

**AMENDMENT NO. 2 TO
PROFESSIONAL SERVICES AGREEMENT
WITH IMPRESSIONS ADVERTISING
TO PROVIDE ADVERTISING AND RELATED PROMOTIONAL SERVICES**

THIS AMENDMENT is made and entered into as of this 25 day of JUNE, 2013, by and between **Santa Fe County**, a political subdivision of the State of New Mexico (hereinafter referred to as the “County”), and **Impressions Advertising** (hereinafter referred to as the “Contractor”).

WHEREAS, on July 27, 2011, the County and the Contractor entered into Agreement No. 2011-0269-FI/MS in the amount of \$300,000 for the Contractor to provide advertisement and promotional services to publicize and promote tourist-related attractions and promotions for Santa Fe County;

WHEREAS, by Amendment No. 1 dated May 29, 2012 Contract No. 2011-0269-FI/MS was amended to increase the compensation for Contractor’s services provided in FY 2013;

WHEREAS, according to Paragraph 15 of Agreement No. 2011-0269-FI/MS, any amendment to the Contract must be in writing and executed by the parties;

WHEREAS, the parties desire to enter into this Amendment No. 2 to extend the term of the Agreement from July 29, 2013 to June 30, 2014 and increase the Contractor’s compensation for the continuation of services in FY 2014.

NOW, THEREFORE, THE PARTIES AGREE AS FOLLOWS:

1. Article 2.A.2 (Compensation, Invoicing, and Set-Off) of Agreement No. 2011-0269-FI/MS is amended by deleting 2.A.2 as amended in Amendment No. 1, and replace 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; \$300,000 for FY 2013; and \$300,000 for FY 2014, for a total compensation not to exceed Nine Hundred Thousand Dollars (\$900,000.00), exclusive of New Mexico gross receipts tax. Compensation will be paid on a monthly basis for services rendered.
2. Article 3 (Effective Date and Term) of Agreement No. 2011-2011-0269-FI/MS is amended by inserting a new subparagraph A to read as follows:
 - A. Pursuant to Amendment No. 2, the term of this Agreement is extended to June 30, 2014, unless earlier terminated pursuant to Article 5 (Termination). The County has the option to extend the term of this Agreement for one (1) year. The County shall provide a written notice of its intent to extend the term at least thirty (30) days prior to June 30, 2014.

3. All other provisions of Agreement No. 2011-0269-FI/MS not specifically amended by Amendment No. 1 and this Amendment No. 2 remain in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

SANTA FE COUNTY BOARD OF COUNTY COMMISSIONERS

Kathleen S. Holian
Kathleen S. Holian, Chair

6/25/13
Date

ATTEST:

Geraldine Salazar
Geraldine Salazar, Santa Fe County Clerk

6/25/2013
Date

APPROVED AS TO FORM:

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

4/29/13
Date

FINANCE DEPARTMENT

Teresa C. Martinez
Teresa C. Martinez
Santa Fe County Finance Director

5/7/13
Date

CONTRACTOR:

Ross Rantree
(name and title)
Ross Rantree, President
Impressions Advertising

6-11-13
Date

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.

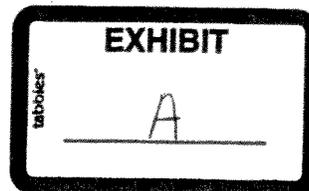
Impressions Advertising bills for time and materials on a monthly basis; thus, if a project is begun in July and continues into August, bills for the time and materials spent on that project will appear in both months. (Impressions employees record their time in quarter-hour increments.)

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.



Santa Fe County
Proposed FY 11 Budget (\$300,000) - DRAFT

| Line Item | SFC Contract \$300,000 | Budget \$300,000 | | Percentage of Total Budget |
|--------------------------------|---------------------------|---------------------------|----------------------|-------------------------------|
| Gross Receipts Tax | | \$15,000 | | 5.00% |
| Media | | \$171,000 | % of Media Budget | 57.00% |
| National Leisure Travel | \$75,000 | | 44% | |
| In-State Leisure Travel | \$25,000 | | 15% | |
| On-Line Campaign | \$71,000 | | 42% | |
| Account Service | | \$21,000 | | 7.00% |
| Production | | \$25,000 | | 8.33% |
| Web | | \$23,100 | | 7.70% |
| Production | \$22,600 | | | |
| Hosting | \$500 | | | |
| Public Relations | | \$13,500 | | 4.50% |
| Fulfillment | | \$15,050 | | 5.02% |
| Postage | \$200 | | | |
| Handling | \$200 | | | |
| Phones | \$2,000 | | | |
| Voice Mail | \$250 | | | |
| Storage | \$1,650 | | | |
| Brochure Distribution | \$3,500 | | | |
| Fulfillment Administration | \$7,250 | | | |
| Printing | | \$12,000 | | 4.00% |
| Photography | | \$3,000 | | 1.00% |
| Other Production/Miscellaneous | | \$1,000 | | 0.33% |
| TOTALS | | \$299,650 | | 99.88% |
| | | \$350 Under/(Over) | | -0.12% |

Prepared by:
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