

**GILA COUNTY  
Advertising and Marketing Agreement**

This agreement is made effective on the 17th day of February, 2016 between the Payson Roundup (hereafter called the Company) and Gila County (hereafter called the Advertiser.) whereas the Company is the publisher of the Payson Roundup and its related products and the Advertiser wishes to purchase advertising in the said newspaper and its related products and services, the Company and the Advertiser therefore agree as follows:

**Advertiser agrees to:**

**1) Your Health section sponsorship**

**a) Newspaper advertising**

1) Advertiser agrees to purchase 12 branding advertisements (6 column x 3") and 12 quarter page (3 column x 10.5") advertisements on the two facing pages of "Your Health" between March 1, 2016 and February 28, 2017.

**b) Online advertising**

1) Advertiser agrees to purchase 25,000 monthly impressions of banner advertising on the Your Health section of payson.com between March 1 2016 and February 28, 2017. If the online section does not have adequate impressions to reach 25,000 threshold, additional impressions will be served on the pages of payson.com.

**c) Electronic Newsletter**

1) Advertiser agrees to purchase sponsorship of a "Your Health" newsletter e-mailed to approximately 6000 addresses containing links to the related editorial stories in that weeks printed Your Health section.

**d) Monthly investment**

1) Advertiser agrees to pay \$1,000 per run for 12 months, based on a 12 month schedule, for advertising specified in a) and b) and c) above.

**e) Run of press (Display) newspaper advertising**

1) Advertiser will be eligible to purchase additional display advertising in the Payson Roundup at the rate of \$7.75 per column inch.

1. The Company may, in its sole discretion, edit, classify, or reject any advertising copy submitted by the Advertiser.
2. The Advertiser shall make payment in advance for all advertising unless prior credit approval has been established.
3. The Advertiser with an established credit account shall make payment within 30 days of the billing date indicated on the Company's statement, and, in the event that it fails to make a payment within such time, Company may reject advertising copy and/or immediately cancel the contract, and the Advertiser agrees to indemnify Company of all expenses incurred in connection with the collection of amounts payable under this contract, including court costs and attorney's fees. If the agreement is cancelled due to advertiser's failure to make payment within 60, Company may re-bill the advertising for the outstanding balance due at the open rate.
4. This agreement cannot be invalidated for typographical errors, incorrect insertions or omission in advertising published. The company agrees to run corrective advertisement for that portion of the first insertion, which may have been rendered valueless by such typographical error, wrong insertion or omission by the Company. Advertiser shall notify the Company of such errors in time for correction before the second insertion. The Company shall not be liable to Advertiser for any loss that results from the incorrect publication of its advertisements.
5. The Advertiser agrees to hold harmless and indemnify the Company from all damages, costs and expenses, of any nature whatsoever, for which the Company may become liable by reason of its publication of the Advertiser's advertising.
6. All advertising copy which represents the creative effort of the Company, including the rights of the copyright therein. Advertiser understand and agrees that it can not authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without express written consent of the Company.
7. This agreement may not be assigned or transferred by the Advertiser.
8. If the terms of this agreement are not fulfilled, the Company may re-bill the Advertiser at the appropriate earned rate.
9. This advertising agreement shall not be binding upon Company until approved by signature of advertising manager or publisher.

Advertiser Firm Name: Gila County

Address: 1400 E. Ash Street, Globe, AZ, 85501

City, State, Zip: Globe, AZ, 85501

Printed Name: Gila County

Advertiser Signature:   
 Don E. McDaniel, County Manager

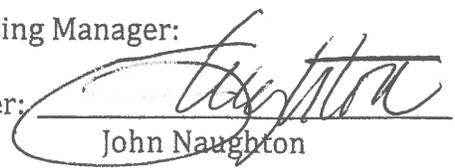
Date: 2/17/16

Company Sales Consultant

Date:

Company Advertising Manager:

Date:

Company Publisher:   
 John Naughton

Date: 2/17/16