

ADAMS COUNTY, COLORADO  
FIRST ADDENDUM TO  
ADVERTISING SERVICES AGREEMENT

THIS FIRST ADDENDUM TO SERVICE AGREEMENT ("First ADDENDUM") is entered into this 3<sup>rd</sup> day of June, 2013, by and between the Board of County Commissioners of Adams County, Colorado, located at 4430 South Adams Parkway, Brighton, CO 80601, hereinafter referred to as the "County," and Networks of 9 News, located at 500 Speer Blvd., Denver, Colorado, 80203, hereinafter referred to as the "Contractor."

RECITALS

WHEREAS, on June 27, 2012, the County entered into an agreement with the Networks of 9 News and,

WHEREAS, the County and the Contractor mutually desire to amend the Service Agreement to extend the term for one additional year, and,

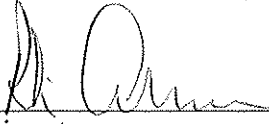
NOW, THEREFORE, for the consideration set forth herein, the sufficiency of which is mutually acknowledged by the parties, the County and the Contractor agree as follows:

1. The Service Agreement is hereby amended to extend the term of the Agreement through May 15, 2014.
2. The Payment and Fee schedule shall be an amount not to exceed sixteen thousand five hundred dollars (\$16,500.00), paid in full by July 15, 2013, upon receipt of an invoice.
3. The 2013 schedule shall be in accordance with the attached proposal, attached as exhibit "A".
4. The Service Agreement and this First Addendum contain the entire understanding of the parties hereto and neither it, nor the rights and obligations hereunder, may be changed, modified, or waived except by an instrument in writing that is signed by both parties. Any terms, conditions, or provisions of the Service Agreement that are not amended or modified by this First Addendum shall remain in full force and effect. In the event of any conflicts between the terms, conditions, or provisions of the Service Agreement and this First Addendum, the terms, conditions, and provisions of this First Addendum shall control.
5. The Recitals contained in this First Addendum are incorporated into the body hereof and accurately reflect the intent and agreement of the parties.
6. This First Addendum may be executed in multiple counterparts, each of which shall be deemed to be an original and all of which taken together shall constitute one and the same agreement.

7. Nothing expressed or implied in this First Addendum is intended or shall be construed to confer upon or to give to, any person other than the parties, any right, remedy, or claim under or by reason of this First Addendum or any terms, conditions, or provisions hereof. All terms, conditions, and provisions in this First Addendum by and on behalf of the County and the Contractor shall be for the sole and exclusive benefit of the County and the Contractor.
8. If any provision of this First Addendum is determined to be unenforceable or invalid for any reason, the remainder of the First Addendum shall remain in effect, unless otherwise terminated in accordance with the terms contained in the Service Agreement.
9. Each party represents and warrants that it has the power and ability to enter into this First Addendum, to grant the rights granted herein, and to perform the duties and obligations herein described.

IN WITNESS WHEREOF, the County and the Contractor have caused their names to be affixed.

RICK ANDERSON, PARKS AND  
COMMUNITY RESOURCES DIRECTOR  
ADAMS COUNTY, COLORADO

  
\_\_\_\_\_  
Signature

5/30/13  
\_\_\_\_\_  
Date

ATTEST:  
KAREN LONG

CLERK AND RECORDER

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Adams County Attorney's Office

\_\_\_\_\_  
Deputy Clerk

NETWORKS OF 9 NEWS

Mark Cornetta, President & Gen. Mgr 5/13/13  
\_\_\_\_\_  
Printed Name and Title Date


