

**Addendum to Advertising and Marketing Services Contract
Between City of Newport and Newport News-Times**

THIS ADDENDUM is to the 2019-2020 Advertising and Marketing Services Contract between the City of Newport (City) and Newport News-Times, dba News Media Digital (Vendor).

Recitals

1. City and Vendor entered into a contract for advertising and marketing services from July 1, 2019 to June 30, 2020 (Agreement).
2. Under section 2 (Term) and section 9 (Merger) of the Agreement, City and Vendor desire to amend and extend the Agreement to June 30, 2021 effective on the date of the last signature below.

Terms of Addendum

City and Vendor agree to amend and extend the Agreement to June 30, 2021 as set out below for the following provisions in Exhibit A to the Agreement:

A. Part 2 section 3 (Content Marketing): Tier 3

1. Vendor will post 3-5 times per week, which includes content created by the Vendor for the Greater Newport Chamber of Commerce.
2. Vendor will not post to Twitter, Pinterest, or Snapchat.
3. Vendor will reorganize the current design of the website DiscoverNewport.com.

B. Part 2 section 4 (Social Media Marketing) and Part 2 section 5 (Search Engine Marketing with Google):

1. Vendor will combine services in section 4 with section 5 so that the contract includes social media and Google Ad words marketing.
2. Vendor will not pass-through costs to the City.

C. Part 4 (Projected Costs and Proposed Services): Tier 3

1. Monthly payments of \$8,333 for first 10 months, and monthly payments of \$8,335 for last two months for a total of \$100,000.
2. Vendor will not provide added value.

Except as expressly set forth herein, all provisions of the Agreement shall continue and remain in full force and effect.

City of Newport

Newport News-Times, dba News Media Digital

By: _____

By: _____

Title: _____

Title: _____

Date: _____

Date: _____