

ADAMS COUNTY, COLORADO
SECOND ADDENDUM TO
ADVERTISING AGREEMENT WITH
NETWORKS OF 9NEWS

THIS SECOND ADDENDUM TO SERVICE AGREEMENT ("Second ADDENDUM") is entered into this 18th day of April, 2014, by and between the Board of County Commissioners of Adams County, Colorado, located at 4430 South Adams County Parkway in Brighton, CO 80601, hereinafter referred to as the "County", and Networks of 9News located at 500 Speer Boulevard, Denver, CO 80203, hereinafter referred to as the "Contractor."

RECITALS

WHEREAS, on June 27, 2012, the County entered into a contract with Networks of 9News, 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 Contractor agree as follows:


1. The Service Agreement is hereby amended to extend the term of the Agreement through August 4, 2014.
2. The County shall pay the Contractor for services furnished under this Agreement, and the Contractor shall accept as full payment for those services, the sum of eighteen thousand two hundred twenty-five dollars (\$18,225.00), paid in full upon receipt of an invoice.
3. The 2014 schedule shall be in accordance with Exhibit "A" attached.
4. The Service Agreement, the First Addendum, and this Second 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 and First Addendum that are not amended or modified by this Second Addendum shall remain in full force and effect. In the event of any conflicts between the terms, conditions, or provisions of the Service Agreement, the First Addendum and this Second Addendum, the terms, conditions, and provisions of this Second Addendum shall control.
5. The Recitals contained in this Second Addendum are incorporated into the body hereof and accurately reflect the intent and agreement of the parties.
6. This Second Addendum may be executed in multiple counterpart, each of which shall be deemed to be original and all of which taken together shall constitute one and the same agreement.
7. Nothing expressed or implied in this Second Addendum is intended to, or shall be construed to confer upon or give to, any person other than the parties, any right, remedy, or claim under or by reason of this Second Addendum or any terms, conditions, or provisions hereof. All terms, conditions, and provisions in this Second Addendum by and on behalf of the County and the Contractor shall be the sole and exclusive benefit of the County and the Contractor.

8. If any provision of this Second Addendum is determined to be unenforceable or invalid for any reason, the remainder of the Second 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 Second Addendum, to grant the rights granted herein, and to perform the duties and obligations herein described.

The remainder of this page is left blank intentionally.

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

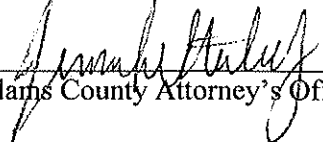


Signature

4/15/14

Date

ATTEST:
KAREN LONG
CLERK AND RECORDER

APPROVED AS TO FORM:


Adams County Attorney's Office

Deputy Clerk

NETWORKS OF 9 NEWS

mark Cornetta

Printed Name and Title

4/10/14

Date



Signature

Exhibit A

The Adams County Fair has been in a long standing sponsorship with 9NEWS. 9NEWS is rated #1 in the Denver market and has a top performing website.

Mobile News Application page views – 10,802,154

9NEWS.com page views – 34,318,508

193,301 likes on Face book and 79,312 followers on Twitter

Yahoo statistics:

Unique visitors: 2,315,000,000

Total pages viewed: 377,000,000

With a total reach of 92.4%

Our plans include advertising on Channel 20 the week of July 28th through August 2nd and on 9NEWS July 28th through August 2nd.

9NEWS spots will include:

- 6 – 15 second commercials Monday through Friday from 6 am to 9 am
- 10 – 15 second commercials in the daytime rotation 12 pm to 3 pm
- 5 – 15 second commercials in the evening rotation 4 pm to 6 pm
- 5 – 15 second commercials in the late rotation 11:37 pm to 12:37 am
- Totaling \$7425.00

Channel 20 spots will include:

- 4 – 15 second commercials Monday through Friday 7 am to 9 am
- 4 – 15 second commercials Monday through Friday 9 pm to 10 pm
- 5- 15 second commercials Monday through Friday 10 pm to 11 pm
- Totaling: \$1800.00

Added value from 9NEWS includes at no charge:

- Coffee Break appearance of the queen valued at \$1500.00
- Web Article valued at \$2000.00
- Social Media valued at \$1500.00
- Live Weather from the fair valued at \$5000.00
- Totaling: \$10,000.00 (sponsorship)

Customized Digital Strategy:

