OMXOCALA	MAGAZINE	PUBLICATIO	NS, LLC	<b>;</b> .	
Ocala Home P.0	P.O. Box 4649 / Ocala, FL 34478			Sales Representative	
Charity Register (352)	(352) 622-2995 – (352) 622-9200 Fax				
Red Book/Other	MARKETING AGREEMENT				
Client (LEGALNAME/DBA)Water Resources					<del></del>
Physical Address1805 NE 30th AveBldg 600		_ CityOca <b>l</b> a	State	FL	Zip34470
Billing Address (if different)	City	State	Zip		
Telephone _(352)351-6778 Fax	<b>(</b>	ContactTammy W	arren		Cell
phone E-Mailtwarren@ocalat	l.gov		URL	Ocal	afl.gov/WaterResources
Ad Size _Full Ad Frequency6 Price (per insertion) \$583.	.33 total \$3,500 for 6 Mo	onthsin Trade	Start Date _	_4/1/25 -	9/30/25, 2024-25.
30-day notice required to move scheduled ad to a different month	1.				
Charity Register: Ad size Price Special will do	nate to Charity of choice	)			
*Will be invoiced 45 days prior to publication date. Donation: 1 pa	ige \$100, ½ or ¼ page \$	\$50. Noncancellable.			
	Advertising Policy - T	erms and Conditions			
Publisher Rights Regarding Copy: Publisher reserves the right to revis advertisement for any reason, or to omit advertisements without notice. No copy will be made without Advertiser's prior consent. Publisher reserves to materials received at variance with mechanical requirements. Such altera actual cost to the advertiser. Publisher will use reasonable caution to protout will not be liable for loss or damage.	o change in advertising he right to alter any tions may be billed at	photography that is different proof will be \$250). Client wi that is cancelled without 24- compensation for Publisher'	t than approved ir ill be invoiced \$10 hour notice. Clier s accommodation	n the first on 00 for any nt agrees to n.	charge of \$100 (should the change be or second proof the charge for the third appointment with a writer or photographer hat the charges are reasonable
Copy: Publisher is not responsible for errors in copy once the advertiser proof. Publisher cannot guarantee a proof for any ad that is submitted afte Copy deadline for all ads or promotional features is the 1st of the month padvertisements submitted after proof deadlines are submitted at Advertise Publisher assumes no liability for errors or omission in such advertisement	er the copy deadline. orior to publication. er's own risk and	Agreement will be paid in ful may look to Client and/or as	II. Client will be re	esponsible collect the	that the payment due under the for the entire amount owed and Publisher e entire debt. If a Client's account is ency, the Client agrees to pay any nourred in collection of monies due the
Credit: The extension of credit is at the discretion of Publisher. Accounts are billed on the 1st of the month prior to publication and are due on the first day of the month of publication. All other invoices are due upon receipt. Late payments will be subject to a finance charge of 1.5% per month until paid. The undersigned individually, jointly and severally guarantees payment of the obligation. If any invoice is not paid within the terms established, Publisher reserves the right to reject ads at any time and cancel the Agreement without notice. In this event, all charges for advertising published prior to such cancellation shall immediately be due and payable at the Publisher's regular earned rates. Earned rate is defined as the rate that is earned for a specific number of insertions, e.g., a 12 time agreement that is cancelled after running 5 ads has earned the four time rate regardless of whether cancelled by Publisher because of nonpayment or cancelled by the client. Publisher agrees to accept credit card payments from Visa, MasterCard or American Express for any monies owed.		any type of expiration date of at any time. Barter is due wi thus will be treated as so. Cancellation / Earned Rate	of any sort. Barter th your payment a e: All contracts ma	r cannot be and is cor ay be can	reciate in value, be charged fees or have e refused for any reason and will be used sidered part of the payment process and celled by the Advertiser after the first blisher seventy-five (75) days from the first
		of the month of the month that the magazine is distributed. If such contracts are cancelled, the Advertiser will be liable for the difference between the discount rate and actual rate earned as per the rate card in effect at time of cancellation (see earned rate definition in <b>Credit</b> paragraph).			
Rates: The Publisher reserves the right to revise rates, terms, specificatic conditions contained herein upon sixty (60) days written notice to Client. Gright, within 15 days after notification of any such revision, to cancel the content of the c	written notice to Client. Client shall have the		Unavoidable Non-Performance: Publisher is not liable for failure to publish ads or dis magazine because of floods, fire, riots, strikes, and shortages of materials, orders of go failure of transportation, acts of God, war, accidents or other causes beyond our contro an event, the Agreement will be suspended during the period of inability to perform and		
Terms & Conditions: Oral agreements are not recognized. Publisher is not obligated to return ads or ad materials, and is not responsible for any damage or loss of ads, copy, drawings or photography, art or any other material provided. The OCALA Magazine name and logo is the property of Publisher, and any reproduction or use without the written permission of authorized representatives is prohibited. New clients (anyone who has not advertised with OCALA Magazine in the previous 6 months) must pay the first insertion of this agreement at the time of signing. An advertorial (whether a new or existing client) must be paid in full before it is printed. One-half of the payment is due at the signing of this agreement and balance must be paid on approval for printing. In any event, by signing this agreement the undersigned is obligated to fulfill the agreement whether or not any monies are received at signing.		terms extended for a like period. Neither party shall have liability to the other party because of suspension.			
		Liability of Publisher: Publisher will not be liable by any reason for any error, for which it may be responsible, beyond liability for the cost of actual space occupied by the item in which the error occurred. In the case of typographical errors or omissions, Publisher shall not be liable beyond the printing cost of the area occupied by the advertisement. Notice of errors must be given in time for correction before additional insertions are made. Claims for error adjustments must be made within thirty (30) days of the error date. Publisher is not liable for copy corrections not provided in writing or for corrections made by telephone.			
All copy changes must be supplied by the first of the month preceding publication date. All ad changes must be approved for printing by the tenth of the month preceding publication date. Should Client fail to supply copy or to make themselves available to approve proof, Publisher has the discretion to create an ad or promotional feature using name, address and phone number of Client or to not run the ad or advertorial and to invoice the contractual amount agreed. All clients will receive the first proof of their ad to approve for printing or make corrections (corrections could be photo/art and/or copy). A second proof will be shown when corrections are required. Any changes to the second proof will be approved by the salesperson for printing. Should a		THIS CONTRACT IS NOT SELF-RENEWABLE.			
		The party signing the Agreement on behalf of the Client guarantees that he/she has full authority to enter into the Agreement on behalf of the Client and to bind the Client to perform the Agreement. The Agreement shall cover only advertising of the named Client and is not assignable by the Client. If Client contracts with an advertising agency or other agent, Client remains obligated to pay Publisher for all advertising purchases.			
I have read this agreement and agree that it includes all conditions of					
	advertising.				
Docustigued by: Ken Whitehead	advertising. Ken Whitehead		4/3/	2025	_

