

**AMENDMENT NO. 1 TO
PROFESSIONAL SERVICES AGREEMENT
WITH IMPRESSIONS ADVERTISING
TO PROVIDE ADVERTISING AND RELATED PROMOTIONAL SERVICES**

THIS AMENDMENT is made and entered into on this 29th day of May, 2012, by and between **SANTA FE COUNTY** (hereinafter referred to as the "County"), a New Mexico political subdivision, and **IMPRESSIONS ADVERTISING** (hereinafter referred to as the "Contractor").

WHEREAS, Santa Fe County requires advertisement and promotional services to publicize and promote tourist-related attractions, facilities and events, field houses, auditoriums, welcome centers, tourist information centers, museums performing art facilities throughout Santa Fe County;

WHEREAS, in accordance with Section 13-1-112 NMSA 1978, the County issued Request of Proposal No. 2011-0269-FI/MS for these services and the Contractor was determined to be the highest rated offeror;

WHEREAS, the County requires the services of the Contractor, and the Contractor is willing to provide these services and both parties wish to enter into this Agreement;

WHEREAS, Article 15, No Oral Modifications; Written Amendments Required allows the parties to amend the Agreement by an instrument in writing executed by the parties;

WHEREAS, the parties desire to enter into this Amendment No. 1 to increase the compensation in the amount of \$300,000.00 for services provided in Fiscal Year 2013.

NOW, THEREFORE, IT IS AGREED AS FOLLOWS:

1. Article 2.A.2. (Compensation, Invoicing, and Set-off) of the Agreement #2011-0269-FI/MS is amended by deleting 2.A.2. in its entirety and replacing it with :
 2. The total compensation to be paid under this Agreement including fees and costs as stated in "Exhibit A" attached hereto, shall be \$300,000 for FY 2012 and \$300,000 for FY 2013, to a total compensation not to exceed **Six Hundred Thousand Dollars (\$600,000.00)**, inclusive of New Mexico gross receipts tax. Compensation will be paid on a monthly basis for services rendered
2. All other provisions of the Agreement not specifically amended by this Amendment No. 1, remain in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Amendment No. 1 as of the date first written above.

SANTA FE COUNTY

Liz Stefanis
Liz Stefanis, Chair
Board of County Commissioners

5/29/12
Date

ATTEST:

Valerie Espinoza by vt
Valerie Espinoza
Santa Fe County Clerk

APPROVED AS TO FORM:

Stephen C. Ross
Stephen C. Ross
Santa Fe County Attorney

May 2, 2012
Date

FINANCE DEPARTMENT

Teresa Martinez
Teresa Martinez, Finance Director

5/8/2012
Date

IMPRESSIONS ADVERTISING:

Ross Roubree
Signature
Ross Roubree
Printed Name

5.9.12
Date

Its: _____

Cost Proposal—Budget, Services And Charges

Hourly rates are charged for: Administrative, Consultation (meeting), Copywriting/editing, Design/layout, Creative, Illustration, Mechanical production, Project supervision, Video and audio production.

Media commissions of 15% are earned by the agency or added to the net cost of the placement. Likewise, printing commissions of 15% are earned by the agency from vendors or are added to the net cost of the job. Materials are billed at cost plus 15%, which includes electronic outputs, scans, special art supplies, etc. Long distance phone calls are charged at cost. Local deliveries and long distance deliveries such as Federal Express or DHL Express are charged at net.

Impressions Advertising bills for time and materials on a monthly basis; thus, if a project is begun in July and continues into August, bills for the time and materials spent on that project will appear in both months. (Impressions employees record their time in quarter-hour increments.)

Our billing is submitted on approximately the tenth of every month.

Time charges will be billed for the following services:

Consultation	\$80.00
Project Supervision	\$80.00
Creative development.....	\$80.00
Design/layout.....	\$70.00
Print production/traffic	\$50.00
Research	\$70.00
Copywriting/editing	\$70.00
Mechanical or electronic assembly	\$70.00
Illustration.....	\$70.00
Video/Audio production	\$70.00
Administration/accounting.....	\$50.00

On the following pages are requested sample proposed breakdowns for annual budgets of \$270,000, \$285,000 and \$300,000.