- 300 x 250 ad on 9NEWS website with 100,000 impressions
- 728 x 90 ad on 9NEWS website with 100,000 impressions
- Wall paper blade ad with 250,000 impressions
- Desktop pre roll video with 100,000 impressions
- Behavioral & geotargeted ads on the Gannett Ad Network with 100,000 impressions
- Total of 650,000 impression for a total investment of \$9000.00

Total campaign: \$18,225.00

Mary Willis

From: Donnermeyer, Ali [ali.donnermeyer@9news.com]
Sent: Wednesday, February 12, 2014 3:58 PM
To: Mary Willis
Subject: RE: Adams County Fair
Attachments: Adams County Fair KTVD.pdf; Adams County Fair KUSA.pdf

Hi Mary,

Attached are the revised schedules with date changes. The programming in which we have you running is Mon-Fri, so I changed the dates to Monday July 28th through Saturday August 2nd.

In terms of a dollar amount on added value, it is difficult to quantify some of the things we are providing, based on the fact that we don't sell news coverage. That being said, here are some approximations:

-Coffee Break: \$1,500

-Web Article: \$2,000 (based on what we sell impressions for)

-Social: \$1,500 (based on what we sell it for)

-Live Weather: \$5000 (based on commercial sales in the time period and news content)

Total: \$10,000

With your digital campaign, the total impressions will for the most part be evenly split across the dates of your campaign, which will come out to approx 93,000 impressions between all products per day.

I hope this helps answer your questions!

Thanks Mary,

Ali Donnermeyer
Account Executive

500 Speer Blvd
Denver, CO 80203
303-871-1844 (direct)
603-498-5965 (cell)
ali.donnermeyer@9news.com



From: Mary Willis [<mailto:MWillis@adcogov.org>]
Sent: Wednesday, February 12, 2014 9:11 AM
To: Donnermeyer, Ali; Melanie Snodell
Subject: RE: Adams County Fair

Just a few questions and changes Ali.

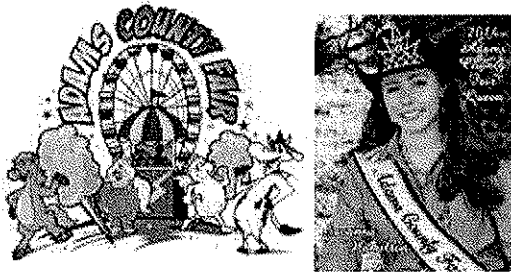
1. On proposal ID#60587, please change the dates to July 27 through August 2nd; the fair ends on the third so we don't need to advertise that day

2. On proposal ID#60588, please change the dates to July 27 through August 2nd; the fair ends on the third so we don't need to advertise that day
3. On the customized digital strategy –
 - a. How often and how many days will the ads, pre-roll, wallpaper, and geotargeted ads appear
4. What is the dollar amount for added value (sponsorship)

Mary Willis
Co-Fair Manager
Adams County Fair
9755 Henderson Road
Brighton, Colorado 80601
303.637.8002

www.adamscountyfair.com
July 30th - August 3rd, 2014
110th Anniversary Celebration

Follow the FAIR & Fair Royalty on Facebook!



From: Donnermeyer, Ali [<mailto:ali.donnermeyer@9news.com>]
Sent: Friday, February 07, 2014 1:01 PM
To: Mary Willis; Melanie Snodell
Subject: RE: Adams County Fair

Hi Mary and Melanie,

I apologize for not getting this to you two sooner- this week has been crazy with the start of the Olympics last night!

Attached are the schedules I worked up for you. When we met in person, we had discussed a two week flight date. However, looking at how the schedules that ran last year, we only ran spots for one week. That being said, I made the schedule for one week the 7/28-8/3. If you would like the flight dates to run over two weeks, that is an easy adjustment. Just let me know ☺.

Additionally, I've included a digital schedule with the addition of \$\$\$ towards your digital spend. The total spend with both schedules and the digital plan comes out to \$18,225. When we met, you had said you were increasing your budget \$3,000 up to a total 18K spend, but when I looked at what you spent last year it was a total of \$16,500, so I met somewhere in the middle between a total of \$18,000 and the addition of 3K to last year's spend.

Please let me know your thoughts, if you have any questions, and we can go from there!

