



AGENDA – January 11, 2021

7:00 p.m. Public Meeting

Long Beach City Hall

115 Bolstad Avenue West

Zoom Webinar ONLY

Meeting ID: 859 290 1543

Password: 12345678

CITY OF LONG BEACH SPECIAL CITY COUNCIL MEETING

7:00 p.m. CALL TO ORDER; PLEDGE OF ALLEGIANCE; AND ROLL CALL

Call to order	Mayor Phillips, Council Member Svendsen, Council Member McGuire,
And roll call	Council Member Murry, Council Member Cline & Council Member Kemmer.

PUBLIC COMMENT

BUSINESS

- **AB 21-01 – Long Beach 2021 Digital Ad Agreement – TAB A**

FUTURE CITY COUNCIL MEETING SCHEDULE

The Regular City Council meetings are held the 1 st and 3 rd Monday of each month at 7:00 PM and may be preceded by a workshop. January 19, 2021, February 1, 2021 and February 16, 2021

ADJOURNMENT

American with Disabilities Act Notice: The City Council Meeting room is accessible to persons with disabilities. If you need assistance, contact the City Clerk at (360) 642-4421 or advise City Administrator at the meeting.

TAB - A



**CITY COUNCIL
AGENDA BILL
AB 21-01**

Meeting Date: January 11, 2021

AGENDA ITEM INFORMATION

SUBJECT: Digital Ad Agreement with the LBPVB and SagaCity Media	Originator:	
	Mayor	
	City Council	
	City Administrator	DG
	City Attorney	
	City Clerk	
	City Engineer	
	Community Development Director	
	Finance Director	
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
	Water/Wastewater Supervisor	
COST: \$60,000	Other:	

SUMMARY STATEMENT: Attached to this agenda bill is the agreement for the City's digital marketing campaign for 2021. The Long Beach Peninsula Visitors Bureau will manage the contract in conjunction with City.

RECOMMENDED ACTION: Authorize Mayor Phillips to execute the agreement.

SAGACITY MEDIA

the stories of our cities

PORTLAND / SEATTLE / HOUSTON / SARASOTA / ASPEN / VAIL / PARK CITY

Advertising Contract

Date: 1/4/2021

Advertiser

Andi Day
Long Beach Peninsula Visitors
Bureau
P.O. Box 562
Seaview, WA 98644
(360)642-2400
(360) 642-3900

Billing

Andi Day
Long Beach Peninsula Visitors
Bureau
P.O. Box 562
Seaview, WA 98644

Publisher

SagaCity Media, Inc.
509 Olive Way, Suite 305
T: 425.890.2947
F: 206.447.3388
Rep: CarolCummins

Publication	Year	Position	Net
Campaign Plan	2021	Campaign Plan	\$60,000.00
Total:			\$60,000.00

Campaign Overview

Timeline: 01/01/2021 – 12/31/2021

Platform/Product	Investment
Display	\$11,700.00
Geo Fencing	\$11,580.00
SEM	\$18,720.00
SEO	\$18,000.00

Summary

Platform/Product	Investment
All	\$60,000.00

Display Campaigns

Summary

Campaign Name	Product	Start Date	End Date	Impressions	Guaranteed Clicks	CPM	Est. Total/30 Days	Investment
Dominant Display	DOMINANT	01/01/21	12/31/21	1,170,000	1,170	\$10.00	\$962.00	\$11,700.00

Dominant Display - Monthly Allocations

Jan (01-31)	Feb (01-28)	Mar (01-31)	Apr (01-30)	May (01-31)	Jun (01-30)
\$994	\$898	\$994	\$962	\$994	\$962
Jul (01-31)	Aug (01-31)	Sep (01-30)	Oct (01-31)	Nov (01-30)	Dec (01-31)
\$994	\$994	\$962	\$994	\$962	\$990

