

# BENNETT

communications

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## Publishing Contract

December 6, 2013

This contract outlines the publishing rights to the 2014, 2015 and 2016 Cedar Hills Family Festival magazines.

The following terms and conditions apply:

**1. COMMITMENTS:** Bennett Communications will produce and print approximately 3,000 copies of the 2014-2016 Cedar Hills Family Festival magazines in a timely and professional manner in exchange for rights to sell advertising space in the publication.

**2. FINANCING:** Cedar Hills City will be responsible for distribution costs of the magazine, while Bennett Communications will coordinate distribution of the magazines.

In previous years Cedar Hills has made the decision to mail the Family Festival magazines to Cedar Hills residents using a mailing list already owned and controlled by the city. In the past, postage has been about \$500 or about \$0.22 to mail to each household. Cedar Hills City will reimburse Bennett Communications for the exact postage amount each year.

**3. PUBLICATION SPECS:** Bennett Communications guarantees the 2014-2016 Cedar Hills Family Festival magazines will be at least 16 pages with a saddle-stitch binding. A 60#, grade 3, gloss paper will be used throughout the magazine. 4/4 printing. Finished trim size of the magazine will be 8.375 inches wide x 10.875 inches tall.

**4. ADVERTISING:** Advertisements will appropriately represent the values and intentions of the family-oriented event.

**5. ADVERTISER/SPONSORS RATIOS:** The 2013 Cedar Hills Family Festival magazine was 24 pages. Of the 24 pages, 8.5 pages were editorial (including the cover) and 15.5 were a combination of paid advertisers and event sponsors who received print ads as part of sponsorship packages. Of the 15.5 print ads in the magazine, 10 pages were paid advertisers (sold by Bennett Communications) and 5.5 were sponsors' ads.

For the 2014-16 magazines the number of pages for sponsors will be capped at 5 pages for a 24-page magazine and capped at 7 pages for a 32-page magazine.

The size of the magazine will be determined by paid advertisers. If Bennett Communications sells fewer than 12 pages of advertisements, the magazine will remain at 24 pages. If Bennett

Communications sells more than 12 pages of advertisements, the magazine will increase to 32 pages. In the rare event that Bennett Communications sells 4 pages of advertisements or fewer, the magazine will shrink to 16 pages but sponsorship ad pages will remain at 5 pages.

Cedar Hills City will have until mid-March to secure event sponsors and submit a list to Bennett Communications. At that point, Bennett Communications will have two months to sell paid advertising to non-sponsors.

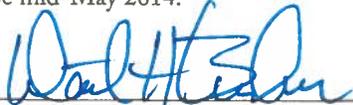
If Cedar Hills City desires more than five pages for sponsors, the additional pages can be purchased from Bennett Communications for \$500.

**6. EDITORIAL CONTROL:** The Cedar Hills Family Festival chairman has ultimate editorial control and right-of-refusal of advertisements.

**7. PROOFING:** Bennett Communications will provide either laser prints or PDF proofs of each magazine page for proofing purposes.

**8. CEDAR HILLS PROMOTION:** Cedar Hills City committee will promote the magazine as a viable local advertising option whenever appropriate.

**9. DEADLINES:** The 2014 Cedar Hills Family Festival event will be held on June 23-28, 2014. Magazines will be mailed approximately June 2, 2014, although this date is flexible according to Family Festival committee preferences. According to these approximate dates, paid advertising space reservation deadline will be mid-May 2014.

  
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Authorized Cedar Hills Family Festival Representative      3/24/2014  
Date

  
\_\_\_\_\_  
Authorized Bennett Communications Representative      12-6-13  
Date