All the best,

Ali Donnermeyer

Account Executive

500 Speer Blvd
Denver, CO 80203
303-871-1844 (direct)
603-498-5965 (cell)
ali.donnermeyer@9news.com



From: Mary Willis [<mailto:MWillis@adcogov.org>]

Sent: Wednesday, February 05, 2014 2:27 PM

To: Donnermeyer, Ali

Subject: Adams County Fair

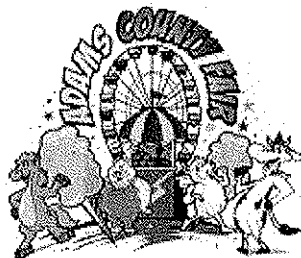
Hi Ali,

Were you able to work up a schedule for us?

Mary Willis
Co-Fair Manager
Adams County Fair
9755 Henderson Road
Brighton, Colorado 80601
303.637.8002

www.adamscountyfair.com
July 30th - August 3rd, 2014
110th Anniversary Celebration

Follow the FAIR & Fair Royalty on Facebook!





Adam's County Fair

Author: Ali Donnermeyer

Proposal ID: 60588
 Schedule Date: 7/28/2014 - 8/2/2014
 Spot Length(s): :15

Acct. Exec: Ali Donnermeyer
 Phone #: 303-871-9999
 Email: ali.donnermeyer@9news.com
 Web Site: www.9news.com

Flight Dates: 7/28/2014-8/2/2014

| Program Time | Spot Length | JL | DMA P25-54 (000) | Wk s | Rate Spots |
|--------------------------------|-------------------|----|------------------|--------------|-------------------|
| KTVD | | | | | |
| Mo-Fr 7a-9a Research Time Bloc | :15 | 4 | 9.5 | 1 | \$125.00 |
| GRPs/Impressions | | | 38 | | 4 |
| CPP/CPM | | | \$13.16 | | |
| Mo-Fr 7:00a-9:00a | | | | | |
| 9NEWS @9PM M-Fr | :15 | 4 | 19.9 | 1 | \$200.00 |
| GRPs/Impressions | | | 79.6 | | 4 |
| CPP/CPM | | | \$10.05 | | |
| Mo-Fr 9:00p-10:00p | | | | | |
| OFFICE MF 10P-11p | :15 | 5 | 10.3 | 1 | \$100.00 |
| GRPs/Impressions | | | 51.5 | | 5 |
| CPP/CPM | | | \$9.71 | | |
| Mo-Fr 10:00p-11:00p | | | | | |
| KTVD Totals | | 13 | | | \$1,800.00 |
| | GRP/(000) | | 169.1 | Spts: | 13 |
| | CPP/CPM: | | \$10.64 | | |
| | Reach: | | 4.4 | | |
| | Frequency: | | 2.3 | | |

| | |
|--------------------|-------------------|
| Total Cost: | \$1,800.00 |
|--------------------|-------------------|

ADAMS COUNTY FAIR

Author: Ali Donnermeyer



Proposal ID: 60587
 Schedule Date: 7/28/2014 - 8/2/2014
 Advertiser: ADAMS COUNTY FAIR
 Product: ET-Tradeshows/Fairs
 Spot Length(s): :15

Acct. Exec: Ali Donnermeyer
 Phone #: 303-871-9999
 Email: ali.donnermeyer@9news.com
 Web Site: www.9news.com

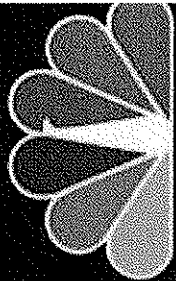
Flight Dates: 7/28/2014-8/2/2014

| Program Time | Spot Length | JL | DMA P25-54 (000) | Wk s | Rate Spots |
|---------------------------|-------------|----|-------------------|--------------|-------------------|
| KUSA | | | | | |
| M-F 6A-9A EM ROS | :15 | 6 | 26.7 | 1 | \$425.00 |
| GRPs/Impressions | | | 160.2 | | 6 |
| CPP/CPM | | | \$15.92 | | |
| Mo-Fr 6:00a-9:00a | | | | | |
| AFT DAYTM ROTATION 12P-3P | :15 | 10 | 8.4 | 1 | \$125.00 |
| GRPs/Impressions | | | 84 | | 10 |
| CPP/CPM | | | \$14.88 | | |
| Mo-Fr 12:00p-3:00p | | | | | |
| M-F 4P-6P ROTATION | :15 | 5 | 30.2 | 1 | \$550.00 |
| GRPs/Impressions | | | 151 | | 5 |
| CPP/CPM | | | \$18.21 | | |
| Mo-Fr 4:00p-6:30p | | | | | |
| S. MEYERS - NBC | :15 | 5 | 12.7 | 1 | \$175.00 |
| GRPs/Impressions | | | 63.5 | | 5 |
| CPP/CPM | | | \$13.78 | | |
| Mo-Fr 11:37p-12:37a | | | | | |
| KUSA Totals | | 26 | | | \$7,425.00 |
| | | | | Spts: | 26 |
| | | | GRP/(000) | | |
| | | | CPP/CPM: | | |
| | | | Reach: | | |
| | | | Frequency: | | |

