



COLUMBIA COUNTY BOARD OF COUNTY COMMISSIONERS AGENDA ITEM REQUEST FORM

The Board of County Commissioners meets the 1st and 3rd Thursday of each month at 5:30 p.m. in the Columbia County School Board Administrative Complex Auditorium, 372 West Duval Street, Lake City, Florida 32055. All agenda items are due in the Board's office one week prior to the meeting date.

Today's Date: 9/27/2018 Meeting Date: 10/4/2018

Name: Paula Vann Department: Tourist Development

Division Manager's Signature:

A handwritten signature in blue ink, appearing to be "Paula Vann", written over a light blue horizontal line.

1. Nature and purpose of agenda item:

Request approval of the Madden Media Fall 2018 Retargeting Campaign \$4,675

2. Recommended Motion/Action:

Motion to approve Madden Media Fall 2018 Retargeting Campaign for \$4,675

3. Fiscal impact on current budget.

This item is currently budgeted. The account number to be charged is 107-5200-552.30-48 ADVERTISING




971 West Duval Street, Suite 145
Post Office Box 1847
Lake City, Florida 32056-1847
(386) 758-1312
www.SpringsRUs.com

Memorandum

DATE: 9.25.2018

TO: David Kraus, Assistant County Manager

FROM: Paula Vann, Tourist Development Executive Director 

RE: Madden Media Fall 2018 Retargeting Campaign - \$4,675

Tourist Development requests approval of the Madden Media Fall 2018 retargeting campaign for \$4,675. This campaign has been very successful the past several years, and drives quality traffic to our springsrus.com website.



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

Quote Number 00002601
Expiration Date 10/31/2018

Account Name Columbia County Tourist Development Council
Contact Name Paula Vann

Bill To 971 W. Duval Street, Suite 145
Lake City, FL 32055
United States

Product	Total Price
VISIT FLORIDA co-op partner Silver Package	USD 4,675.00

Description	Silver pkg - VISIT FL Remarketing Flight Dates: November 2018, December 2018 and January 2019 450,000+ impressions; 675-1125 estimated clicks COLUMBIA COUNTY TDC WILL SEND MADDEN A PURCHASE ORDER IN OCTOBER 2018	Subtotal	USD 4,675.00
		Grand Total	USD 4,675.00

Terms & Conditions

[Madden Media Standard Terms & Conditions for Digital Marketing Services](#)

[Madden Media Standard Terms & Conditions for Print Production & Advertising Services](#)

By signing and accepting below you are acknowledging that you have read and agree to the specific terms outlined in this document and wish to proceed with the implementation of the aforementioned products and services.

Authorized signature:

Print Name:

Date:



345 E. Toole Ave.
Tucson, AZ 85701
phone 520-322-0895

Standard Terms and Conditions for Digital Marketing Services

AGREEMENT DETAILS

ORDERS FOR ADVERTISEMENTS:

These Standard Terms and Conditions, together with the preceding quote (collectively, the "Agreement") govern the terms under which Madden Media (MM) may manage digital campaigns for the ADVERTISER. References to "ADVERTISER" in these Standard Terms and Conditions means the "ADVERTISER" as specified in the preceding quote.

Term: This Agreement shall commence on the effective date as indicated by signing and shall remain in effect through the quoted program's end.

Indemnity and Hold Harmless: ADVERTISER agrees to indemnify, defend, protect and hold free and harmless MM and its officers, members, directors, and employees from and against any and all liabilities, damages, costs, expenses, obligations, claims, fines, penalties or losses, including but not limited to all attorney's fees and other costs of defense, arising in any way from the fault or negligence of ADVERTISER, its agents, employees, and sales personnel or from the publication of any editorial or ADVERTISER materials supplied by ADVERTISER, including, without limitation, any such liability arising out of copyright, privacy, or antitrust. ADVERTISER shall not, however, be liable hereunder for any damages or other losses set forth above which are caused by the fault or negligence of MM.