Form A102 -- Valid 2024-25.

Approved

Approved as to form and Legality:

William E. Sexton
William E. Sexton, City Attorney



**Certificate Of Completion** 

Envelope Id: 5A7E58B0-B495-41E6-87BA-011118FC378F

Subject: FOR SIGNATURE - Ocala Magazine Publications, LLC Marketing Agreement (WRS/250583)

Source Envelope:

Document Pages: 1 Signatures: 2 **Envelope Originator:** Initials: 0 Certificate Pages: 2 Porsha Ullrich

AutoNav: Enabled

Envelopeld Stamping: Enabled

Time Zone: (UTC-05:00) Eastern Time (US & Canada)

Status: Completed

110 SE Watula Avenue City Hall, Third Floor

Ocala, FL 34471 pullrich@ocalafl.gov

IP Address: 216.255.240.104

**Record Tracking** 

Holder: Porsha Ullrich Status: Original Location: DocuSign

4/2/2025 9:53:21 AM pullrich@ocalafl.gov

Security Appliance Status: Connected Pool: StateLocal

Storage Appliance Status: Connected Pool: City of Ocala - Procurement & Contracting Location: Docusign

Signature

**Timestamp** 

William E. Sexton wsexton@ocalafl.org

**Signer Events** 

City Attorney City of Ocala

Security Level: Email, Account Authentication

(None)

DocuSigned by: Sent: 4/2/2025 9:54:59 AM William E. Sexton Viewed: 4/3/2025 9:38:50 AM B07DCFC4E86E429... Signed: 4/3/2025 9:39:37 AM

Signature Adoption: Pre-selected Style Using IP Address: 216.255.240.104

**Electronic Record and Signature Disclosure:** 

Not Offered via Docusign

Ken Whitehead kwhitehead@ocalafl.org Assistant City Manager

City of Ocala

Security Level: Email, Account Authentication

(None)

DocuSigned by: Ken Whitehead -5677F71E38874F4...

Signature Adoption: Pre-selected Style Using IP Address: 216.255.240.104

Sent: 4/3/2025 9:39:38 AM Viewed: 4/3/2025 9:41:28 AM Signed: 4/3/2025 9:41:58 AM

**Electronic Record and Signature Disclosure:** 

Not Offered via Docusign

In Person Signer Events	Signature	Timestamp
Editor Delivery Events	Status	Timestamp
Agent Delivery Events	Status	Timestamp
Intermediary Delivery Events	Status	Timestamp
Certified Delivery Events	Status	Timestamp
Carbon Copy Events	Status	Timestamp
Witness Events	Signature	Timestamp
Notary Events	Signature	Timestamp
Envelope Summary Events	Status	Timestamps

Envelope Summary Events	Status	Timestamps
Envelope Sent	Hashed/Encrypted	4/2/2025 9:54:59 AM
Certified Delivered	Security Checked	4/3/2025 9:41:28 AM
Signing Complete	Security Checked	4/3/2025 9:41:58 AM
Completed	Security Checked	4/3/2025 9:41:58 AM
Payment Events	Status	Timestamps