Total Cost: \$7,425.00

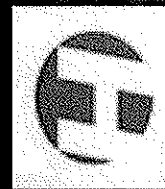
THE NETWORKS OF

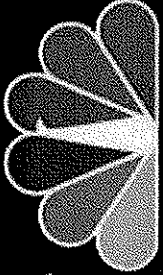
9NEWS



9NEWS  **.com**

20 9NEWS



9 NEWS 

**Digital
Media**

Unprecedented Exposure – January 2014



Mobile News App
Page Views: **10,802,154**

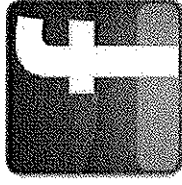


iPad App
Page Views: **1,940,225**

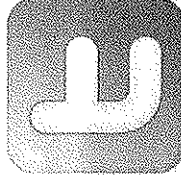
m.9news.com
Page Views: **4,099,363**

9NEWS  .COM

| | |
|-----------------|-------------------|
| Page Views | 34,318,508 |
| Visits | 9,946,681 |
| Unique Visitors | 7,629,425 |
| Video Pre-Roll | 3,157,440 |
| Live Streams | 124,592 |



193,301
Likes



79,312
Followers

YAHOO!

| | |
|---------------------|----------------------|
| Unique Visitors: | 2,315,000,000 |
| Total Pages Viewed: | 377,000,000 |
| Reach: | 92.4% |



Page Views: **667,363**

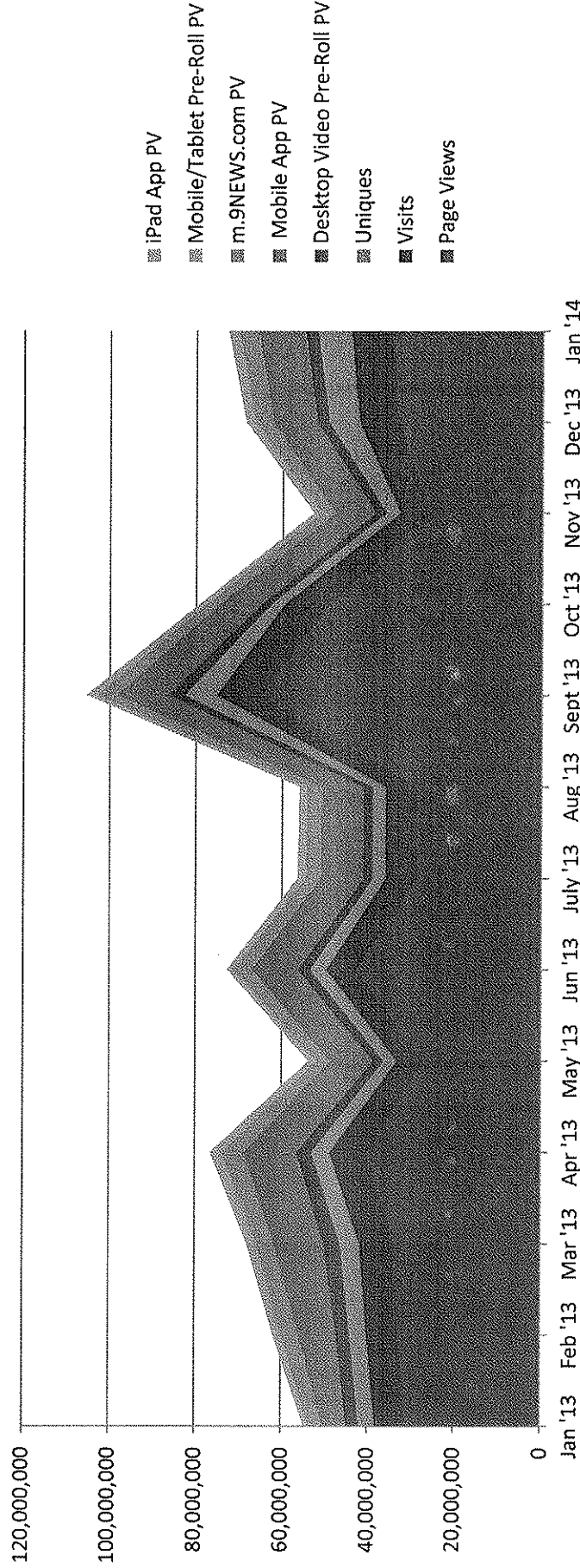
Sourcing:

