



MARKETING • PRINT • MAIL

ALPENA

Your Single Source for Strategic Communications with Measurable Results

June 10, 2021

Steve Smigelski  
Alpena County Regional Airport

Dear Steve,

Thank you for the opportunity to present this Proposal. The specifications and criteria are as follows:

Allegra Alpena will sell the Digital Electronic Ads, collect the money to pay for the Advertising, design, send proofs and install the ads on both Airport Monitors. We will also install any information that the Airport wants on the Monitors for Free. The Airport will be expected to keep the monitors in working order. This contract will remain in effect for a period of Three years.

Allegra Alpena will charge Advertisers the following rates:

5 Second Ad - \$350.00 per year and we will pay Airport \$100.00 Commission.

10 Second Ad - \$450.00 per year and we will pay Airport \$125.00 Commission.

15 Second Ad - \$550.00 per year and we will pay Airport \$150.00 Commission.

I look forward to working with you on this project. We are always there to help you with anything you need. If you have any questions or would like me to be present at your board meeting please call me @ 356-0834.

Sincerely,

Edward Klimczak  
President



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MARKETING

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