

**CITY OF COFFMAN COVE**

**RESOLUTION 14-19**

**A RESOLUTION APPROVING THE ADJUSTMENT TO THE ATTACHED RATE SCALE  
FOR THE CITY OF COFFMAN COVE'S MARKETING PLAN AND WEB-SITE TO  
INCLUDE THE ADVERTISEMENT BOARD ON THE HARBOR SHACK**

**WHEREAS**, the City of Coffman Cove's marketing program and web-site rate scale does not include the new board at the harbor shack; and,

**WHEREAS**, the City of Coffman Cove shall add this new service; and,

**WHEREAS**, the City of Coffman Cove shall set a rate of \$50 a year (season) for advertisements the size of 8.5 X 11" for each business on the board at the harbor shack; and,

**SEE** attached adjusted Marketing Plan Rate Scale.

**NOW THEREFORE BE IT RESOLVED**, the City of Coffman Cove Council hereby accepts and approves the adjustment to the attached rate scale for the City of Coffman Cove's Marketing Plan service to be effective immediately.

**PASSED AND APPROVED** on this 19<sup>th</sup> day of June, 2014.

  
\_\_\_\_\_  
Mayor, Mariana Carter

  
\_\_\_\_\_  
Clerk, Jean Soderberg

**City of Coffman Cove**  
**Marketing Plan and Web-Site**

**Rate Scale**

MARKETING RATES: The marketing plan requires a 2-year commitment to be billed annually each January. Enrollment in the Marketing Plan requires the purchase of at least one brochure ad.

MARKETING PLAN                      \$150.00

**BROCHURE**

In addition to the marketing plan, at least one of the following advertisements must be purchased and shall be billed annually:

BASIC LISTING                      \$20.00

NARRATIVE LISTING                \$60.00

DISPLAY AD                          \$160.00

Customers with more than one business enrolling in the marketing plan, will be entitled to a 20% discount on their marketing plan for each business. The individual ads are not entitled to a discount.

**WEB-SITE ADVERTISING RATES** *(Independent of Marketing Plan)*

Items For Sale and Real Estate advertised on the website will be billed annually in January of each year. There will be no pro-rated discounts offered.

Real Estate For Sale                \$50.00/ per ad

Items for Sale                        \$25.00/ per ad

Alteration to ad                    \$10.00/ per change

**BOARD ADVERTISEMENT AT HARBOR**

8.5 x 11" Advertisement          \$50.00 per year