* Omniture Site Catalyst Jan 2014

** ComScore Nov 2013

*** Omniture Site previous 12 months

12 Months on the Networks of 9NEWS



| | Jan '13 | Feb '13 | Mar '13 | Apr '13 | May '13 | Jun '13 | Jul '13 | Aug '13 | Sep '13 | Oct '13 | Nov '13 | Dec '13 | Jan '14 |
|---------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Page Views | 31,070,194 | 32,906,869 | 33,716,493 | 40,188,867 | 27,202,820 | 42,838,903 | 28,607,158 | 28,822,803 | 65,073,609 | 48,900,103 | 25,867,893 | 33,271,663 | 34,318,508 |
| Visits | 7,068,295 | 7,279,151 | 8,137,582 | 8,629,677 | 6,106,146 | 6,860,945 | 7,347,521 | 7,182,414 | 10,100,289 | 10,541,764 | 6,966,818 | 9,061,906 | 9,946,681 |
| Uniques | 3,763,694 | 3,837,567 | 4,408,458 | 4,177,677 | 3,040,631 | 3,632,751 | 3,005,018 | 3,018,660 | 7,405,415 | 2,999,336 | 3,149,108 | 6,941,423 | 7,629,425 |
| Desktop Video Pre-Roll PV | 3,118,820 | 3,156,234 | 3,867,961 | 3,650,000 | 2,490,158 | 2,819,793 | 2,093,162 | 2,176,663 | 3,758,946 | 2,281,401 | 2,441,762 | 2,723,036 | 3,157,440 |
| Mobile App PV | 5,170,099 | 8,706,812 | 11,370,724 | 12,053,264 | 9,779,238 | 10,905,665 | 9,989,428 | 9,527,919 | 11,853,773 | 9,626,010 | 9,458,326 | 10,134,777 | 10,802,154 |
| m.9NEWS.com PV | 3,333,813 | 3,939,291 | 4,108,308 | 5,004,860 | 3,317,658 | 4,035,331 | 3,492,930 | 3,392,248 | 4,622,429 | 3,036,679 | 2,974,115 | 4,128,959 | 4,099,363 |
| Mobile/Tablet Pre-Roll PV | 177,155 | 314,931 | 414,491 | 454,004 | 439,020 | 482,954 | 438,547 | 405,107 | 518,608 | 365,999 | 459,751 | 584,781 | 708,098 |
| iPad App PV | 1,021,803 | 1,715,767 | 1,945,352 | 2,385,002 | 1,532,920 | 1,142,814 | 1,500,294 | 1,490,907 | 2,160,267 | 1,462,014 | 1,476,942 | 1,734,192 | 1,940,225 |

Customized Digital Strategy For Adam's County Fair

- 9NEWS.com 300 x 250 Ad Unit | ROS | 100,000 impressions
- 9NEWS.com 728 x 90 Ad Unit | ROS | 100,000 impressions
- 9NEWS.com Wallpaper (incl. Blade) | guaranteed 250,000 impressions
- Desktop Pre-Roll Video | 100,000 impressions
- Behavioral/Geotargeted Ads on the Gannett Ad Network | 100,000 impressions

Total Number of Impressions: 650,000

Total Investment: \$9,000

THE NETWORKS OF **9NEWS**

9NEWS.com Display Ads

9NEWS.com
 COLORADO'S NEWS LEADER
A GANNETT COMPANY

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[News](#)
[Weather](#)
[Sports](#)
[Fun](#)
[Community](#)
[On Air](#)
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FEATURED:
[Sendit](#)
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[Traffic](#)
[Photos](#)
[Can't see 9NEWS?](#)
[Affordable Care Act](#)

[LIVE VIDEO: DPD chief responds to brutal light-rail attack video](#)
[Watch](#)

[LIVE VIDEO: 9NEWS Live at Noon](#)
[Watch](#)

728x90

NEWS

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Top News

HEARING THE WORLD IN A WHOLE NEW WAY
11:24 AM, Oct 8, 2013

Hearing the world in a whole new way

8:36 AM, Oct 6, 2013
 KUSA - Neurological conditions affect thousands of Colorado residents, which is why a local research and treatment group is so devoted to supporting patients both young and old.

