

**MEMORANDUM FOR FINANCE COMMITTEE**

**FROM VETERANS AFFAIRS OFFICE**

The Veterans Office is requesting authorization to begin 2 projects using County Veterans Service Grant Funds. The 2 projects are outlined as follows:

**Marketing billboards:** I have spoken with 2 companies and received quotes from both. The first, Lamar Advertising, will provide 8 billboards which will be rotated throughout the county every 4 weeks through the end of September 2021 for a cost of \$5,000.00. This cost includes the space, graphics, production and installation. The second, Wolverine Sign Works, only provides long term billboards (\$140/month plus artwork), which are static, and the closest available billboard they can offer us is Rogers City, so nothing in Alpena County currently (verbal quote). Since Lamar Advertising can meet our needs and would provide us with coverage across the county, versus one static location, we would like to select them and have billboards up beginning 1 March 2021.

**Television Commercial:** I have spoken with WBKB regarding the filming and airing of our marketing commercial and they can start on 1 March and run through the end of September 2021. The commercial would air 463 times during the morning news and at various times through the evenings from 6 p.m. to 8 p.m. Monday through Friday for a cost of \$17,172.50. This project will be a sole source procurement, as WBKB is our only local television channel.

We are requesting approval from the Finance Committee to accept the quote from Lamar Advertising and WBKB 11 to provide the services outlined above. The funds for these projects have already been approved and received as part of the County Veterans Service Fund Grant from the State of Michigan.

Fwd: Alpena VA

Trisha Kondrat <tkondrat@lamar.com>

Wed 2/10/2021 5:37 PM

To: Daniel Perge <perged@alpenacounty.org>

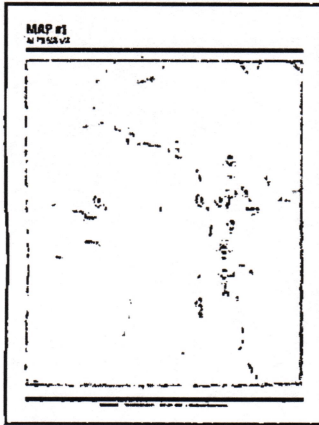
Alpena County VA Proposal starting 3/1.

**Map shown below to start on 3/1/2021 - 10/10/2021**

**1 panel per flight at the rate of \$625 x 8 = \$5000:**

**Includes : Space, graphic / production / installation:**

**\* Held for 3 days : Rate is package rate:**



Alpena VA



**SUSAN ACKLEY/Sales Manager**  
**2456 Northern Visions Drive**  
**Traverse City, MI 49684**  
**C 231-499-5809**  
**O 231.946.9000**



click logo to like us on Facebook

[www.lamar.com/traversecity](http://www.lamar.com/traversecity)

*All billboards proposed are subject to availability and can change without notice. All billboard rates are quoted at a four week net rate. Locations are not held unless under contract.*

