

**CLEVELAND PUBLIC LIBRARY**

**Board Meeting**

June 19, 2018

**RESOLUTION APPROVING AGREEMENT WITH ADVANCE OHIO MEDIA,  
LLC FOR DIGITAL ADVERTISING**

WHEREAS, The Cleveland Public Library desires to enhance its digital presence in order to better inform the community of its programs and services; and

WHEREAS, The Marketing and Communications Department has obtained a proposal from Advance Ohio Media, LLC for digital advertising services, including improving search engine marketing and targeting, and providing access to data tracking and analytics; and

WHEREAS, The cost of a one-year agreement for these services is \$31,188.00; now therefore be it

RESOLVED, That the Board of Trustees authorizes the Executive Director, CEO, or his designee, to negotiate and enter into an agreement with Advance Ohio Media LLC for the period commencing June 1, 2018 through May 31, 2019 in an amount not-to-exceed \$31,188.00, which expenditure shall be charged to General fund account 11610053-53240 (PR/Other Communications), and which agreement shall be subject to review and approval of the Chief Legal Officer.