

CITY COUNCIL MEETING

FEBRUARY 3, 1982

CC-12(a)

3M CONTRACTS FOR
BILLBOARDS
APPROVED

Following introduction of the matter, Council, on motion of Councilman Pinkerton, McCarty second, approved Contracts with 3M National Advertising Company for billboards located at the Highway 99 entrances to the City and authorized the Mayor and City Clerk to execute the Agreements on behalf of the City.

Pg 95

COUNCIL COMMUNICATION

TO: THE CITY COUNCIL FROM: THE CITY MANAGER'S OFFICE	DATE February 3, 1982	NO.
SUBJECT: Contracts with 3M Company for 1982 Outdoor Advertising at Entrances to City (Cherokee Lane)		

Renewal contracts with 3M National Advertising for the permanent painted bulletins the City of Lodi has at the following locations have been received:

<u>Board No.</u>	<u>Location</u>	<u>1980 Rate</u> <u>Per Month</u>	<u>1981 Rate</u> <u>Per Month</u>	<u>Proposed</u> <u>New Rate</u> <u>Per Month</u>
007077	Highway 99 W/L 50' n/o Peltier Rd.	\$225.00	\$260.00	\$299.00
040410	Highway 99 E/L .5 mi. s/o Armstrong	\$225.00	\$260.00	\$299.00

In the past, at the direction of the City Council, charges for these billboards have been made to the City Beautification Fund.

Recommended Action - If the Council is desirous of renewing these contracts, it is recommended that the Council, by motion action, approve the renewal and authorize the Mayor and City Clerk to execute the contracts on behalf of the City.


 ALICE M. REIMCHE
 City Clerk

Manuel Coronado
Field Sales Representative



National Advertising Company

2050 West Fremont Street
Stockton, California 95203
209/466 5021

L

L

NATIONAL ADVERTISING COMPANY
GENERAL OFFICES: BEDFORD PARK, ILLINOIS 60501

4/10

City of Lodi
(LEGAL NAME OF ADVERTISER)
d.b.e. Sand
(TRADE NAME)
111 W. Pine Street
(Street Address)
Lodi, CA
(City, State, Zip Code)

(ADVERTISER'S AGENCY)

(Street Address)

(City, State, Zip Code)

Person to call	Telephone Number
----------------	------------------

Person to call	Telephone Number
----------------	------------------

AUTHORIZATION. The above-identified actual advertiser, together with the advertiser's authorized advertising agency, if any (hereinafter referred to jointly and severally as the Advertiser) hereby authorizes and contracts with National Advertising Company, of Bedford Park, Illinois, a subsidiary of Minnesota Mining and Manufacturing Company (hereinafter called 3M National), to paint when required and to maintain the following listed displays advertising City of Lodi in accordance with copy provided or approved by the Advertiser:

Location Number	Location and Description	Approximate Size	Illumination Class (A,B,C.) See Note 1	Paintings Yearly (Including Original) See Note 2	Monthly Unit Charge See Note 3
007077	U.S. 99 W/L 50' w/o Peltier Rd., Lodi, NF	12x40	B	1	\$99.00

NOTE 1: Class "A" displays are non-illuminated, Class "B" displays are to be illuminated daily from dusk until midnight, standard time, and Class "C" displays are to be illuminated daily from dusk until dawn.
NOTE 2: Special paintings or cut-outs in addition to those specified above will be made at 3M National's then current charges therefor which will be quoted upon request.
NOTE 3: The Monthly Unit Charge shown above is applicable only to the first 12 months or less of the contract term. A N/A % per year increase in the Monthly Unit Charge will be applicable to each succeeding year, commencing on each anniversary of the effective date of this agreement.

TERM. The term of this contract as to each display shall be 12 months, beginning on the day such display is completed, including illumination if available, herein called the effective date. The effective date of this agreement will normally be within sixty days (for a single display) or ninety days (for more than one display) from the date 3M National receives the approved artwork from the Advertiser. If the Advertiser's approved artwork has not been received within the forty-five day limit as specified in the "Copy Approval" paragraph herein, 3M National may, at its option, charge the Advertiser 1/30 of the above Monthly Unit Charge for each day beyond the said forty-five day limit until the said artwork has been received, and the Advertiser agrees to pay such charges upon receipt of billing therefor by 3M National. If this is a contract for a renewal term of an existing contract, the effective date will be the expiration date of such prior contract term.

