

EXHIBIT B
AUTHORIZATION OF CHANGE IN SERVICE

CONTRACT NUMBER / CONTRACT NAME:	218-035 Search Engine Marketing Agreement	
CITY REPRESENTATIVE:	Charlotte Wattigny	
CONTRACTOR:	Madden Reprint Media LLC	
CONTRACT EFFECTIVE DATE:	October 01, 2017	
THIS AUTHORIZATION DATE:	October 7, 2020	AUTHORIZATION NO.: 3

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

Insertion order for a custom search engine marketing campaign for period October 1, 2020 through September 30, 2021 in the amount of \$35,999.77.

Original Contract Amount:		\$ 26,100.00
Previous Increases/Decreases in Contact Amount:		\$ 84,884.76
This Increase/Decrease in Contract Amount:		\$ 35,999.77
Revised Contract Amount:		\$146,984.53

CONTRACTOR:

Per attached quote #00159
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	35,999.77	FY21
#		
#		



345 E. Toole Ave.
Tucson, AZ 85701
Office: 520.322.0895
Fax: 520.322.9438
mmcontracts@maddenmedia.com

Quote Number Q-00159
Expiration Date 9/11/2020
Program Title

Account Name	San Marcos Convention & Visitor Bureau	Billing Instructions	
Contact Name	Charlotte Wattigny	Bill To Account	San Marcos Convention & Visitor Bureau
Email	cwattigny@sanmarcostx.gov	Billing Address	617 IH-35 N San Marcos, TX 78666 United States
Bill To Contact			

Media

Product	Sales Price	Quantity	Line Total
*Google SEM - General Leisure (CPC)	USD 0.67	53,731	USD 35,999.77
Search Engine Marketing; Cost-per-click			

12-month SEM campaign renewal for San Marcos CVB website traffic. 53,700+ clicks delivered

Subtotal: USD 35,999.77
Tax: USD 0.00
Grand Total: USD 35,999.77