

EXHIBIT B
AUTHORIZATION OF CHANGE IN SERVICE

| | | |
|----------------------------------|---|----------------------|
| CONTRACT NUMBER / CONTRACT NAME: | 218-054 – Annual Digital Campaign Brand Awareness | |
| CITY REPRESENTATIVE: | Yvonne Palacios / Charlotte Wattigny | |
| CONTRACTOR: | AJR Media Group | |
| CONTRACT EFFECTIVE DATE: | October 1, 2017 | |
| THIS AUTHORIZATION DATE: | | AUTHORIZATION NO.: 4 |

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

2019-2020 San Marcos CVB Leisure Programmatic Campaign. (\$66,700). 2019-2020 San Marcos CVB Meeting Planner Campaign. (\$13,250). All to include; Geographic Targeting, Target Audience Demographics, & Consumer Interest Profiles.

| | | |
|---|-------------|--|
| Original Contract Amount: | 33,700.00 | |
| Previous Increases/Decreases in Contact Amount: | 62,138.00 | Over \$50K approved Resolution 2018-192R |
| This Increase/Decrease in Contract Amount: | \$79,950.00 | |
| Revised Contract Amount: | 175,788.00 | |

CONTRACTOR:

Signature

Date

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

CITY:



Signature



Date

Bert Lumbreras

Print Name

City Manager

Title

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

| | | |
|--------------------|----------|--------------------|
| Account Number(s): | Amount | Date |
| #12024224.53110 | \$79,950 | September 20, 2019 |
| # | | |
| # | | |

| | | |
|--|---|---------------------------------------|
| Insertion Order # | | |
| Advertiser Name: | San Marcos Convention & Visitor Bureau | |
| Agency Name: | N/A | |
| Contact Information: | Advertiser/Agency | Ads Rep/Other |
| Name: | Charlotte Wattigny | Holly Russell |
| Title: | Innovation Manager | AD, Digital & Emerging Markets |
| Address: | 617 IH 35 N., San Marcos, 78666 | 25132 Oakhurst Dr #201, Spring, 77386 |
| Phone: | 512.393.5932 | 512.524.0750 |
| Fax: | 361.765.5384 | 281.466.1399 |
| Email: | cwattigny@sanmarcostx.gov | holly@ajrmediagroup.com |
| Agency/Client Billing Information: | | |
| Agency Name: | n/a | |
| Address: | 617 IH 35 N., San Marcos, 78666 | |
| Phone number: | 512.393.5932 | |
| Email: | cwattigny@sanmarcostx.gov | |
| Billing Instructions: | Invoice \$13,250 on 1/1/2020. Terms Net 30. | |
| Campaign Details/Goals & Objectives | | |
| Client/Advertiser | San Marcos Convention & Visitors Bureau | |
| Campaign Name: | 2019-2020 San Marcos CVB Meeting Planner Campaign | |
| Campaign Goals & Objectives: | Awareness, Engagement, Lead Generation | |
| Flight Time: {Start/End Date} | TBD | |
| Budget/Currency: | \$13,250 | |
| Distribute Budget Evenly? | See media plan on page 3 of IO. | |
| Billing: | Invoice \$13,250 on 1/1/2020. Terms Net 30. | |

Campaign Details/Goals & Objectives

Measurable KPIs:

CTR, Cost Per Click

Retargeting:

If yes, what is freq cap?

☒

Yes

4

No

Geographic Targeting:

Primary: Texas

Secondary: Oklahoma, Arkansas and Louisiana

Retarget Meeting Planners from Past Trade Shows

**Target Audience/
Demographics**

Meeting/Event/Tradeshows Planners, Executive Assistants, Business Executives, and PR Managers

**Consumer Interest
Profiles:**

Interest: Business, Events/Tradeshows

**Creative
Requirements**

Deadline and specs document to be provided upon receipt of signed IO. Creative submitted after stated deadlines may delay the launch of the flight times.

Additional Comments:

Media Plan

| Channel | Formats | Optimization Goal | Dynamic Pricing Range | Estimated Delivery | Budget |
|--|--|------------------------------------|-----------------------|-----------------------|--------|
| Standard Display (Geofencing of 6 Tradeshows, Event Attendee Retargeting, Site Retargeting) | IAB Standard: 320x50, 300x250, 728x90, 970x250, 160x600, 300x600 | Cost Per Engagement, Cost Per Lead | 5-7 dCPM | 1,678,571 Impressions | 11,750 |
| 1 LinkedIn Sponsored Content Post | Newsfeed | Cost Per Click | 6-9 dCPM | 166,667 Impressions | 1,500 |
| TOTAL | | | | | 13,250 |

This I.O is hereby agreed to by Advertiser. Signature indicates Advertiser has read and understands the parameters outlined above.

| Client Rep/Agency Rep | AJRMG Rep |
|----------------------------------|--------------------------------|
| Signed: <i>Lynda Williams</i> | |
| Name: | Holly Russell |
| Title: <i>Purchasing Manager</i> | AD, Digital & Emerging Markets |
| Date: <i>10/22/19</i> | 9/17/19 |