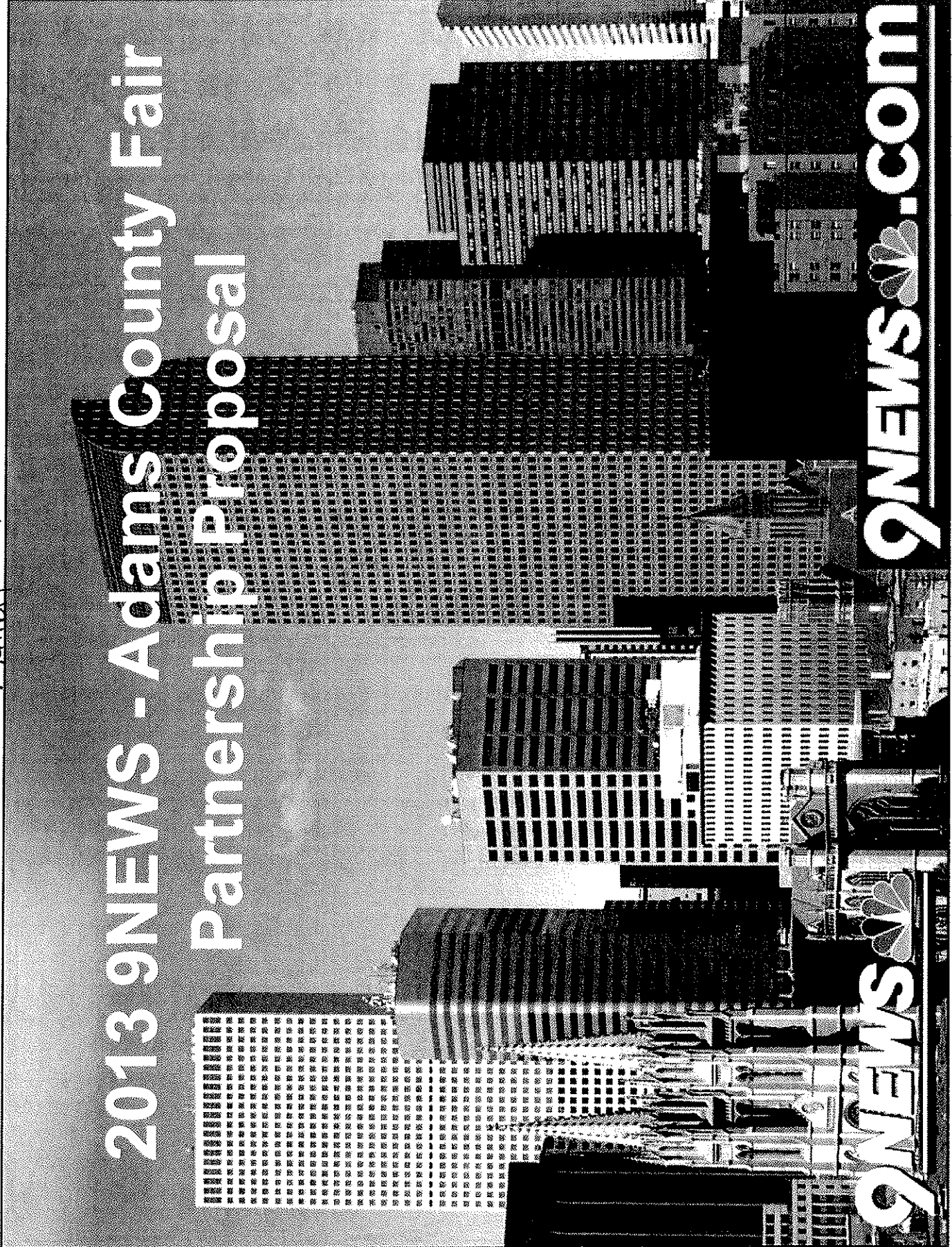
  
\_\_\_\_\_  
Signature

Exhibit "A"

