

**EXHIBIT B**  
**AUTHORIZATION OF CHANGE IN SERVICE**

CONTRACT NUMBER / CONTRACT NAME:	218-062	Culture Map Digital Ads	
CITY REPRESENTATIVE/ DEPARTMENT:	Charlotte Wattigny, CVB		
CONTRACTOR:	GOW Media LLC		
CONTRACT EFFECTIVE DATE:	November 1, 2017	COUNCIL RES. NO:	
THIS AUTHORIZATION DATE:	September 7, 2021	AUTHORIZATION NO.:	4

**DESCRIPTION OF WORK TO BE ADDED TO OR DELETED FROM SCOPE OF SERVICES:**

This contract is hereby renewed for Display Digital Advertisement pursuant to the terms of the contract for the period **October 1, 2021 – September 30, 2022** in the annual amount of \$12,000.

Parties agree to be bound by the Standard Terms and Conditions found: [sanmarcostx.gov/StandardTermsandConditions](http://sanmarcostx.gov/StandardTermsandConditions)

Original Contract Amount:	12,750	
ACIS1 Period June-September 2019	9,995	
ACIS2 Add Services	10,000	
ACIS3 Annual Renewal 10/1/2020 to 09/30/21	12,000	
CURRENT CONTRACT AMOUNT:	44,745	
<b>This ACIS4 Annual Renewal 10/1/2020 to 09/30/22:</b>	<b>12,000</b>	
<b>REVISED CONTRACT AMOUNT:</b>	<b>56,745</b>	

**CONTRACTOR:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Full Name / Title (if not in individual capacity)

**CITY:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Bert Lumbreras, City Manager

\_\_\_\_\_  
Print Name / Title

***City Department Use Only Below This Line (PM, POC, etc.).***

Account Number(s):	Amount	Date
#12024224 53110	\$ 12,000	
#	\$	
#	\$	



## INSERTION ORDER AGREEMENT

**Date:** 7.19.21

**Client:** San Marcos CVB

**Billing Contact:** Charlotte Wattigny

**Sales Rep:** Courtney Williams

**Campaign:** Hou/Dal/FW 2021/2022

**Company:** San Marcos CVB

**Phone:** 214.578.6909

**Contact:** Charlotte Wattigny

**Email:** [cwattigny@sanmarcostx.gov](mailto:cwattigny@sanmarcostx.gov)

**Email:** [courtney@culturemap.com](mailto:courtney@culturemap.com)

**Title:** Innovation Manager

**Billing Address:** 617 IH 35 North

*Please email signed IO to  
COURTNEY@CULTUREMAP.COM*

**Email:** [cwattigny@sanmarcostx.gov](mailto:cwattigny@sanmarcostx.gov)

**City:** San Marcos

**Phone:** 512.393.5932

**State:** TX

**Zip:** 78666

**Start Date:** 11/1/21

**Phone:** 512.393.5932

**End Date:** 12/31/22

**Invoice Method:** Email

MONTH	CITY	AD PRODUCT	AD PRODUCT DESCRIPTION	OTHER	COST (NET)
November 2021	HOU / DAL / FTW	ROS Level 3	L3: Leaderboard and Side Bar on Article level pages	125,000 imp (Dal/FW/Hou)	
November 2021	HOU / DAL / FTW	Promoted Articles	A La Carte: Customized, client-controlled article with optional ads surrounding articles, includes email + social media	Dal/FW/Hou	
March 2022	HOU / DAL / FTW	ROS Level 3	L3: Leaderboard and Side Bar on Article level pages	125,000 imp (Dal/FW/Hou)	
June 2022	HOU / DAL / FTW	ROS Level 3	L3: Leaderboard and Side Bar on Article level pages	125,000 imp (Dal/FW/Hou)	
June 2022	HOU / DAL / FTW	Promoted Articles	A La Carte: Customized, client-controlled article with optional ads surrounding articles, includes email + social media	Dal/FW/Hou	
September 2022	HOU / DAL / FTW	ROS Level 3	L3: Leaderboard and Side Bar on Article level pages	125,000 imp (Dal/FW/Hou)	
NOTES: We will invoice \$3,000 in Nov, March, June, and Sept. Thank you for your business.					\$12,000

**TERMS & CONDITIONS:** All clients will be set up for electronic invoicing and invoices will be emailed to the billing contact. All clients will have the option to pay through our secure Advertising Portal. If you have not received login information for this portal, please email [accounting@culturemap.com](mailto:accounting@culturemap.com). All advertising should be paid in advance or upon receipt of invoice. In any other circumstance where an open balance exists over 90 days old, the balance will be subject to finance charges and sent to a collections attorney. Any cancellation must be given in writing and will take effect 30 calendar days from written notice. The price(s) quoted above are a "cost per insertion" based on an Earned Discount Rate based on the contract level. Advertising running prior to and within 30 days of cancellation is subject to increased short rate(s) based on the total number of insertions/months advertising is published. Should contract be cancelled prior to completion, all added value which has previously been redeemed during the term of contract will revert to cash and be charged to the customer in addition to the short rate(s).

**AGREED AND ACCEPTED BY:**



Name:  
Lynda Williams

Title:  
Purchasing Manager

Signature:

Date:

DocuSigned by:

*Lynda Williams*

7/20/2021

6E68F7FC3ADB480...

## PAYMENT AGREEMENT

**Remit Payment To:** Gow Media • 5353 W. Alabama St., Ste 415 • Houston, TX 77056

**Return Signed Agreement to:** Courtney@culturemap.com Fax: (713) 479-5333

\_\_\_ NEW! CultureMap, through Gow Media, now offers a secure Advertising Portal to directly view or download eInvoices and make pre-payments or pay invoices by credit card or ACH. All clients will be given the opportunity to use this feature. If you don't know your login information, you can always click on "Forgot Username/Password" on the login page.

## ACH Authorization Form

Name of Bank:	
Name on Account:	
Routing Number:	Account Number:
Authorized amount to draw: \$ _____ Monthly _____ One Time Payment	
Signature of Account Holder:	
Please check box to authorize reoccurring/monthly payment for remainder of contract <input type="checkbox"/>	

## Credit Card Authorization Form

Type of Card:	
Name on Account:	
Card Number:	Expiration Date:
CVC Code:	Billing Zip Code:
Authorized amount to draw: \$ _____ Monthly _____ One Time Payment	
Signature of Account Holder:	
Please check box to authorize reoccurring/monthly payment for remainder of contract <input type="checkbox"/>	