Geo Fencing Campaigns

Summary

Campaign Name	Product	Impressions	Guaranteed Clicks	CPM	Est. Total/30 Days	Investment
Device ID	Device ID Targeting	772,000	—	\$15.00	\$952.00	\$11,580.00

Device ID - Monthly Allocations

Jan (01-31)	Feb (01-28)	Mar (01-31)	Apr (01-30)	May (01-31)	Jun (01-30)
\$984	\$888	\$984	\$952	\$984	\$952
Jul (01-31)	Aug (01-31)	Sep (01-30)	Oct (01-31)	Nov (01-30)	Dec (01-31)
\$984	\$984	\$952	\$984	\$952	\$980

SEM Campaigns

Summary

Campaigns	Product	Start Date	End Date	Est. Ad Spend	Mgmt Fee %	Est. Total/30 Days *	Investment *
Paid Search	SEM - \$2,501+	01/01/21	12/31/21	\$14,400.00	30%	\$1,184.00	\$18,720.00

* Includes Mgmt Fee %

Paid Search - Monthly Allocations

Jan (01-31)	Feb (01-28)	Mar (01-31)	Apr (01-30)	May (01-31)	Jun (01-30)
\$1,223	\$1,105	\$1,223	\$1,184	\$1,223	\$1,184
Jul (01-31)	Aug (01-31)	Sep (01-30)	Oct (01-31)	Nov (01-30)	Dec (01-31)
\$1,223	\$1,223	\$1,184	\$1,223	\$1,184	\$1,221

SEO Campaigns

Summary

Campaign Name	Product	Start Date	Months	Est. Month	Investment
Organic Standard	Organic Standard	01/01/21	12	\$1,500.00	\$18,000.00

Terms & Conditions

Essentials: Delivery: Creatives and linking URL's should be included upon receipt of order. All materials must arrive 3 business days prior to the start date of the campaign.

Delivery Metrics: Delivery Metrics are based on ad server reporting. Third party reporting should be identified upon order submission.

Optimization: Operations will optimize the campaign across all targeting options working towards achieving the goals of the campaign, starting with Impressions, Clicks and Conversions. This may result in the campaign delivering more heavily in one target vs another based on performance with the ultimate goal of delivering the monthly minimum impressions, clicks and/or conversions.

Line items: The individual named as Advertiser may approve the change or addition to this order via their representative. The team will provide the advertiser with a work order to review and ensure that the changes or additions are made. Changes to the campaign are accepted when the team receives acknowledgement from the advertiser.

Guarantee: The team guarantees the minimum value of a .10 eCTR on all non specialized display campaigns based on ordered impressions.

SAGACITY MEDIA TERMS & CONDITIONS

1. Upon authorization of the attached Advertising Agreement and/or provided insertion order, the advertiser and/or advertising agency agree(s) to the following terms: An advertising agreement must be signed by all advertisers. Advertising agency insertion orders are accepted, subject to the terms and the provisions of the current publication rate cards

2. All advertising is subject to the approval of the publisher.

3. Advertisers and advertising agencies assume full responsibility and liability for all content of advertising printed in the publication and assume liability for all claims arising therefrom.

4. Advertisers and advertising agencies shall indemnify and hold harmless the publisher and SagaCity Media, Inc. (SCM) and their shareholders, directors, agents, employees, vendors and assigns from any and all liability, suits, causes of action, claims, attorneys' fees and damages of any kind, including without limitation any suit brought by any advertiser or advertising agency against the publisher or SCM, arising out of the content of any advertising material(s) and/or editorial copy used by the publisher and SCM in the publication(s).

5. In the event of an error in advertising copy to the publisher or SCM or their agents, the maximum liability shall be limited to the space cost of the display or listing advertisement as indicated on the advertising contract or insertion order.

6. The publisher or SCM shall not be liable for errors in camera-ready advertisements that are submitted by the advertiser or its agency, nor shall it be liable for errors in any advertisements created by SCM that have been approved by the advertiser or its agency.