# 2013 9NEWS - Adams County Fair Partnership Proposal

9NEWS  .COM

9NEWS  .COM

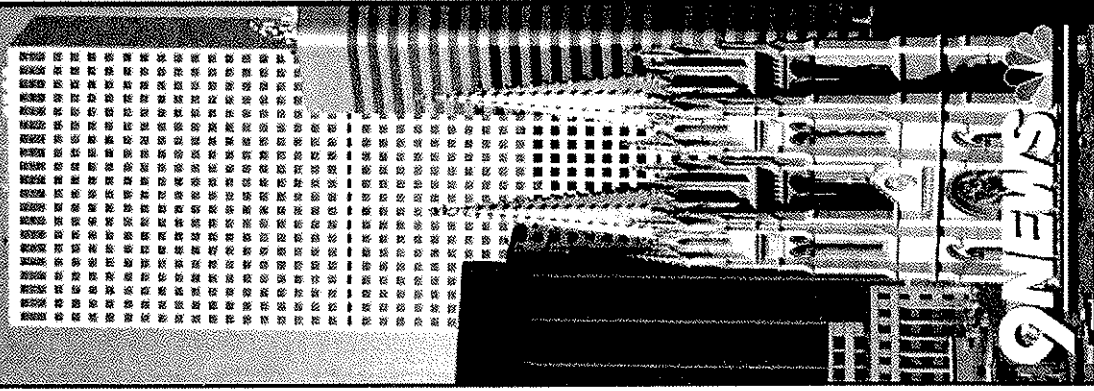


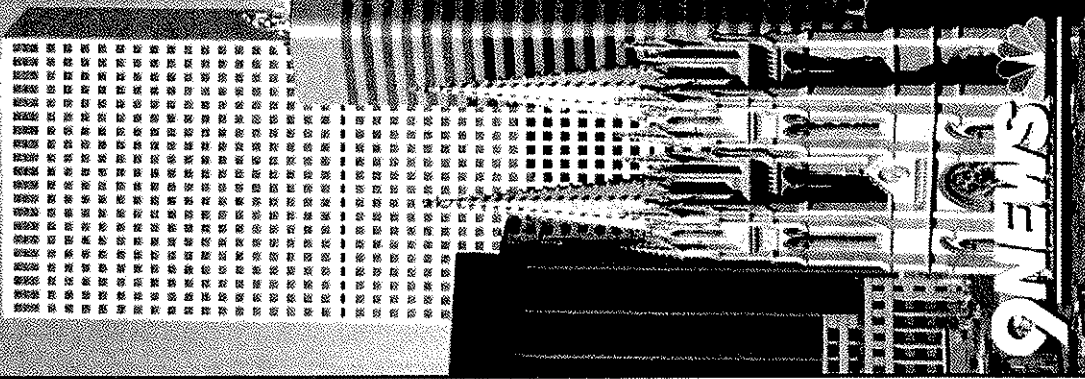


# 2013 Program Partnership Overview

## Partnership elements include:

- ACF paid Television campaign on KUSA and KTVD to be supported by a matching television campaign provided in kind by the networks of 9NEWS.
- Targeted online campaign on 9NEWS.COM and Yahoo.com promoting the fair.
- Social Media campaign on 9news.com Facebook and Twitter platforms promoting 9NEWS Kids Day at the fair
- Editorial support with in studio appearance
- Endeavored weather live shots from the fair on 8/3
- Production services for broadcast and online elements
- Media investment of Adams County Fair with networks of 9News of \$16,500.
- On site and ticket sponsorship elements provided to 9NEWS as outlined in Adams County Fair the 9NEWS sponsorship.





# 9NEWS Sponsorship support details:

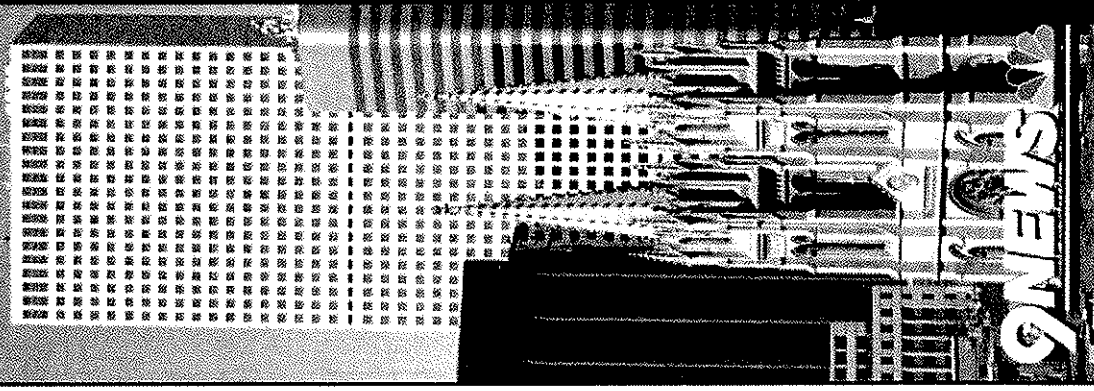
**Live Weather 8/3:** We have scheduled our meteorologist to do live weekend weather forecasts from the Adams County Fair on Saturday, August 3<sup>rd</sup>. We will endeavor to do this; however in case of breaking news or some other event that might prevent our meteorologist appearance, we cannot guarantee this coverage. The producer will be contacting you the week leading up to the event to coordinate details.

