

1. Requested Motion:

Meeting Date: May 16, 2011

Motion to approve placement of one (1) 4-color half-page (7-1/4" w x 7-1/4" h) ad in the special conference issue of *Quality Cities*, at a cost of \$800.00, extending best wishes, on behalf of the Town, to Orlando, Florida, the host city.

Why the action is necessary:

What the action accomplishes:

2. Agenda:

- Consent
- Administrative

3. Requirement/Purpose:

- Resolution
- Ordinance
- Other

4. Submitter of Information:

- Council
- Town Staff
- Town Attorney

5. Background:

- In 2010 the Town of Fort Myers Beach placed a ¼ page black & white ad in the special conference issue.
- For the 2011 special conference issue the Town Manager would like to establish prominent presence in the publication with a larger ad, including a four color logo or photograph.
- Staff has attached several samples of advertising from other entities.

6. Alternative Action:

Amend or reject the requested motion.

7. Management Recommendations:

Place a ½ page full color ad in the special conference issue of *Quality Cities* for a cost not to exceed \$800.00

8. Recommended Approval:

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Cultural Resources Director	Town Clerk
						

9. Council Action:

- Approved
- Denied
- Deferred
- Other



Town of Fort Myers Beach
Fort Myers Beach, Florida

Best wishes for a successful conference to the
City of Hollywood and the Florida League of Cities

Larry Kiker
Mayor

Bob Raymond
Vice Mayor

Tom Babcock
Council Member

Jo List
Council Member

Alan Mandel
Council Member

Terry Stewart
Town Manager

Michelle Mayher
Town Clerk

WWW.FortMyersBeachFL.GOV



TOWN OF
SEFT MYERS BEACH

APR 18 2011

RECEIVED BY

TO: Key Officials
Local/Regional Leagues

FROM: Stewart Nelson, Graphics Designer ^{SN}

DATE: April 11, 2011

SUBJECT: Advertising in Conference Issue of *Quality Cities*

We are pleased to announce that the 85th Annual Conference of the Florida League of Cities will be held August 11-13, 2011, at the World Center Marriott in Orlando, Florida. As in previous years, we are extending to all Florida cities and local/regional leagues an invitation to advertise in the special conference issue of *Quality Cities*. This offers an excellent opportunity to extend best wishes for a successful conference to our host, the City of Orlando. The deadline for advertising space reservations and advertising copy is Friday, June 3, 2011.

We have enclosed a form (see other side) that must be signed and returned for ad placement. The form includes ad sizes and costs. If your city advertised last year, a copy of your ad is enclosed. You can use it in developing this year's ad. If you did not advertise last year, a sample ad is enclosed.

To make your ad more attractive, we encourage you to include artwork such as your city's logo or a photograph. To ensure the highest quality reproduction of your ad, please call me if you have questions concerning our magazine production requirements or e-mail me at snelson@flcities.com. You may expedite your reservation by faxing the form to (850) 222-3806 or mail the original agreement to my attention.

We look forward to your continued cooperation and support in our efforts to make this conference the best ever.

Enclosures

(Over)

1 Page Ad Black and white - \$500.00
7-1/4"w X 9-1/4"h

1 Page Ad 4-color - \$1,000.00
7-1/4"w X 9-1/4"h

NOTE:

Please ensure that your ad conforms to the sample sizes shown in this document.

Ads built in Word or Publisher are accepted and will be converted to a press-quality PDF if possible. If problems occur in the creation of the PDF, we will have to rebuild your ad in a different program for use in the magazine. Therefore, we cannot guarantee an exact font match.

Accepted ad formats are InDesign CS3-CS5, TIFF, EPS, JPEG and PDF (preferred) for PC. Mac files will be placed by the printer when the magazine goes to press unless a PDF version is submitted. Please mail a hard copy of your ad so that we can be sure it prints correctly. Do not use low-resolution photos (72ppi - Web quality) or low-resolution graphics (such as your city logo from your Web site) in your ad. Artwork should be 300ppi.

