

# East Cobb News

*Local News for the Way You Live Today*

## ADVERTISING-SPONSORSHIP IN-KIND AGREEMENT

DATE: March 29, 2023

CLIENT: Taste of East Cobb (Pam Duffy, representative)

**The following advertising and social media promotion services will be provided by *East Cobb News* (Wendy Parker, editor/publisher) to Pam Duffy, Taste of East Cobb:**

— *East Cobb News* will post an advertisement (300 pixels by 750 pixels) promoting the Taste of East Cobb in the left advertising column of *East Cobb News* (including the homepage and all other internal site pages) for a period of one month (30 calendar days), from April 9, 2023 through May 6, 2023, with the design and messaging of the ad approved and provided by the client;

— At the beginning of the ad campaign period, *East Cobb News* will introduce the client across *East Cobb News* social media platforms (Facebook, Instagram, Twitter) and regularly promote the client on those channels for the duration of the campaign, typically every week;

— *East Cobb News* will also post advertisements in the *East Cobb News Digest* weekly e-mail newsletter promoting the Taste of East Cobb as follows: One (1) 250 pixels by 250 pixels ad to run April 23, 2023, and one (1) 150 pixels by 150 pixels ad to run April 30;

— All advertisements will include a link to a webpage or social media site of the client's choice;

— The display ad will rotate to the top of the page on a regular basis on the desktop/laptop version of *East Cobb News*; the ad also will be configured to be seen inside or between posts on the mobile version of *East Cobb News*;

- East Cobb News will receive, in lieu of monetary payment for the above advertising products, a gold sponsorship package, including sponsor booth materials, for the Taste of East Cobb festival.
- Upon acceptance of this in-kind agreement, East Cobb News will submit a signed sponsor application and a certificate of insurance as requested in the application, and any other terms requested by the Taste of East Cobb;
- The client may make changes to the ad during the campaign; advance notice of one week is recommended.

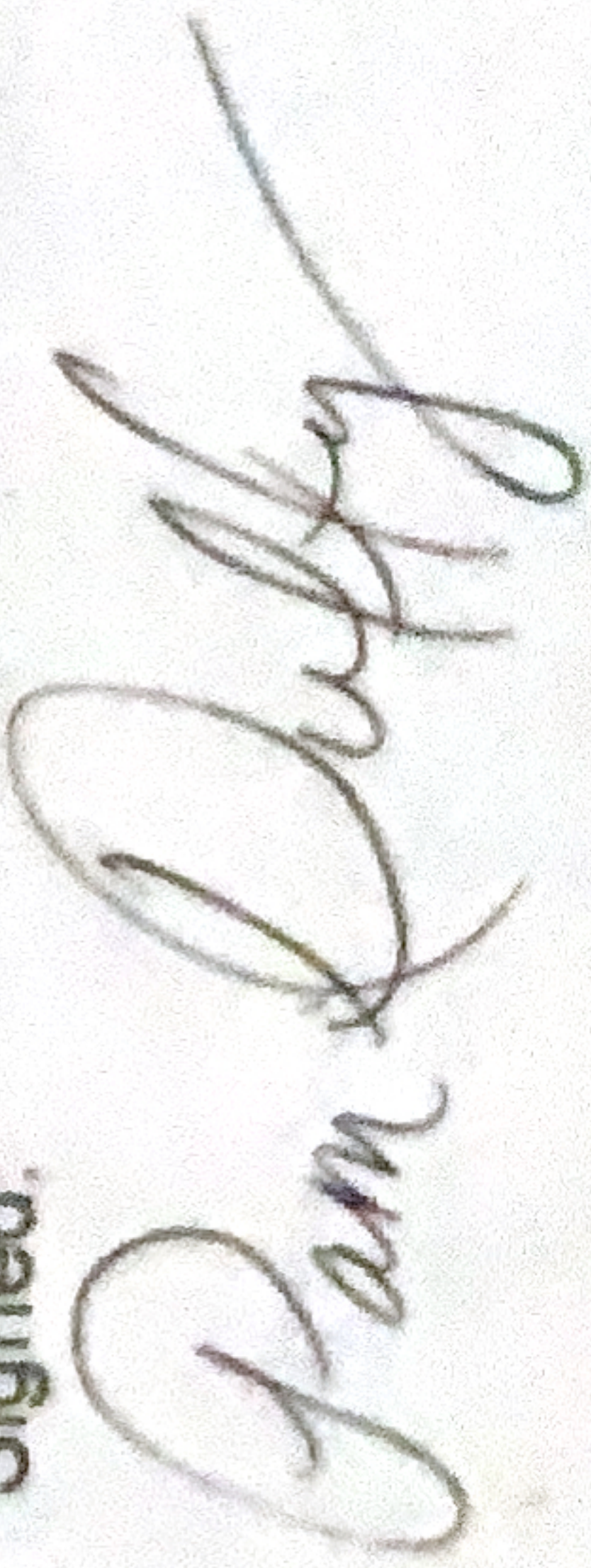
Signed:



Wendy Parker  
East Cobb News

1509 Johnson Ferry Road, Suite T4, Marietta, GA, 30062

Signed:



Pam Duffy  
Taste of East Cobb

Date: March 29, 2023