ADDITIONAL PROVISIONS. The provisions on the reverse hereof are hereby incorporated herein by specific reference thereto and constitute a part of this agreement. Both sides of this contract and the information inserted herein have been carefully read and are fully understood, and the provisions herein correctly state the intentions of the undersigned.

RECEIVED BY (Subject to acceptance by 3M National)
Manuel Coronado
Representative
ACCEPTED
NATIONAL ADVERTISING COMPANY

Date: _____
[Signature]

(Signature) City of Lodi Mayor
(Print Name & Co.) (Title)

By _____
Billing Address:

(Signature) (Title)
Attest: Alice M. Reimche
(Print Name & Co.)
Alice M. Reimche, City Clerk

NATIONAL ADVERTISING COMPANY

GENERAL OFFICES: BEDFORD PARK, ILLINOIS 60501

3/1

City of Lodi

(LEGAL NAME OF ADVERTISER)

d.b.a.

Sound

(TRADE NAME)

(ADVERTISER'S AGENCY)

211 W. Pine St.

(Street Address)

(Street Address)

Lodi, CA

(City, State, Zip Code)

(City, State, Zip Code)

Person to call	Telephone Number
----------------	------------------

Person to call	Telephone Number
----------------	------------------

AUTHORIZATION. The above-identified actual advertiser, together with the advertiser's authorized advertising agency, if any (hereinafter referred to jointly and severally as the Advertiser), hereby authorizes and contracts with National Advertising Company, of Bedford Park, Illinois, a subsidiary of Minnesota Mining and Manufacturing Company (hereinafter called 3M National), to paint when required and to maintain the following listed displays advertising City of Lodi in accordance with copy provided or approved by the Advertiser:

Location Number	Location and Description	Approximate Size	Illumination Class (A,B,C.) See Note 1	Paintings Yearly (Including Original) See Note 2	Monthly Unit Charge See Note 3
040410	U.S. 99 EL 5 Mi. S/O Armstrong N440 Rd., Lodi, SF		B	1	\$99.00

NOTE 1: Class "A" displays are non-illuminated, Class "B" displays are to be illuminated daily from dusk until midnight, standard time, and Class "C" displays are to be illuminated daily from dusk until dawn.
 NOTE 2: Special paintings or cut-outs in addition to those specified above will be made at 3M National's then current charges therefor which will be quoted upon request.
 NOTE 3: The Monthly Unit Charge shown above is applicable only to the first 12 months or less of the contract term. A N/A % per year increase in the Monthly Unit Charge will be applicable to each succeeding year, commencing on each anniversary of the effective date of this agreement.

TERM. The term of this contract as to each display shall be 12 months, beginning on the day such display is completed, including illumination if available, herein called the effective date. The effective date of this agreement will normally be within sixty days (for a single display) or ninety days (for more than one display) from the date 3M National receives the approved artwork from the Advertiser. If the Advertiser's approved artwork has not been received within the forty-five day limit as specified in the "Copy Approval" paragraph herein, 3M National may, at its option, charge the Advertiser 1/30 of the above Monthly Unit Charge for each day beyond the said forty-five day limit until the said artwork has been received, and the Advertiser agrees to pay such charges upon receipt of billing therefor by 3M National. If this is a contract for a renewal term of an existing contract, the effective date will be the expiration date of such prior contract term.

ADDITIONAL PROVISIONS. The provisions on the reverse hereof are hereby incorporated herein by specific reference thereto and constitute a part of this agreement. Both sides of this contract and the information inserted herein have been carefully read and are fully understood, and the provisions herein correctly state the intention of the undersigned.

RECEIVED BY (Subject to acceptance by 3M National)

Manuel Coronado

Representative

ACCEPTED
NATIONAL ADVERTISING COMPANY

By _____

Billing Address:

[Signature]

 (Signature) Mayor
City of Lodi

 (Print Name & Co.)

 (Signature) Alice M. Reinche City Clerk

 (Title)