If you send your ad in PDF format, please set the conversion preferences for "Press quality" with all fonts embedded. Be sure to review your PDF document after you have created it to ensure that it is the same as your original. If you have any questions about how to do this in Word or Publisher, please contact me for assistance.

Any questions? Please e-mail Stewart Nelson at snelson@flcities.com or call (850) 701-3663.

PLEASE SEE OTHER SIDE FOR SMALLER AD SIZES.

1/2 Page Ad black and white - \$300.00
7-1/4"w X 4-1/2"h

1/2 Page Ad 4-color - \$800.00
7-1/4"w X 4-1/2"h

1/4 Page Ad black and white - \$200.00
4-1/2"w X 4-1/2"h

1/4 Page Ad 4-color - \$700.00
4-1/2"w X 4-1/2"h

**1/8 Page Ad
black and white
\$110.00
2-1/2"w X 4-1/2"h**

**1/8 Page Ad
4-color -
\$610.00
2-1/2"w X 4-1/2"h**

The Town of Indian River Shores

Extends best wishes to our host, the **City of Hollywood**,
and the **Florida League of Cities** for a successful
84th Annual Conference

Mayor Bill Kenyon **Vice Mayor** Bill Ahrens
Council Members: Frances Atchison, Mike Ochsner, Jerry Weick
2008

Town Manager: Richard Jefferson **Town Clerk:** Laura Aldrich
Town Attorney: Chester Clem



Julio Robaina
Mayor

Carlos Hernandez
Council President

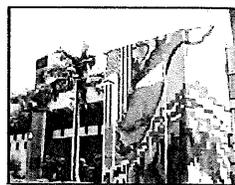
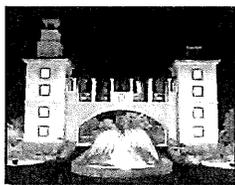
Jose Yedra
Council Vice President

Council Members
Jose F. Caragol
Luis Gonzalez
Vivian Casals-Muñoz
Isis Garcia-Martinez
Katharine Cue

84th
Annual
Conference

MAYOR JULIO ROBAINA AND THE CITY OF HIALEAH COUNCIL EXTEND THEIR CONGRATULATIONS TO
THE FLORIDA LEAGUE OF CITIES FOR AN EXCEPTIONAL YEAR OF LEADERSHIP.

IT IS WITH GREAT JOY, THAT WE WELCOME MAYOR JOY COOPER AS
THE INCOMING PRESIDENT OF THE FLORIDA LEAGUE OF CITIES.



2010 done

2010 done

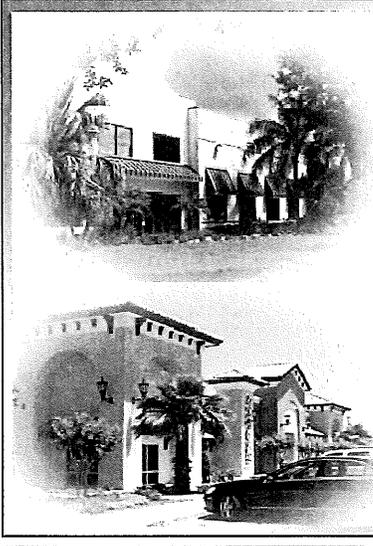


CITY OF CASSELBERRY
extends best wishes to the
FLORIDA LEAGUE OF CITIES
and the
CITY OF HOLLYWOOD
on the
84th ANNUAL CONFERENCE

Casselberry City Commission

Mayor Charlene Glancy
Vice Mayor Sandra Solomon
Commissioner Susan Doerner
Commissioner Colleen Hufford
Commissioner Jon Miller

Barbara Lipscomb, City Manager
Catherine D. Reischmann, City Attorney
Donna G. Gardner, City Clerk



CONGRATULATIONS
to Florida League of Cities
and its host City of Hollywood

from
Jim Ronecker, Mayor
Doug Bevis, Vice-Mayor
Janice Miller, Councilmember
Linda Norris, Councilmember
Jerry Beverland, Councilmember
Bruce Haddock, City Manager