**Coffee Break 7/28:** This is an opportunity for you to provide a prop we can use on our set during a Sunday morning broadcast to promote the fair. We suggest the prop be creative and something the anchors can manage on the set. Please email Lynne the speaking points that go with your prop. You are scheduled for Sunday, July 28th. Please deliver your prop and speaking points to Lynne's attention by Wednesday, July 25, 2013.

**Web Site Support:** 9NEWS sponsored events are listed in the Community section of 9NEWS.com. We can update or post more than one article if you want to provide the article. As we discussed, we think it might be good for the web article to be specific – for example information on "Discount Days". We'll need your event logo (in .jpg or gif format), photos and your URL for a link.

**Social Media:** Lynne will post information about the fair on the 9News In the Community Facebook page. In addition, we will also promote and support 9NEWS Kid's day on the main 9NEWS Facebook and Twitter platforms

**In-Kind TV campaign support:** As our partner, the networks of 9NEWS will provide a matching value television promotional campaign.



# Digital Campaign Details:

Online campaign running on 9NEWS.COM digital platforms that will promote and support the fair and drive traffic to your website.

## 9NEWS.COM Elements:

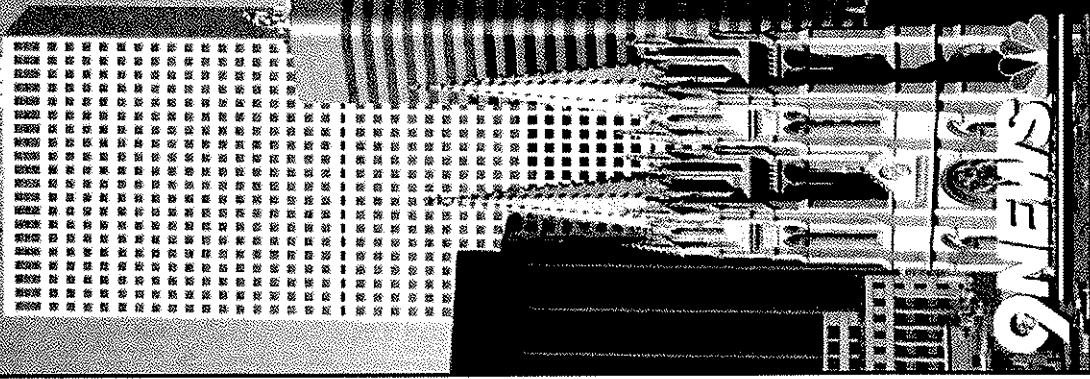
- 400,000 impressions in the 300x250 ad position on 9NEWS.COM home page, weather pages and news story pages 7/29-8/3
- Adams County Fair 15 second TV commercials running in news story video pre-roll 25,000 impressions
- Home Page Blade on 9NEWS.COM Friday 8/2- 325,000 impressions
- Retargeting of visitors to your site at 100,000 impressions with a cap of 7x per visitor.

## YAHOO.COM – 100,000 Impressions

- 100,000 impressions geo targeted to Adams County running 7/29-8/2

## Social Media Campaign

- ACF Tweets and posts on 9news.com in the community Facebook and twitter pages
- 9NEWS Kid's Day posts and tweets on 9news.com pages



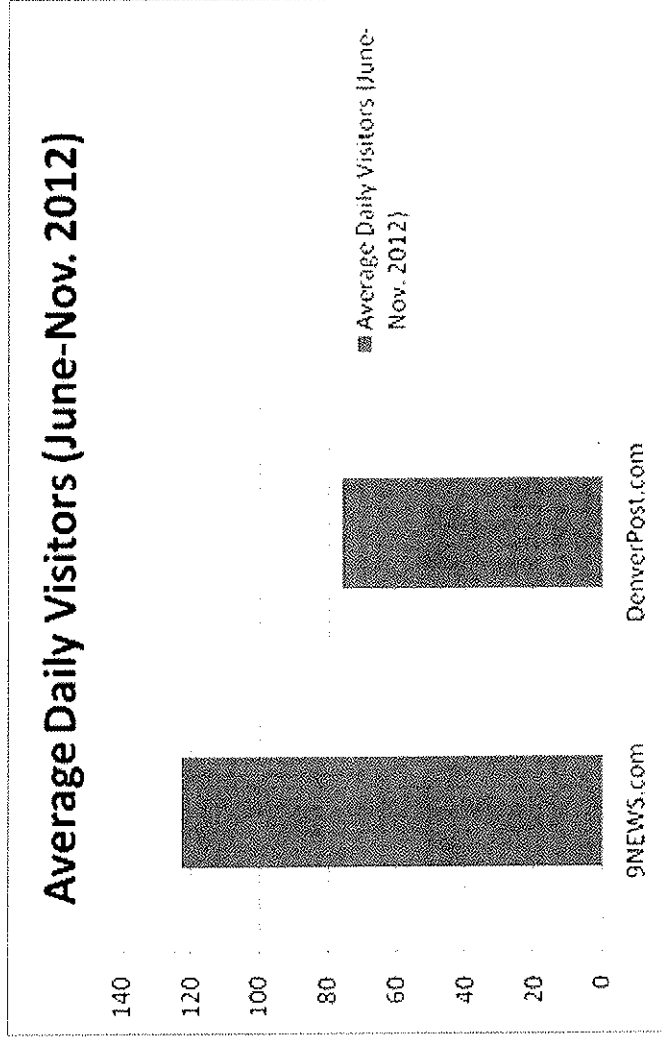
# Why 9NEWS.COM ?

