

**TOWNSHIP OF CHERRY HILL
COUNTY OF CAMDEN**

**PUBLIC NOTICE
REQUEST FOR SPONSORSHIPS
IN EXCHANGE FOR ADVERTISING OPPORTUNITIES**

Notice is hereby given that the Township of Cherry Hill is requesting sponsorships for the Township Community Magazine. It is the intent to obtain sponsorships in exchange for advertising opportunities and recognition in the Township Community Magazine.

Sponsorship guidelines may be picked up at the Township of Cherry Hill, 820 Mercer Street, Cherry Hill, NJ, Purchasing Department, Room 212 between the hours of 9:00 a.m. and 5:00 p.m. or can be requested to be sent via U.S. Mail. Sponsorship advertisements must be submitted to the Township of Cherry Hill, 820 Mercer Street, Cherry Hill, NJ, Purchasing Department, Room 212 prior to January 23, 2011 for the Spring 2011 issue, prior to March 26, 2011 for the Summer 2011 issue, prior to July 25, 2011 for the Fall 2011 issue and prior to November 1, 2011 for the Winter 2011/2012 issue and as space allows. Ad placement and content will be determined by the Township. Advertisements must be submitted in sealed envelopes with "Sponsorship for the Township Community Newsletter" clearly marked on the outside of the envelope.

Ad sizes and rates for advertising in the Community Magazine for each issue shall be

| | | |
|------------|------------------|--------|
| 1/12 Page | 2.431" x 2.436" | \$100 |
| 1/6 Page | 4.958" x 2.436" | |
| | Or | \$200 |
| | 2.431" x 4.968" | |
| 1/4 Page | 7.485" x 2.436" | |
| | Or | \$250 |
| | 2.431" x 7.500" | |
| 1/3 Page | 10.012" x 2.436" | |
| | Or | \$300 |
| | 4.958" x 4.968" | |
| 1/2 Page | 4.958" x 7.500" | |
| | Or | \$450 |
| | 7.485" x 4.968" | |
| 2/3 Page | 10.012" x 4.968" | \$550 |
| 3/4 Page | 7.485" x 7.500" | \$650 |
| Full Page | 10.012" x 7.500" | \$850 |
| Back Cover | 10.012" x 7.500" | \$1200 |

* Ad design services are available for an additional \$100/ad.

Nothing herein is intended to exclude any responsible party or in any way restrain or restrict competition. All responsible parties are encouraged to submit sponsorship requests.

The Township of Cherry Hill reserves the right to accept or reject any and all sponsorship requests submitted in the best interest of the Township and the Township further reserves the right to waive any defect or informality in any proposal should it be in the best interest of the Township.

SPONSORSHIP GUIDELINES

PURPOSE

The intent of this Request for Sponsorships is to obtain sponsorships for the Cherry Hill Township Community Magazine in exchange for advertising opportunities and recognition in the Community Magazine.

Despite any language contained herein to the contrary, this Request for Sponsorships does not constitute a bid and is intended solely to obtain sponsorships for the purpose of advertising in the Township Community Magazine.

The Township is looking for sponsors to help defray the cost of printing and mailing services for the Community Magazine in exchange for advertising opportunities in said publication.

BACKGROUND INFORMATION

The Community Magazine has recently been combined with the Mayor's Newsletter. It is mailed four times a year to approximately 31,000 Cherry Hill addresses. The magazine is also available for pick up in the Public Library, Town Hall and all Township facilities.

The brochure includes but is not limited to

- ✚ The Mayor's Newsletter
- ✚ All recreation events to be held during the season with registration information
- ✚ Upcoming community events
- ✚ Township Service Directory
- ✚ Social Clubs for residents 55 & older
- ✚ Park and Recreation Facility Map
- ✚ List of swim clubs in the Spring and Summer issues

The Community Magazine is printed in full-color.

AD PLACEMENT

Ad Placement - Except in the case of the back cover, ad placement is determined by Cherry Hill Township as space permits. The back cover must be purchased in full.

Consecutive Advertising - A vendor may purchase advertising in one or more issues – consecutively or issue by issue.

This program will be accepting multiple sponsors at the sole discretion of the Township of Cherry Hill. The Township reserves the right to accept or deny and all sponsorship proposals submitted in the best interest of the Township and the Township further reserves the right to waive any defect or informality in any proposal should it be in the best interest of the Township.

COMPLIANCE WITH LAWS

The successful firm shall comply with all applicable federal, state and local statutes, rules and regulations.

RESPONSE PROCEDURE

One printed copy of the advertisement and one CD copy must be submitted to the Purchasing Department, Township of Cherry Hill, 820 Mercer Street, Cherry Hill, NJ by the date listed on Page 5. All advertisements submitted to the Township should be sent in CMYK color format as this is the format the printer requires. A JPEG or PDF is preferable file format used by the designers of the community magazine. If ad design services are requested, please provide a copy of the intended content of the advertisement. Advertisements should be provided in a sealed envelope with "Sponsorship for the Township Community Newsletter" clearly marked on the outside. The Township assumes no responsibility for delays in any form of carrier, mail or delivery service causing the proposal to be received after the referenced due date(s).

QUESTIONS/INQUIRIES REGARDING REQUEST FOR SPONSORSHIPS

Any questions or inquiries regarding this Request for Sponsorships must be made in writing to the Purchasing Agent via fax 856-665-7884 to ensure your questions are answered in a timely fashion.

