



SMALL TOWN, BIG BEACH™

Memo

Date: December 4, 2017
To: Mayor Craft, City Council
From: Blake Phelps
Subject: **Economic Development Marketing Partnership**

Issue: The City, Baldwin County Economic Development Alliance and Gulf Shores and Orange Beach Tourism have developed a joint advertising opportunity in *Garden & Gun* magazine to expand our Business Where You Beach economic development marketing campaign. *Garden & Gun's* audience includes 1.6 million readers with an average household income of \$370,800 and average net worth of over \$2.6 million which offers an ideal opportunity to promote our area to a target audience of corporate decision makers.

Background: The Cities of Gulf Shores and Orange Beach, Baldwin County Economic Development Alliance, Gulf Shores and Orange Beach Tourism, Jack Edwards National Airport and Coastal Alabama Business Chamber launched the Business Where You Beach marketing campaign in 2016. This ongoing collaboration is an effort to target corporate executives and decision makers to promote Coastal Alabama as not only a great place to visit, but a great place to invest corporately.

Recommendation: Approve the print insertion order with *Garden & Gun* magazine.

Budget Implications: \$11,756.00 - funded through a BP promotional grant and budgeted in the 2017 budget.

Attachment: Print Insertion Order

GARDEN & GUN

PRINT INSERTION ORDER

Date: 11/29/2017 Salesperson: Katie Matthews

Advertiser: City of Gulf Shores - Business Where You Beach

Billing Address: P.O. Box 299
Gulf Shores, AL 36542

Phone: _____

Email: bpelps@gulfshoresal.gov

Billing Contact: Blake Phelps

Materials Contact: Blake Phelps

Responsible Party - Bill To: Advertiser Agency

Issue	Ad Size & Shape	Material Due Date	Color		Postion/Special Instructions	Gross Rate	Net Rate
			4C	B&W			
Feb/Mar 2018	1/3 Page - Square		X				\$11,756.00

*subject to change based on final 2017 calendar

Notes/Other	
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Gross Total: \$0.00

Net Total: \$11,756.00

Invoices will be rendered at the publication date. Payment is due net within 30 days of the invoice date.
 Following that interest will be charged at the rate of 1.5% per month.

**Please read the terms and conditons before signing this insertion order.
 Your signature indicates that you have accepted the terms and conditions of this contract and
 agree to pay the publication for the advertising in Garden & Gun as outlined above.
 Note: A separate credit application is required of all new advertisers.**

Signature: _____
 Print Name: _____
 Title: _____
 Date: _____

Accepted By: _____
 Print Name: _____
 Title: _____
 Date: _____

Please see the additional tab in this spreadsheet for the terms and conditions.
 Upon your review, please sign and email to alewis@gardenandgun.com or fax to 843-795-1512.