- 9NEWS.COM is Colorado's online local media news powerhouse averaging more daily visitors than any other local media website.
- With average monthly unique visitors exceeding an 3,000,000, 9NEWS.COM offers a much larger audience than many other mediums in local media advertising opportunities.
- 9NEWS.COM offers a loyal and engaged news consumer that spends an average of 55 minutes on the site monthly.\*\*
- 9NEWS.COM reaches more people than any local radio station.
- 9NEWS.COM delivers more daily visitors than all the other television media websites combined – in a comparison among local TV websites, 9NEWS.COM by far out delivers.

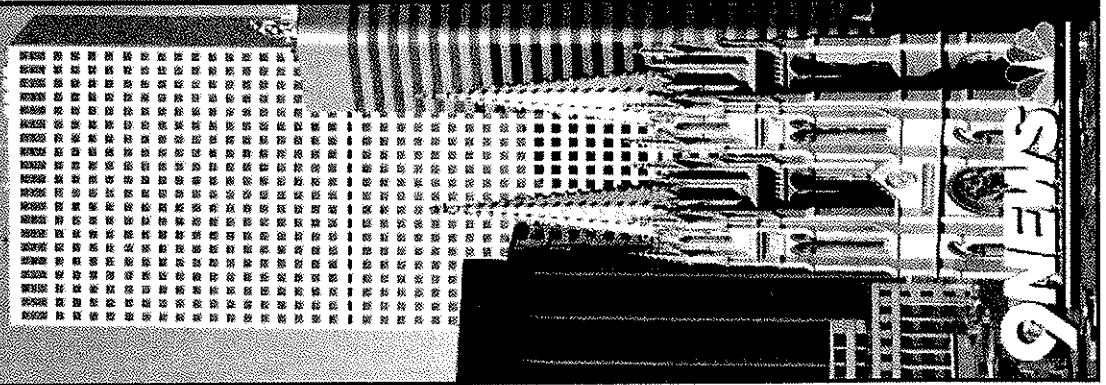
Sourcing: \*\*Omniture Site Catalyst ; \* ComScore ; \*\*\* Scarborough