Trisha Kondrat ~ Sales Account Executive

2456 Northern Visions Drive

Traverse City, MI 49684

(231) 946-9000 (231) 645-8387

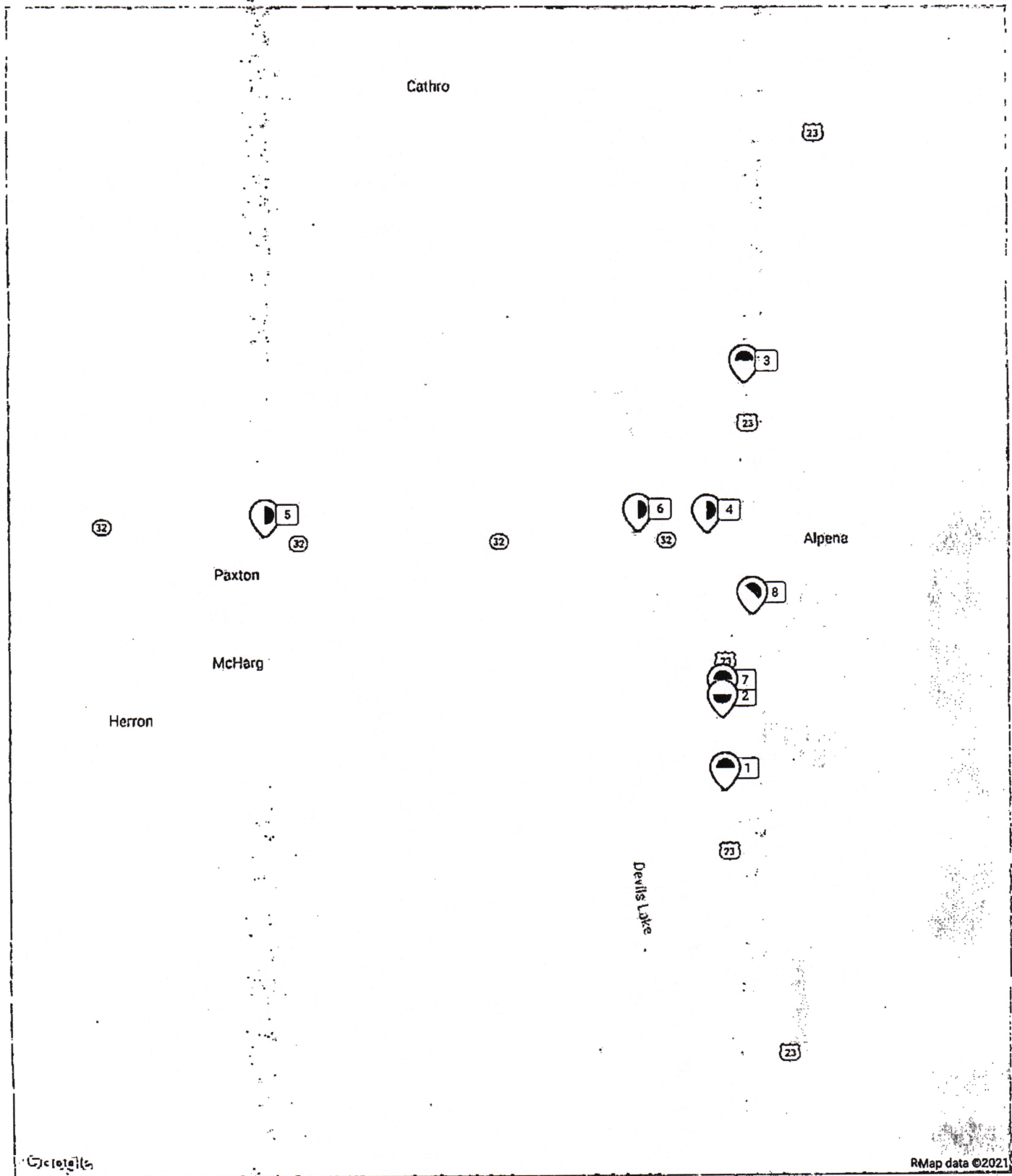
<https://op.lamar.com/trishakondrat>

Pay online: [payments.lamar.com](http://payments.lamar.com) or use: [pay.lamar.com](http://pay.lamar.com) if you are a cannabis client

Using your customer number and zip code, set up recurring payments, as well as prepayments.

# MAP #1

ALPENA VA



Geogigle

RMap data ©2021



Client: Alpena County Veteran Affairs  
 Contact: Dan Perge 31 weeks  
 Date: February 10, 2021  
 Flight Dates: 3/1/2021 - 9/30/2021  
 Submitted by: Jennifer Lozen

Chn	Date	Time	Programming	Frequency	Rate	Total
<b>3 spots every week</b>						
CBS	M-F	7am-9am	CBS This Morning News	93	\$ 30.00	\$ 2,790.00
<b>3 spots every other week</b>						
CBS	M-F	6pm News	WBKB News @ 6	46	\$ 185.00	\$ 8,510.00
CBS	M-F	6:30pm - 7pm	CBS Evening News	46	\$ 190.00	\$ 8,740.00
CBS	M-F	7pm - 8pm	Wheel of Fortune/Jeopardy	46	\$ 120.00	\$ 5,520.00
<b>3 spots every week</b>						
ABC	M-F	6:30a - 7am	WBKB Early Morning News	93	\$ 15.00	\$ 1,395.00
ABC	M-F	7am - 9am	Good Morning America	93	\$ 30.00	\$ 2,790.00
<b>3 spots every other week</b>						
ABC	M-F	6:30pm - 7pm	ABC World News Tonight	46	\$ 100.00	\$ 4,600.00
Total Frequency				463		
Total Investment					\$ 34,345.00	
In-Kind					\$ 17,172.50	
Total					\$ 17,172.50	

\_\_\_\_\_  
 Dan Perge

\_\_\_\_\_  
 Date

\_\_\_\_\_  
 Jennifer Lozen

\_\_\_\_\_  
 Date