



Media Authorization

Date: December 3, 2015
Advertiser: Peralta Colleges
Campaign: Spring Enrollment Campaign
Campaign Dates: January 1st through January 25th, 2016
Medium: Posters, Junior Posters, Transit Shelters, Transit, Cable TV
Budget: Not to Exceed \$50,000

This document will authorize Associated Advertising Services, Inc. (dba Flying A Media) to serve as Peralta Colleges' media agency and to represent you and negotiate on your behalf for the campaign listed above. Our services to you shall include: formulate and submit for your approval media schedule recommendations; negotiate, purchase, administer and optimize media schedules; endeavor to do all of the above on the most advantageous rates, terms and conditions available. We will bill you for the gross amount of all media charges incurred on your behalf – not to exceed the amount listed above – and include invoices and media schedule delivery details from each media vendor and you agree to pay these charges within thirty (30) days.

Agreed to and Accepted for Peralta Colleges,

Date: 12-07-15

Campaign Details

OUT OF HOME:

Bus Tails, Bus Queens, Posters, Junior Posters, Bus Shelters - # units and locations TBD
Campaign includes all production
Postings begin 1/1 (or earlier) and run through 1/25
NOTE: ART DEADLINE IS 12/10

CABLE TV

Four (4) week Cable campaign – targeted zone Cable TV buy – A18-34/A18-44 – :30 units – produced commercial provided by Peralta – schedule will begin 1/1 – Cable Zone coverage will mirror the OOH geographic area as available
NOTE: COPY DEADLINE is 12/22

Total Campaign Investment: Not To Exceed \$50,000

Please sign and return to pat@flyingamedia.com.