| | | |
|--|--|---------------------------------------|
| Insertion Order # | | |
| Advertiser Name: | San Marcos Convention & Visitor Bureau | |
| Agency Name: | N/A | |
| Contact Information: | Advertiser/Agency | Ads Rep/Other |
| Name: | Charlotte Wattigny | Holly Russell |
| Title: | Innovation Manager | AD, Digital & Emerging Markets |
| Address: | 617 IH 35 N., San Marcos, 78666 | 25132 Oakhurst Dr #201, Spring, 77386 |
| Phone: | 512.393.5932 | 512.524.0750 |
| Fax: | 361.765.5384 | 281.466.1399 |
| Email: | cwattigny@sanmarcostx.gov | holly@ajrmediagroup.com |
| Agency/Client Billing Information: | | |
| Agency Name: | n/a | |
| Address: | 617 IH 35 N., San Marcos, 78666 | |
| Phone number: | 512.393.5932 | |
| Email: | cwattigny@sanmarcostx.gov | |
| Billing Instructions: | Please see additional comments on page 2 of IO. | |
| Campaign Details/Goals & Objectives | | |
| Client/Advertiser | San Marcos Convention & Visitor Bureau | |
| Campaign Name: | 2019-2020 San Marcos CVB Leisure Programmatic Campaign | |
| Campaign Goals & Objectives: | Awareness, Engagement, Site Traffic | |
| Flight Time: {Start/End Date} | TBD | |
| Budget/Currency: | \$66,700 | |
| Distribute Budget Evenly? | See media plan on page 3 of IO. | |
| Billing: | Please see additional comments on page 2 of IO. | |

Campaign Details/Goals & Objectives

Measurable KPIs:

Cost Per Engagement, Cost Per Engaged Visitor, Time on Page

Retargeting:
If yes, what is freq cap?☒

Yes
No

4

Geographic Targeting:

Primary: Texas with a focus on Dallas/Fort Worth, Corpus Christi, Houston, Lubbock and Beaumont (Exclude 75-mile radius around San Marcos)
Secondary: Louisiana & Oklahoma

**Target Audience/
Demographics**

M/F Ages 25-54 with HHI of \$45k+
M/F Ages 28-54 Families with HHI of \$75k+

**Consumer Interest
Profiles:**

Weekend Travelers, Leisure Travelers, Family Travelers, Outdoor Enthusiasts, Birders, Art & Culture Lovers, Nightlife Enthusiasts, Craft Beer Enthusiasts

**Creative
Requirements**

Any delay in approvals or providing of creative may delay the launch of the flight times. Once the campaign launches, we will monitor to see how the ads perform in-market and will optimize the spend toward the best performing channels and tactics.
The minimum spend for High Impact Units is \$25,000. If canceled, it will result in a production fee.
Dashboard reporting included.

Additional Comments:

Invoice \$6,670 on 11/1/19. Terms Net 30 Days. | Invoice \$6,670 on 12/1/19. Terms Net 30 Days. | Invoice \$6,670 on 1/1/20. Terms Net 30 Days. | Invoice \$6,670 on 2/1/20. Terms Net 30 Days. | Invoice \$6,670 on 3/1/20. Terms Net 30 Days. | Invoice \$6,670 on 4/1/20. Terms Net 30 Days. | Invoice \$6,670 on 5/1/20. Terms Net 30 Days. | Invoice \$6,670 on 6/1/20. Terms Net 30 Days. | Invoice \$6,670 on 7/1/20. Terms Net 30 Days. | Invoice \$6,670 on 8/1/20. Terms Net 30 Days.

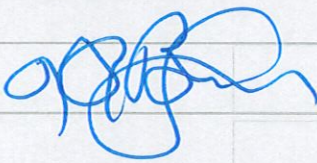


Media Plan

| Flight | Channel | Formats | Optimization Goal | Dynamic Pricing Range | Estimated Delivery | Budget |
|--------------|--|---|---|-----------------------|-----------------------|---------------|
| | High Impact Display (Express) (2 - 3 Month Flights) | Standard IAB Sizes: 320x50, 300x250, 728x90, 970x250, 160x600, 300x600 | Cost Per Engaged Visitor (2+ Page Visit) | 7-9 dCPM | 4,444,444 Impressions | 40,000 |
| | High Impact Video (Express) (2 - 3 Month Flights) | :15/:30 | Cost Per Engagement | 18-22 dCPM | 886,364 Impressions | 19,500 |
| TOTAL | | | | | | 59,500 |

| Visitor Attribution & ADARA Tags | Budget |
|-------------------------------------|---------------|
| 1 Visitor Attribution Tag | 600 per month |
| TOTAL | 7,200 |

This I.O is hereby agreed to by Advertiser. Signature indicates Advertiser has read and understands the parameters outlined above.

| Client Rep/Agency Rep | AJRMG Rep |
|---|--------------------------------|
| Signed: | |
| Name:  | Holly Russell |
| Title: | AD, Digital & Emerging Markets |
| Date: 10/24/19 | 9/17/19 |



Request for City Manager Signature

(\$50,000 and higher)

| | | |
|--|---|-----------|
| Project Name/Contract Number: | Annual Digital Campaign Brand Awareness | 218-054 |
| Department Contact / Department Name: | Yvonne Palacios | CVB |
| Date of City Council Approval: (Past or Recent) | October 16, 2018 | |
| Return Signed Document to: | Connie Singleton | Ext. 8181 |

Background/Purpose: Authorization of Change in Service to add services 2019-20 Tourism Campaign for AJR Media Group in the amount of \$79,950.00.

this ac is will be ratified w/ council Dec. 3, 2019.

Reviewed / Approved:

| | | | |
|-------------------------------|-------------------------|-------|-----------------|
| User Department Director: | N/A | Date: | |
| Purchasing / Contracting POC: | <i>Connie Singleton</i> | Date: | <i>10-18-19</i> |
| Finance Director: (CDBG-DR) | N/A | Date: | |
| Purchasing Manager: | <i>Linda Williams</i> | Date: | <i>10/22/19</i> |
| Other Depts. as needed | N/A | | |