7. The publisher or SCM shall not be liable for any costs or damages if for any reason the publisher fails to publish an advertisement for which space in the publication(s) was reserved.

8. The publisher or SCM shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the publication(s) because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the publisher or SCM.

9. Positioning of advertisements is at the sole discretion of the publisher or SCM unless a guaranteed position premium has been paid.

10. Advertising production services are not included in the advertising space cost. Production services are subject to current market rates.

11. Advertising material(s) will be held by SCM until publication of the following year's publication(s) and then discarded, unless SCM is otherwise notified in writing by the advertiser and/or advertising agency. Advertisers wishing to have disks or other advertising materials included must provide a self-addressed, stamped envelope to SCM.

12. Cancellations may not be made by the advertiser or its agency after the space close deadline. Any cancellations or changes must be submitted in writing to SCM. The publisher and SCM reserve the right to run the advertiser's most recent advertisement when no new advertising copy is furnished by the Ad Materials Deadline, or to charge the advertiser or its agency for reserved space that goes unused by the advertiser if no advertising materials are submitted.

13. Failure of the advertiser or its agency to furnish advertising copy, information or changes to existing copy by the Ad Materials Deadline will not relieve the advertiser or its agency of the obligation to pay the contract price for such advertisement(s) and in the event of missing materials for a digital schedule, the schedule will not be pushed back but curtailed based upon signed agreement and full financial obligation.

14. The publisher and SCM have the right to demand payment in full at any time for reserved advertising space in the publication(s). Upon such demand, all sums owing become immediately due and payable to SCM. If an account is placed in collection, a 20% collection charge may be added to the outstanding balance for any advertising space and/or finance charges due on the account.

15. The advertiser and/or advertising agency agrees to pay all costs incurred in the collection of overdue amounts whether or not litigation is commenced. If litigation is commenced, the advertiser and/or advertising agency agrees to pay such additional sums as the court may judge to be reasonable, including without limitation attorney's fees and court costs.

16. SCM reserves the right to impose finance charges on past due balances, including, but not limited to those accounts who have negotiated payment plans. Interest is calculated monthly at 12% APR.