MM does hereby indemnify and hold harmless ADVERTISER and its officers, members, directors, and employees from any liability, damages, costs, expenses, obligations, claims, fines, penalties or losses, including but not limited to all attorney's fees and other costs of defense, arising in any way from the fault or negligence of MM, its agents, or employees or from the publication of any material supplied by MM. MM shall not, however, be liable hereunder for any damages or other losses set forth above which are caused by the fault or negligence of ADVERTISER.

Taxes: All tax and other returns required by city, local, state or federal laws or regulations with respect to the performance of this contract or otherwise in connection with the business of MM and all payments due thereon, and all fees or other payments due in connection therewith, including generally, but not limited to, income or other tax withholding, social security, unemployment compensation, disability coverage and other taxes shall be made, filed and paid by MM, and MM shall hold ADVERTISER harmless from any liability with respect thereto.

Assignment: MM's services hereunder are personal in nature. This Agreement may not be assigned or transferred by MM without the prior written consent of ADVERTISER.

Modification: This Agreement may only be modified in writing and signed by both parties hereto.

Confidentiality: Information that is disclosed by one party to the other party, and that is marked "confidential," or which under the circumstances ought reasonably to be treated as confidential information (including this agreement), will be treated as confidential by you. You will not disclose to a third party such information or use such information other than for the purpose for which it was provided without the written consent of us. This limitation will apply for a period of one (1) year after disclosure of such confidential information. The foregoing limitations do not apply to the extent such information: (a) is or subsequently becomes publicly available other than through a breach of these limitations; (b) is already known to the receiving party at the time of disclosure; (c) is developed by the receiving party independent of such information; or (d) is rightfully received from a third party without restrictions on disclosure or use.

MM and ADVERTISER collectively agree to keep the terms of this Agreement and all information pertaining to the advertising sales and other information pertaining to either party's business strictly confidential except as may be required to sell Advertising. Disclosure by MM or ADVERTISER to its attorneys, accountants, or tax advisors and sales representatives, or as may be required by law to any governmental agency or authority or to a court or arbitrator shall be conditioned on all reasonable steps being taken to maintain the confidentiality of the terms of this Agreement. Either party shall notify the other party promptly if any such disclosure is requested or required. Neither party shall issue any press releases or public announcements pertaining to this Agreement or the Advertising Sales unless such releases or announcements have been approved by the other party prior to issuance.



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Tucson, AZ 85701
phone 520-322-0895

Responsibility for Advertisements: ADVERTISER represents and warrants to MM that it is fully authorized to deliver, and authorizes MM to deliver on its partners' behalf, content through advertisements (including, without limitation, all content such as text, graphics, URLs, and sites to which URLs are linked), and that all content complies with all applicable laws and regulations. If an agency is entering into this Agreement on behalf of an ADVERTISER, Agency agrees to the foregoing representations and also represents and warrants that it is the authorized agent of ADVERTISER, and ADVERTISER is not, as of the date of this Agreement, in material breach of any agreement with or in default with respect to any amount owed to Agency. It is the responsibility of ADVERTISER or ADVERTISER to inform MM of removed or relocated web content that may adversely affect the advertisements' ability to deliver appropriate content to visitors. MM will not be held liable for any clicks delivered to removed or relocated web content, such as those resulting in an HTTP 404 error response code.

Miscellaneous: This Agreement shall be construed and controlled by the laws of the State of Arizona. This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior and contemporaneous agreements or communications. This Agreement does not constitute an offer by MM and it shall not be effective until signed by ADVERTISER. ADVERTISER will not have direct access to bid management interface, advertising platforms, or metrics such as cost per click incurred and cost per thousand impressions incurred. All platform accounts and contents therein will remain the intellectual property of MM during and after the program described with this MA. MM will pay all media costs directly to 3rd party vendors.