WHERE BUSINESS MEETS PROSPERITY

Planning & Redevelopment
(813) 749-1122
mdauphinais@ci.oldsmar.fl.us

www.ci.oldsmar.fl.us

2010 done



The City of Miami Gardens extends Best Wishes to
FLORIDA LEAGUE OF CITIES

City of HOLLYWOOD

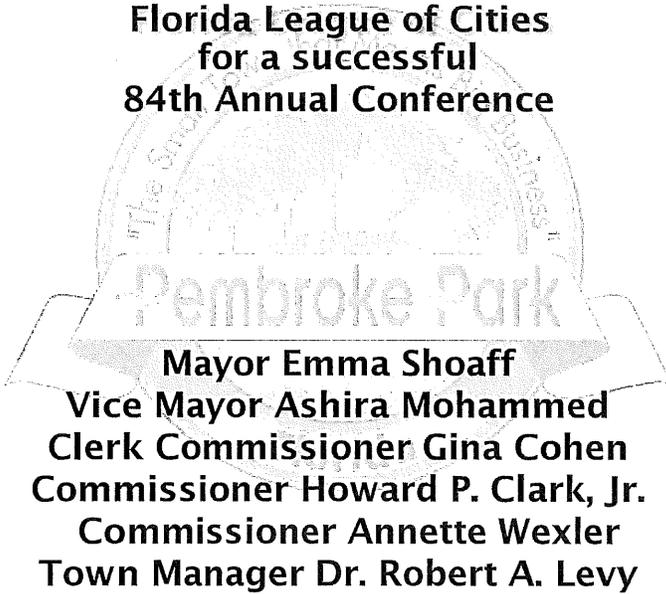
Mayor Shirley Gibson
Vice Mayor Aaron Campbell Jr.
COUNCIL MEMBERS: Barbara Watson · Andre Williams
Melvin L. Bratton · Sharon Pritchett
Oliver G. Gilbert III



2010 done

The Town of Pembroke Park

Extends Best Wishes to the
City of Hollywood and the
Florida League of Cities
for a successful
84th Annual Conference



Mayor Emma Shoaff

Vice Mayor Ashira Mohammed
Clerk Commissioner Gina Cohen
Commissioner Howard P. Clark, Jr.
Commissioner Annette Wexler
Town Manager Dr. Robert A. Levy

2010 done

The Town of Ocean Ridge
Congratulates the
Florida League of Cities
on its 84th Annual Conference



Mayor
Kenneth Kaleel

Vice Mayor
Lynn Allison

Town Manager
Kenneth N. Schenck

Commissioners
Terry Brown
Betty Bingham
Geoffrey Pugh

Town Clerk
Karen Hancsak

2010 done



The City of

Fort Walton Beach

extends congratulations and best wishes to the Florida League of Cities and our
host, the City of Hollywood, for a successful 84th Annual Conference.



Mayor Mike Anderson
Council Member Mike Holmes,
Mayor Pro Tem
Council Member Joyce Gillie Gossom
Council Member Dennis Reeves
Council Member Mike Minich
Council Member Bobby Nabors
Council Member Bill Patterson
Council Member Dick Rynearson

Robert T. Mearns, City Manager
Helen Spencer, City Clerk
Toni Craig, City Attorney

Fort Walton Beach...A City of Excellence

THE CITY OF LIVE OAK
The Caring Community



Extends best wishes for a successful
84th Annual Conference
Florida League of Cities