SagaCity Media Signature: _____

Date: _____

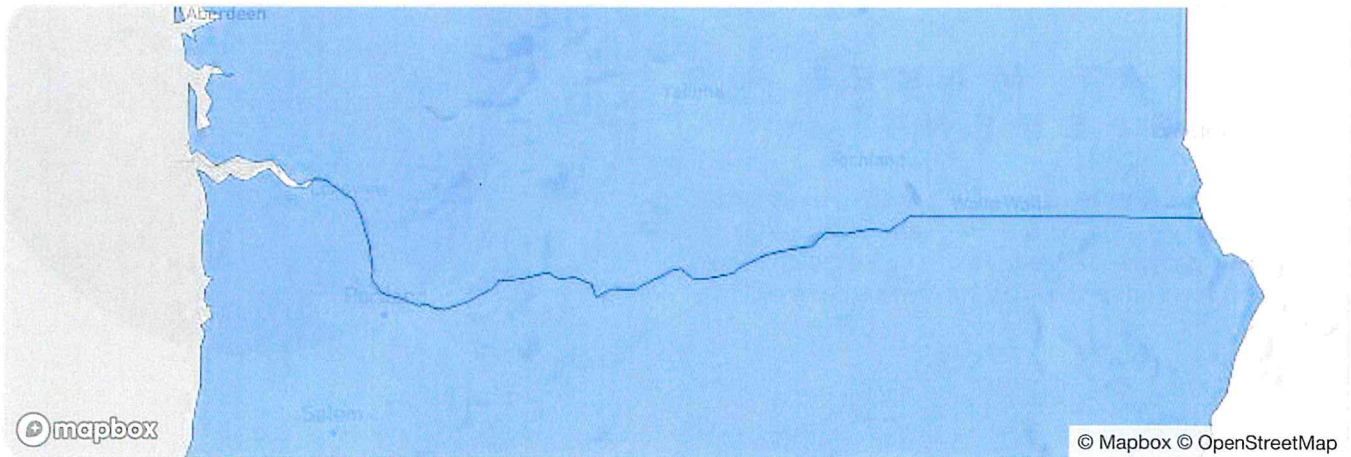
Long Beach Peninsula Signature: _____

Date: _____

Long Beach Peninsula Signature: _____

Date: _____

Target Locations



Oregon

Washington

Targeting Elements

Dominant Display

Content

App > Newsstand/Travel & Regional

App > Travel

Travel

Travel/Air Travel

Travel/Cruises & Charters

Travel/Hotels & Accommodations

Travel/Specialty Travel

Travel/Specialty Travel/Adventure Travel

Travel/Specialty Travel/Ecotourism

Travel/Tourist Destinations

Travel/Tourist Destinations/Beaches & Islands

Behavioral

App > Interest > Travel_Traffic

App > Interest > Travel_Traffic > Leisure

App > Interest > Travel_Traffic > Travel

App > Interest > Travel_Traffic > Travel > Hotel_Restaurant

Audience - Interests > Travel > Cruises > Confident

Audience - Interests > Travel > Flights > Extreme Confidence

Audience - Interests > Travel > Hotels > Confident

Audience - Interests > Travel > Hotels > High Confidence

In-Market > Travel > Hotels & Lodging

In-Market > Travel and Tourism > Hotels and Lodging > Locations > United States

In-Market > Travel and Tourism > Hotels and Lodging > Lodging Types > Hotels

In-Market Traveler > Hotel Shopper

In-market > Purchase intention > Travel and Tourism > Hotels

Intent > Travel > Accommodation / Hotels

Intent > Travel > Hotel Shoppers

Intent > Travel > Travel - Destination > Travel - Destination - North America > Travel - Destination - North America - US > Travel - Destination - North America - US - Washington

Audience Profiles > Travel > Road Trippers

Demo

DLX Demographics > Travel and Tourism > Cruises

DLX Demographics > Travel and Tourism > Family Vacation

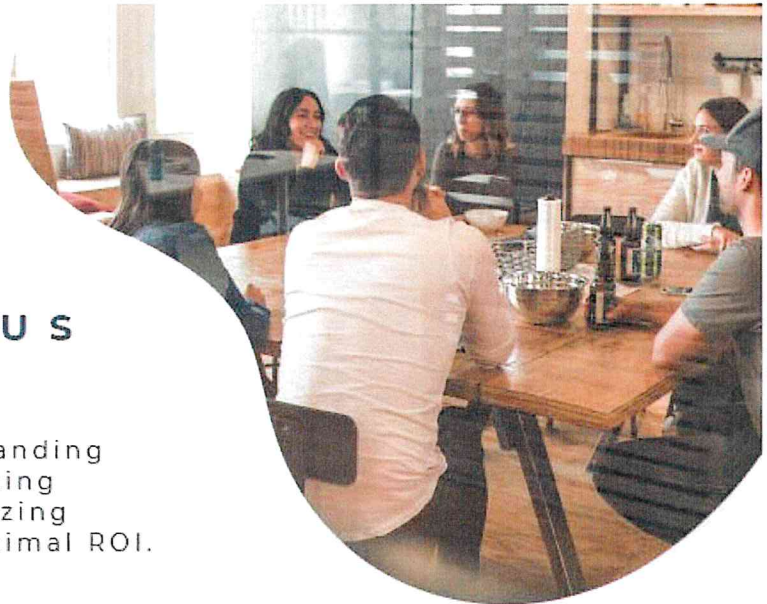
DLX Demographics > Travel and Tourism > Frequent Flyers

DLX Demographics > Travel and Tourism > Personal and Leisure Travel > USA

Location-Based Audiences > Travel > Landmarks > Beaches

WHAT MAKES US DIFFERENT

We pride ourselves in understanding how your entire digital marketing program drives results, optimizing across platforms to ensure optimal ROI.



