

**ADDENDUM TO
MEDIA PLACEMENT CONTRACT FOR
EUCLID SANITARY SEWER PROJECT MARKETING**

Project Goals and Objectives

The Division of Water Quality will be replacing the sanitary sewer from Chair Ave. to the intersection of Euclid Ave. and Tates Creek Rd. Road closures, lane closures, detour routes and alternate routes for pedestrians and cyclists will be disruptive for the community. Communication to drivers, students, University of Kentucky employees and visitors, area businesses and others is a necessity for this project.

Scope of Work

The selected contractor shall perform the following tasks:

1. Placement Plan Development
 - a. In cooperation with EQPW, the contractor shall create marketing placement recommendations for the project.
 - b. Materials to be placed may include:
 - i. :30 radio spots
 - ii. :15 radio spots
 - iii. Digital advertisements
 1. Desktop and mobile
 2. Geofencing targeting
 - iv. Print ad(s)
 - v. Digital banner ad(s)
 - vi. *The city will continue to manage placement for several outlets, including social media (Facebook, Twitter and Instagram), and university and community radio outlets.
 - c. The campaign will target several different audiences, including commuters, pedestrians/students, neighbors and campus/hospital visitors and employees. The contractor should adapt placement plans according to the specific audiences identified by the city.
2. Plan Execution
 - a. The contractor shall work with outlets included in the approved plan to schedule and run ads.
 - b. The contractor will ensure the outlets have the creative assets they need in a timely manner. Any additional assets produced by the outlets must be approved by the city's contract manager.
 - c. The contractor shall pay the media outlets in a timely manner and provide copies of original invoices to LFUCG.

3. The proposed scope of work is intended to be a general outline and not an all-inclusive description of each element to be included in the contract. The contractor may suggest additions or deletions to the scope to enhance project outcomes and fulfill project goals.

Term of Agreement

1. The maximum budget for this addendum is \$119,200. EQPW reserves the right to spend less than this.
2. EQPW reserves the right to make the final decision regarding outlets and placement. All buy plans must be approved by EQPW.
3. The contractor shall be paid in accordance with the terms of the original agreement.
4. The contract may be terminated for any reason with 30-day written notice by either party. If the contract is terminated, LFUCG agrees to pay all fees and expenses incurred in relation to the contract.