Counts and Make Goods: MM counts instances of Content being delivered based on requests, and MM will issue monthly tracking reports on that basis. ADVERTISER will only be privy to results of their individual advertising or the cumulative results of their program when sponsoring a cooperative initiative. If MM fails to deliver the contracted impressions during the contract term, ADVERTISER's sole remedy for such failure will be an extension of this Agreement until the contracted deliverables are provided in full. The final determination of delivery will be as reported by MM's ad server platforms. MM will not be liable for impressions or other delivery discrepancies between said platforms and ADVERTISER's 3rd party ad tagging. MM guarantees costs and assumes all risks based on current levels of online inventories and marketplace demand. In the event, and only in the event, market conditions shift to prevent the execution of the contract as contemplated by the parties, ADVERTISER and MM may mutually agree to alter the agreement terms or either party may terminate the contract upon 10 business days' notice in party's sole discretion.

Commitment and Payment Terms: Unless otherwise agreed upon, ADVERTISER will be billed in full upon advertising campaign activation. MM will invoice ADVERTISER for all fees under this Agreement, and ADVERTISER will pay MM all invoiced amounts within 30 days after the date of the invoice to MM. MM may remove any advertisements and cancel any Agreement, if ADVERTISER is in default of its payment obligations. Amounts due hereunder do not include taxes or other government fees, the computation and payment of which (other than taxes on MM income) is the responsibility of ADVERTISER.

Reporting: MM will provide monthly reports, at a minimum, taken directly from the applicable advertising account(s) demonstrating key metrics such as clicks, impressions and click-through rates. ADVERTISERS will only be privy to results of their individual advertising or the cumulative results of their program when sponsoring a cooperative initiative.

Independent Status: The parties intend that an independent contractor relationship will be created by this Agreement. Nothing in this Agreement shall be construed as making the parties joint venturers or as making either party or any of its employees the employee of the other.

Covenant Not to Divert: During the term of this agreement and for a period of one (1) year thereafter, the parties will not directly or indirectly solicit, induce, attempt to induce, or endeavor to entice away any employee of the other party, whether for their own account or for the account of a third party.

YOU JUST GOT SERVED

2018–2019 Display Ad Cooperative Campaign

VISIT FLORIDA Approved Campaign



SPONSORED BY: VISIT FLORIDA

Let's chat about your new Display Ads—contact me today!



Danah Heye

727-542-5462
dhey@maddenmedia.com



TJ Fletcher

931-841-1539
tjfletcher@maddenmedia.com

FOR MATERIALS SPECIFICATIONS,
PLEASE CONTACT:

800-444-8768 / 520-322-0895
materials@maddenmedia.com



VISITFLORIDA.COM

06/14/18

You want to create brand awareness and encourage travelers to take the next step toward booking their dream vacation—Prospecting and Remarketing **Display Ads** do just that. Combining your vivid imagery and strong calls-to-action are our specialty, making your ad stand out. Madden Media's experts are here to help you every step of the way.

WHAT'S IN IT FOR YOU?

- **Reach consumers interested in a Florida vacation.** Showcase your unique business to a highly-qualified audience.
- **Align your brand with VISIT FLORIDA.** Motivate travelers to start planning and booking by promoting the best places to stay and play in Florida.
- **Complete campaign management.** Custom ad creation, strategic targeting, and monthly reporting included with each package.