PARTNERSHIP

Choosing your agency partnership is a very important decision that can make or break your business. We pride ourselves in offering the best marriage of cutting-edge ad technology and expert-level team members who understand your goals to deliver the right results.

Our team has extensive experience making campaign recommendations, optimizations and managing campaign performance.

- We do not serve ads between midnight and 5am, unless specifically requested to. This ensures we are not wasting budget and impressions.
- Our campaigns are focused on Quantcast 5000 sites to ensure reputable traffic.
- We guarantee a 0.1% CTR on regular display campaigns.
- Our campaign managers are financially incentivized by our quality assurance and CTR guarantee.
- The campaign management team keeps a manageable volume to ensure a high focus on all campaigns.

HOW WE SUCCEED

Team

Our team of certified professionals specializes in managing local, regional and national digital marketing campaigns designed to drive maximum ROI.

Technology

By leveraging best-in-class technology and proprietary software our team is able to deliver unparalleled reach, frequency, brand safety, transparency and optimization for all of our campaigns.

Omnichannel

We combine all major digital platforms to maximize reach and results, allowing our partners to spend more time on other parts of their business.

Performance Guarantee

Because we know our process, planning, inventory quality and execution are second to none we guarantee at least a .1% CTR on ordered display ad impressions. That's almost 2x the national average, according to Think With Google.



INVENTORY QUALITY

Inventory quality is our first priority and we are always willing to engage our partners and acquire the right technology to ensure satisfaction. Our team, along with our supply vendors, have redoubled our efforts to neutralize critical threats to our inventory quality and eliminate them from our ecosystem.

QUALITY SETTINGS

Quality and pre-bid settings ensure you get qualified human website traffic to your website.

Every campaign includes a series of quality settings designed to ensure optimal campaign performance, 98%+ human traffic, delivered on high quality websites, in a location likely to be seen by the user.

DSP Measures

Includes curated and tiered inventory selection, IAB Compliance, dynamically maintained IP level block lists, black lists, and more. Our team also integrates White Ops into every campaign. White Ops is the global leader in bot mitigation, prevention and fraud detection.

Campaign Manager

All campaigns include basic campaign setup features such as excluding below-the-fold inventory, focusing on the Quantcast top 5,000 websites and dayparting campaigns to run only between 5 a.m. and midnight local time.

3rd Party Pre/Post Bid

Peer39 brand safety, page quality, viewability, IP indexing and device graphs are applied to every campaign during setup. This ensures better quality users on better quality pages, delivering a safe environment for your advertising and your brand.

Quality

Our campaigns consistently deliver +98% human traffic to your website. We prioritize above-the-fold inventory on pages with fewer than 6-8 ads, helping make sure your ads are seen by real people every time they're served. This is proven every day in our fully transparent reporting platform reports marketing.

GOOGLE ANALYTICS

You are able to integrate your Google Analytics data into our reporting dashboard to make it a one stop shop for all of your reporting needs.



BENEFITS

- It's free.
- It's easy to implement with limited technical expertise needed.
- Google Analytics can help determine if user paths align with business goals and KPIs.
- Improve marketing efforts by reviewing sourced engagement trends.
- Identify most and least popular site content to inform potential site improvements.
- Track the entire purchase funnel.
- Learn more about your users' demographics and behaviors.

ALLOWS FOR

- Pre-flight audience identification
- Traffic segmented by marketing source
- Engagement benchmarking and trend identification
- Linking Google Ads to allow for seamless reporting and tracking
- Basic or advanced ROI measurement options

Read Access should be granted to 3461Analytics7@gmail.com. See full specs at <https://go.ut/marketing/product-specs>