purchase digital online advertising opportunities with the Morinville News in the amount of \$750 per month plus GST. Total contract = \$9000.

TERM OF CONTRACT: FEB. 1, 2018 – JAN. 31, 2019

BREAKDOWN OF PAID SERVICES:

1/ Exclusive Access to Top Advertising Banner Spot = \$ [REDACTED]

The Town of Morinville will have sole access to the 1000 pixel X 150 pixel ad rotation banner at the top of all pages and articles on the Morinville News website.

This allows the Town an unlimited number of banners that can be set to run for specific periods of time, linked to content, including ticket sales, public documents, and pages of the Town of Morinville website.

From time to time – The Town of Morinville and The Morinville News may mutually agree to allow the inclusion of outside party advertising in this space when the advertisement is for the community good. For example, Canada Day, non-Town run Festivals, and free-to-the-public community events.

2/ Placement of weekly Town Ad on Community Events Page = \$ [REDACTED]

The Morinville News will post the Town of Morinville's full page advertisement on the MorinvilleNews.com community events page as well as add key events and activities from that ad on the event's page as separate entities.

These events are also included in our weekly – Coming Up Around Town feature to bring awareness of Town activities.

3/ All-In Advertising Package = \$ [REDACTED]

The Town of Morinville has unlimited ability to post individual ads for events, open houses, public hearings, employment opportunities, and service awareness of changes in the mid-article rotation spot on all articles published by The Morinville News. These ads are shown randomly with other advertisers during the ad run period.

BREAKDOWN OF VALUE-AD NO-COST SERVICES

4/ Employment Ads = \$0

The Town has unlimited ability to run employment ads on our employment page at no additional cost as part of our All-In Package agreement.

5/ Social Media Sharing = \$0

At our discretion and availability, we will share posts from the Town of Morinville Facebook Page on our Facebook Page of approximately 3800 followers as well as on Twitter as we deem in the public interest.

6/ Inclusion of Town Ad in Daily Email = \$0

Morinville News shall include a link to the Community Events Page (with Town Ad in top placement) as well as a link to our Employment Page (which may contain Town employment ads) in our daily email to email subscribers.

7/ MorinvilleNews.com APP = \$0

All Town of Morinville ads and notices published on our website are available via the Morinville News app.

8/ OTHER PAWN MARKETING & PUBLISHING INC. PLATFORMS = \$0

PAWN MARKETING & PUBLISHING INC. shall, at our discretion, include Town advertisements posted on our forthcoming websites [REDACTED] and [REDACTED] at no cost to the municipality.

Signed Jan. 23, 2018

Stephen Dafoe
Owner Pawn Marketing & Publishing Inc.

Felicity Bergman
Town of Morinville, Corporate Communications

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