EXHIBIT B AUTHORIZATION OF CHANGE IN SERVICE

CONTRACT NUMBER / CONTRACT NAME:	218-064 USA Today Printed Ad Campaign		
CITY REPRESENTATIVE:	Yvonne Palacios/Charlotte Wattigny		
CONTRACTOR:	Media Powers		
CONTRACT EFFECTIVE DATE:	3-1-18		
THIS AUTHORIZATION DATE:	AUTHORIZATION NO.: 2		

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

Increase funds for USA Today Publication/Printed Ad Campaign. Dallas & Houston Area. Color, ½ page Ad. First Campaign to run in November 2019.

Original Contract Amount:	25,322.00	~
Previous Increases/Decreases in Contact Amount:	23,172.00	
This Increase/Decrease in Contract Amount:	23,172.00	
Revised Contract Amount:	71,666.00	

CONTRACTOR:	
Signature	Date
Print Full Name / Title (if not in individual capacity)	
CITY:	10/24/19
Signature	Date /
Print Name	-
City Manager	_
Title	

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

Account Number(s):	Amount	Date	
#12024224.53110	23,172.00		
#			
#			

Must 80 to amod

Media Powers
105 Graans Court, Rowell, GA 30076
676-758-9776

MEDIA INSERTION ORDER

San Marcos CVB

Sales Rep: Phone: Email:

Charlotte Wattigny (512) 393-5932 cwattigny@sanmarcostx.gov

Schedule

USA TODAY - DALLAS & HOUSTON ONLY	USA TODAY - DALLAS & HOUSTON ONLY	USA TODAY - DALLAS & HOUSTON ONLY	USA TODAY National	USA TODAY - DALLAS & HOUSTON ONLY	USA TODAY National	Publication	
9/4/20 - 9/18/20	7/24/20 - 8/7/20	6/19/20 - 7/3/20	5/15/20 - 5/29/20	2/28/20 - 3/13/20	11/8/19 - 11/22/19	Issue	
49,220	49.220	49,220	711,812	49,220	711,812	Circulation	
1/2 Page	1/2 Page	1/2 Page	1/2 Page	1/2 Page	1/2 Page	Ad Size	
40	გ	6	6	6	6	Ad Color	
8/31/2020	7/20/2020	6/15/2020	5/11/2020	2/24/2020	11/4/2019	Space Close Date	
9/1/2020	7/21/2020	6/16/2020	5/12/2020	2/25/2020	11/5/2019	Materials Close Date	
9/4/2020	7/24/2020	6/19/2020	5/15/2020	2/28/2020	11/8/2019	On-Sale Date	
\$ 1.075.00	\$ 1.075.00	\$ 1.075.00	\$ 9,436.00	\$ 1.075.00	\$ 9,436.00	Rate	
9/18/2020	8/7/2020	7/3/2020	5/29/2020	3/13/2020	11/22/2019	Payment Due Date	

San Marcos CVB
San Marcos CVB San Marcos CVB

Product

IO Number: IO Date:

IOCL09171901

San Marcos CVB

Client Authorized Signature: Xmde

10/22/19

\$23,172.00

Added Value:

Special Instructions: Life Preferred, Fridays Preferred

Internate: Materials for each individual insertion will be sent directly from the Client to the publisher by the Materials Close Date listed above. Mediums reserve the right to review and reject distribution of any adventisement. Media Powers shall not be responsible for such election. Invoices and Payment Media Powers will send invoices to Client that enaul or fax. Client agrees to pay Media Powers all amounts due on or before the Payment Close Date. Payment shall be sent to Media Powers above, unless otherwise specified in the invoice. If Media Powers does not receive payment on or before the Payment Close Date, it shall have no obligation or liability to Client. If an account is in default, Client agrees to pay all of Media Powers costs and expenses including collection fees, attorneys fees and costs.

Other Terms: This IO is non-carcelable by Client. Media Powers is not responsible for errors in key numbers. Media Powers shall not be liable for any special, indirect, incidental or consequential damages whatsoever. Media Powers' entire liability herounder, for any errors or ordiscions, shall be limited to the amount paid by Client for the insert. By accepting this IO, Client understands and agrees to be bound by all terms and conditions contained in this IO. No verbal agreements are recognized by the parties. This is the complete and exclusive understanding of the parties with respect to this transaction. Facsimile or other copies are considered as originals. No additional or conflicting terms contained in any other document shall apply.