# 9NEWS.COM is the delivers more daily visitors than any other media website in Colorado

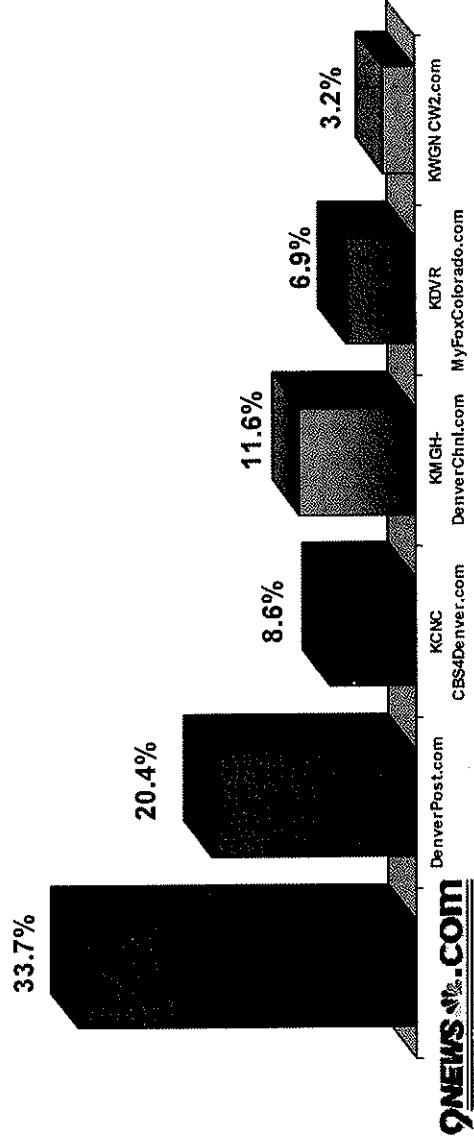


Source: ComScore June-November 2012.



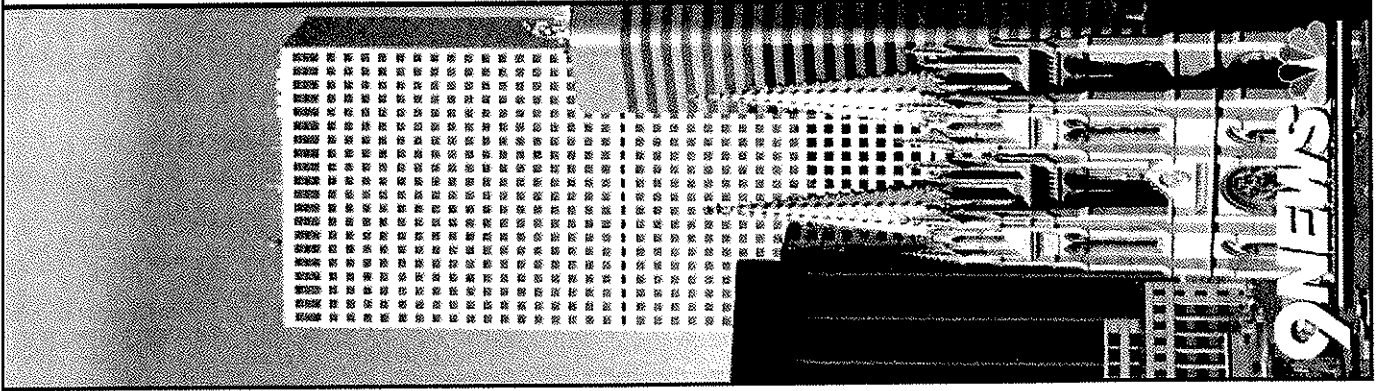


**9NEWS.com is the leader**  
among ALL media websites in the Denver DMA.



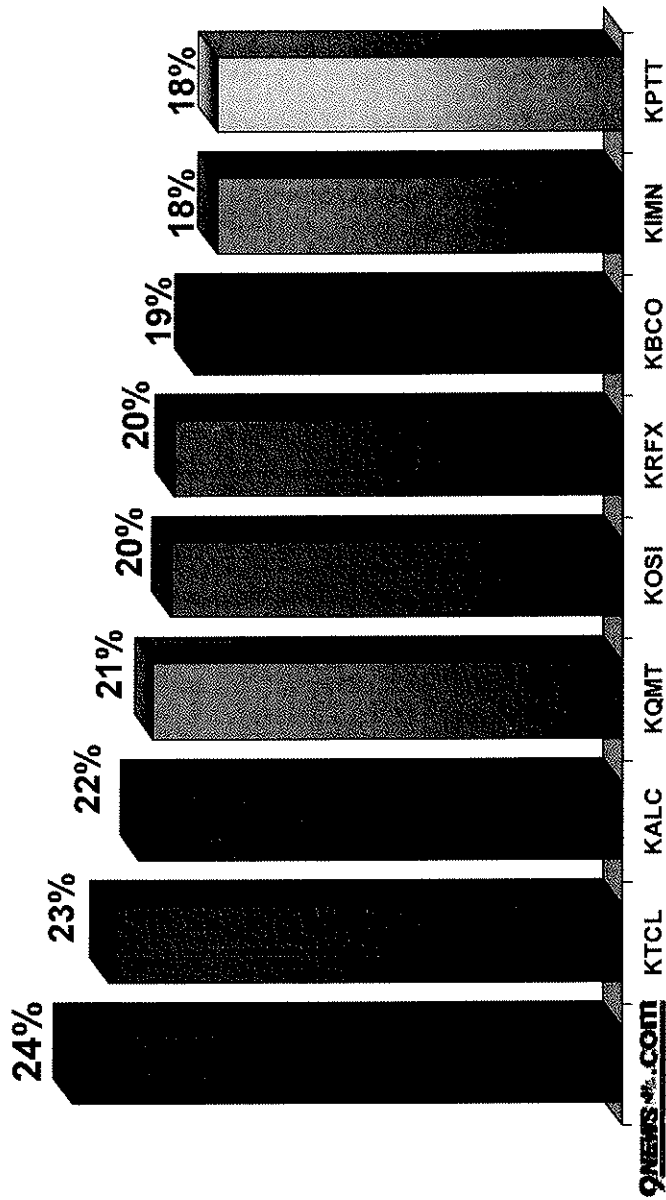
(% of Adults 25-54 Who Have Visited Above Site in the past 30 Days)