ADDITIONAL INFORMATION

The Township of Cherry Hill will not be responsible for any expenses incurred by any vendor in preparing and submitting a sponsorship proposal.

Any selected vendor is prohibited from assigning, transferring, conveying, subletting or otherwise disposing of this agreement or its rights, title, or interest therein or its power to execute such agreement to any other person, company or corporation.

CONFLICT OF INTEREST

Please disclose any potential conflicts of interest that the firm may have in providing a sponsorship to the Township of Cherry Hill.

DISCLOSURE REQUIREMENTS

Professional Service contractors are advised of the responsibility to file an annual disclosure statement on political contributions with the New Jersey Election Law Enforcement Commission pursuant to N.J.S.A. 19:44A-20.13 (P.L. 2005, c.271, s.3) if the contractor receives contracts in excess of \$50,000 from public entities in a calendar year. It is the contractor's responsibility to determine if filing is necessary. Additional information on this requirement is available from ELEC at 888-313-3532 or at www.elec.state.nj.us."

INDEMNIFICATION

Vendors shall defend, indemnify and hold harmless the Township, its officers, agents and employees from any and all claims and costs of any nature whether for personal injury, property damage or other liability arising out of or in any way connected with the vendor's negligent acts or omissions under this agreement.

HOLD HARMLESS AGREEMENT

BETWEEN THE **TOWNSHIP OF CHERRY HILL**

AND

Organization Name

Address (Not Post Office Box)

Telephone Number

Organization Type (Individual, Partnership, Non-Profit Corporation,
Corporation, Public Entity)

In consideration of the use of advertising space in the Township Community Magazine, the undersigned agrees to indemnify and hold the Township of Cherry Hill and its officers, agents and employees harmless from any and all liability, claims, costs and Attorney's Fees arising out of the advertising referred to above.

I understand that this Hold Harmless also requires that the Township of Cherry Hill and its officers, agents and employees are indemnified from any and all losses, damages or claims whether for personal injury, property damage or other liability arising out of or in any way connected to the vendor's negligent acts or omissions or misleading or false advertising in the Community Magazine.

The Township of Cherry Hill reserves the right to reject an ad based on design or content and which is against public policy or public sensibility. The Township will restrict advertising for alcoholic beverages, tobacco products, weapons, controlled substances, political candidates and any advertising that contains prurient or objectionable material.

Signed this _____ day of _____ 20_____

as the binding act in deed of _____

Name of Organization

Authorized Signature

Witness

PRICE

The Township reserves the right to waive requirements as deemed necessary.

Ad sizes and rates:

| | | |
|------------|------------------|--------|
| 1/12 Page | 2.431" x 2.436" | \$100 |
| 1/6 Page | 4.958" x 2.436" | |
| | Or | \$200 |
| | 2.431" x 4.968" | |
| 1/4 Page | 7.485" x 2.436" | |
| | Or | \$250 |
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| Back Cover | 10.012" x 7.500" | \$1200 |

* Ad design services are available for an additional \$100/ad.

| <u>Issue</u> | <u>Ads Received</u> | <u>Delivery Date</u> |
|------------------|---------------------------|----------------------|
| Spring 2011 | Latest – January 23, 2011 | March 8, 2011* |
| Summer 2011 | Latest – March 26, 2011 | May 3, 2011* |
| Fall 2011 | Latest - July 25, 2011 | August 30, 2011* |
| Winter 2011/2012 | Latest – November 1, 2011 | December 6, 2011* |

* delivery dates are estimated

All advertisements submitted to the Township should be sent in CMYK color format as this is the format the printer requires. A JPEG or PDF is preferable file format used by the designers of the community magazine.

Payment due with advertisement copy

| <u>PROPOSAL</u> | | <u>COST</u> | <u>2011/2012 WINTER ISSUE</u> | <u>AD SERVICES (If Applicable)</u> |
|------------------------|-------------------------------------------------|--------------------|------------------------------------------|-----------------------------------------------|
| <u>SIZE</u> | | | | |
| 1/12 Page | 2.431" x 2.436" | \$100 | _____ | _____ |
| 1/6 Page | A) 4.958" x 2.436" Or B) 2.431" x 4.968" | \$200 | _____ | _____ |
| 1/4 Page | A) 7.485" x 2.436" Or B) 2.431" x 7.500" | \$250 | _____ | _____ |
| 1/3 Page | A) 10.012" x 2.436" Or B) 4.958" x 4.968" | \$300 | _____ | _____ |
| 1/2 Page | A) 4.958" x 7.500" Or B) 7.485" x 4.968" | \$450 | _____ | _____ |
| 2/3 Page | 10.012" x 4.968" | \$550 | _____ | _____ |
| 3/4 Page | 7.485" x 7.500" | \$650 | _____ | _____ |
| Full Page | 10.012" x 7.500" | \$850 | _____ | _____ |
| Back Cover | 10.012" x 7.500" | \$1200 | _____ | _____ |

*Ad design services are available for an additional \$100/ad.

SPONSOR INFORMATION

COMPANY NAME _____

ADDRESS _____

TELEPHONE _____

FAX _____

SIGNATURE _____

PRINT NAME _____

Are there any potential conflicts of interest that the firm may have in providing a sponsorship to the Township of Cherry Hill? Please attach a separate sheet for explanation if necessary.

_____ (YES) _____ (NO)