SIGN UP BY
April 30, 2019



CAMPAIGN TIMING
July 2018–June 2019



PRODUCTION CYCLE
Please allow 4 weeks for material creation



PARTNER NET RATES

	Bronze	Silver	Gold	Platinum
Package Total Net Cost	\$1,870	\$4,675	\$9,350	\$23,375
Campaign Length	2 months	3 months	6 months	8 months
Impressions	170,000+	450,000+	950,000+	2.6 million+
Estimated Clicks	255–425	675–1,125	1,425–2,375	3,900–6,500

HOW IT WORKS



Interested travelers visit
VisitFlorida.com



After leaving, they see your
ads while browsing the
web—the ads encourage
them to click



Ads are delivered to your
targeted audience on sites
like USA Today.com and
Travel.com



Clicking sends them to your
website—we recommend
promoting an event or offer
to encourage conversion

Learn how this fits in your digital marketing mix



YOU JUST GOT SERVED

2018–2019 Display Ad Cooperative Campaign

VISIT FLORIDA Approved Campaign



SPONSORED BY: VISIT FLORIDA

Let's chat about your new Display Ads—
contact me today!



Danah Heye
727-542-5462
dheyel@maddenmedia.com



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PLEASE CONTACT:

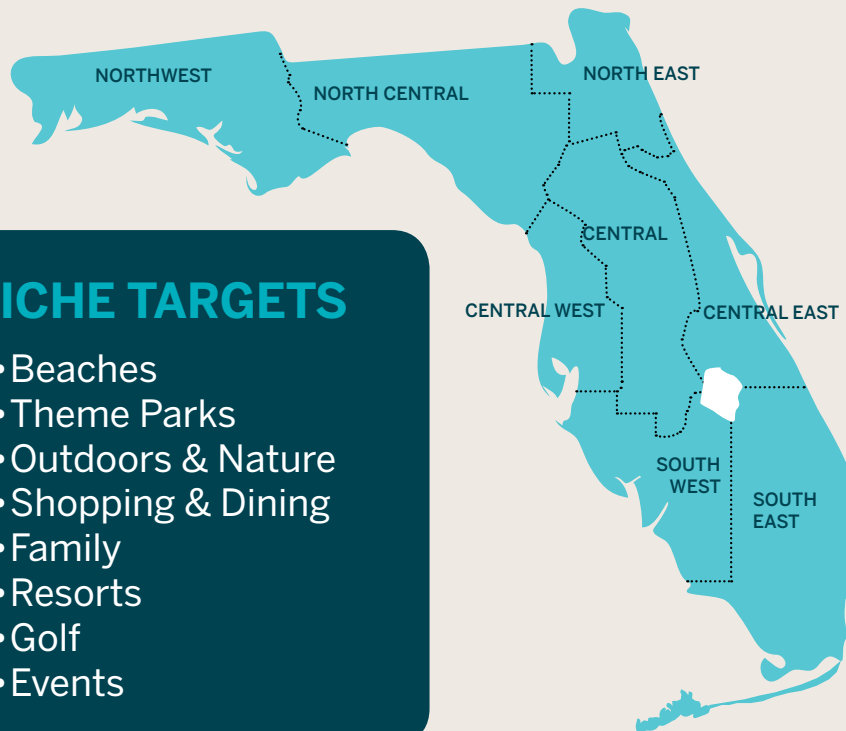
800-444-8768 / 520-322-0895
materials@maddenmedia.com



VISITFLORIDA.COM

06/14/18

REGIONAL TARGETS



NICHE TARGETS

- Beaches
- Theme Parks
- Outdoors & Nature
- Shopping & Dining
- Family
- Resorts
- Golf
- Events



The map represents where the consumers on VISITFLORIDA.com are looking to visit. Each region represents a remarketing pool on VISITFLORIDA.com. Campaigns are managed to the regions and niches that apply to your destination, hotel or attraction.

New for 2018!

The **Video Marketing Co-op** offers the ability to include YouTube in your marketing mix and diversify your reach across platforms. We can utilize VISIT FLORIDA's established remarketing pool as a key audience for your videos, further exciting travelers and encouraging conversion.

VIDEO MARKETING CO-OP

	Bronze	Silver	Gold	Platinum
Partner Cost	\$1,750	\$4,500	\$8,750	\$20,000
Campaign Length	2 months	4 months	6 months	8 months
Video Distribution	3,900+ views	11,000+ views	23,100+ views	57,000+ views