John W. Yulee
Councilman

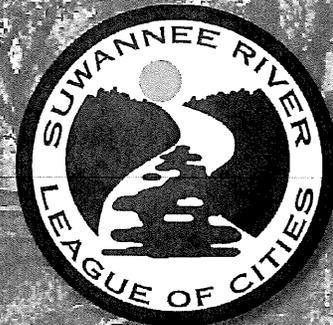
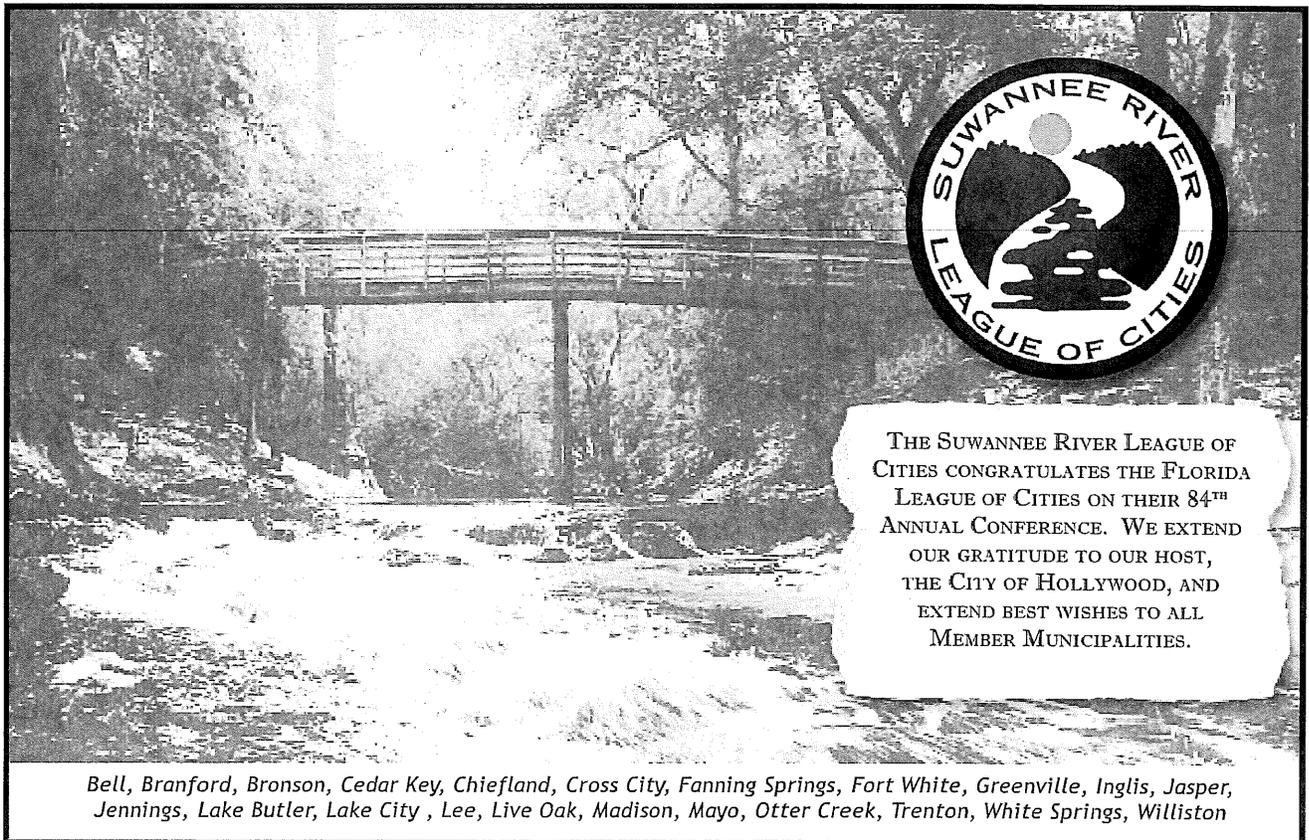
Adam Prins
Councilman

Ed Rewis
Councilman

Bennie Thomas
Councilman

David Burch
Councilman

Garth R. Nobles Jr.
Mayor



THE SUWANNEE RIVER LEAGUE OF CITIES CONGRATULATES THE FLORIDA LEAGUE OF CITIES ON THEIR 84TH ANNUAL CONFERENCE. WE EXTEND OUR GRATITUDE TO OUR HOST, THE CITY OF HOLLYWOOD, AND EXTEND BEST WISHES TO ALL MEMBER MUNICIPALITIES.

Bell, Branford, Bronson, Cedar Key, Chiefland, Cross City, Fanning Springs, Fort White, Greenville, Inglis, Jasper, Jennings, Lake Butler, Lake City, Lee, Live Oak, Madison, Mayo, Otter Creek, Trenton, White Springs, Williston