Source: Scarborough Research, websites visited past 30 days. MAR 2011 – FEB 2012

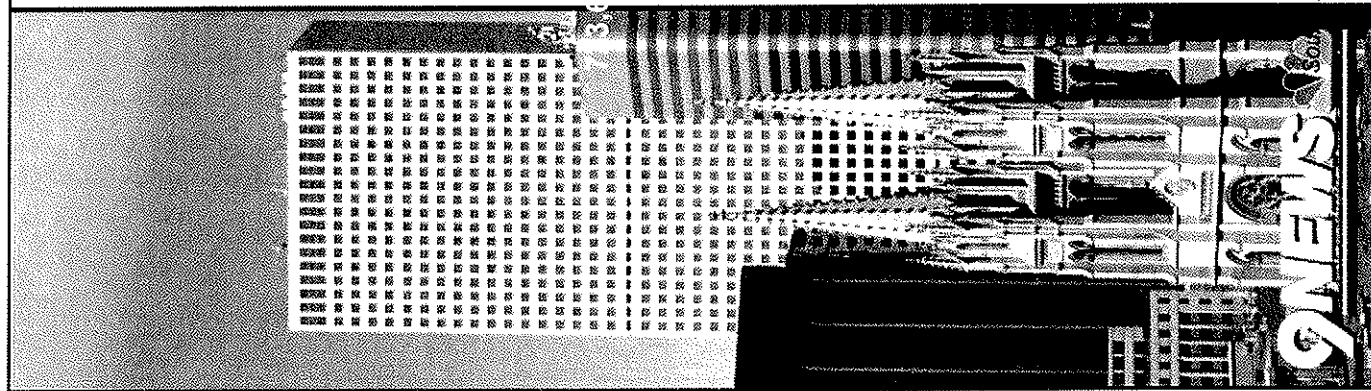


# 9NEWS.com reaches more people than the Top 7 Radio Stations in Denver

(% of Adults 25-54 Who Have Visited Site in the 7 days or Listened to Radio Station Past week)\*



\* Scarborough Research MAR 2011 – FEB 2012 Radio Cume M-Su 6A-12Mid, 9NEWS.com visited in the past 7 days.



**TV Campaign Breakout on KUSA and KTVD - 38, 15-second commercials**

Station	Day	Time	Program
KUSA	M-F	6-9a	9NEWS 6AM / Today Show
KUSA	M-F	Noon-3p	Noon News/Extra/Doctors/Days
KTVD	M-F	7-9AM	9NEWS @ 7AM
KUSA	M-F	5-630PM	9news @ 5PM/ 6PM
KTVD	M-F	9-930pm	9NEWS@ 9PM
KUSA	M-F	10-11p	The Office/ How I met Your Mother
KTVD	M-F	1137p-1207a	Late Night with Jimmy Fallon

**Online Campaign Breakout on 9NEWS.COM and Yahoo.com**

Station	Day	Ad Size	Placement
9NEWS.COM	M-F	300x250	Home/News/Weather
9NEWS.COM	M-F	15 second spot	Pre-roll Video
9NEWS.COM	M-F	978x66	Home Page Blade
9NEWS.COM	M-F	728x90	News and Weather pages
Yahoo.com	M-F	300x250	Yahoo - geo targeted to adams county

Campaign Totals	Totals
TV	\$9,250
Online	\$7,250
	<b>\$16,500</b>