Presented by

88x31

Recall effort resurrected against Sen. Hudak

11:39 AM, Oct 8, 2013

UPLOAD your Tuesday sunrise photos

11:24 AM, Oct 8, 2013

Air Force game remains in question during shutdown
 Brighton Boulevard project to start Tuesday
 New pictures of proposed CSU football stadium
 Parents of malnourished boys appear in court
 Former LI Gov. Rogers dead at 49
 Denver volunteers pitch in for Habitat for Humanity
 Families evacuated during 2-alarm fire

300x250

-or-

300x600

9NEWS.com Desktop Video Pre-Roll

9NEWS.com
 COLORADO'S NEWS LEADER
A CANNETT COMPANY

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



[SEARCH](#)

BREAKING NEWS Ryan: Obama fell 'woefully short' as president
LIVE VIDEO **LIVE NEWSCAST**

Video Player

FOLLOW US   

15 second video
 plays before content

 [Recommended](#) 1  [Tweet](#) 0  

Dancing Cop Stops Traffic in Charlotte

Next Up



World Wide Web Foundation Warns Against Online Censorship



LeAnn Rimes Worried Eddie Cibrian Will Repeat Cheat?

Advertise on the Gannett Ad Network

Geo/Behavioral Targeted Display and Video Ads

The Gannett Ad Network uses geolocation, age, gender and other behavioral data to personalize brand awareness, engagement and traffic to users who will benefit the most from seeing your ad all across the web. Your brand and messaging will be present throughout the ad experience.

The screenshot shows the Yahoo! News homepage. At the top is a navigation bar with links: Home, Mail, News, Sports, Finance, Weather, Games, Groups, Answers, Screen, Flickr, More. Below this is the Yahoo! News logo and a search bar. The main content area features several news stories with images and headlines:

- US launches new \$200 battleship**: A new battleship, the USS Zumwalt, is set to be launched in 2010. It will be the first of its kind, with a stealthy design and advanced weaponry.
- Malibu Teachers Worry School Building Is Girding Them Cancer**: A school building in Malibu is being built with cancer-resistant materials to protect teachers and students.
- Winless Flyers fire L.A. Javelin; Baruch takes over**: The Philadelphia Flyers have fired coach Peter DePinto and hired Peter DePinto as their new coach.
- Five-year-old boy speaks on flight from Minneapolis to Las Vegas**: A five-year-old boy, identified as a victim of a kidnapping, has been found in Las Vegas.
- Crocodiles disappearing at dinner in Jamaica**: Crocodiles are disappearing from a restaurant in Jamaica, leaving behind only their tails.
- A ghost village on the Syrian coastside (20 photos)**: A ghost village on the Syrian coastside, with photos showing the ruins of the village.

On the right side of the page, there are links to various sections: U.S., Sports, Politics, Tech, Science, Health, Cold News, Column, Local, Dear Abby, Comics, ABC News, Yahoo! Groups.

Our Picks

The advertisement for Yahoo! 17 features a large, dark image of a person's face. The text "YAHOO! 17" is prominently displayed in the upper right corner. Below the image, there is a small text area that reads "Advertisement".

More Featured Videos



Most Popular

1. The 100 most beautiful women in the world
2. The 100 most beautiful men in the world
3. The 100 most beautiful children in the world
4. The 100 most beautiful couples in the world
5. The 100 most beautiful landscapes in the world

Testimonials



THE COLORADO
CYBER SCHOOL

"After our campaign aired with 9News.com, m.9NEWS.com and the mobile app, our enrollment almost doubled. The creative team worked hard to meet our tight deadline and we couldn't be more pleased with the results!"

-CO Cyber School



CENTURY
COMMUNITIES

"With the real estate market improving in 2013 we decided to test out a digital marketing package with 9News for the second half of the year. This program included 9News display ads, banner retargeting and mobile. We have been very pleased with the success of all campaigns and the quality of traffic that is being directed to our website as a result. We knew about the power of the 9News brand before, but have been blown away by the results and will continue with an expanded program in 2014."

- Mike Davidson, Director of Marketing, Century Communities,
Greenwood Village, CO