



## THIRD AMENDMENT/RENEWAL

### DIGITAL AD SERVER Contract No. 2021-119/TER2022-012-AG2

This Third Amendment/Renewal of the Digital Ad Server Contract (Contract No. 2021-119/TER-2022-012-AG2 dated September 14, 2021 (the "Contract") is made and entered into this \_\_\_\_ day of \_\_\_\_\_, 2024, by and between the City of Flagstaff, an Arizona municipal corporation with offices at 211 West Aspen Avenue, Flagstaff, Arizona 86001, and Datafy, LLC, a Utah limited liability company, as successor in interest to See Source, LLC a Utah limited liability company ("Contractor").

WHEREAS, the parties desire to renew the Contract for an additional one-year term;

NOW, THEREFOR, the parties agree as follows:

The Contract is hereby amended as follows (deleted text is shown as strikethrough and new text is in underlined capitalized text):

Paragraphs 1, 6 and 7 are amended as follows.

1. Scope of Work, Exhibit A, is amended by adding the attached Media Order for the renewal term of September 14, 2024 through September 13, 2025.
6. Contract Term: The Contract term is for a period of one (1) year unless terminated pursuant to the Standard Terms and Conditions. This Contract shall be effective as of the date signed by both parties. THE CONTRACT IS HEREBY RENEWED THROUGH SEPTEMBER 13, 2025.
7. Renewal: This Contract may be renewed for up to Four (4) additional one (1) year terms by mutual written consent of the parties. The City Manager or his/her designee (the Purchasing Director) shall have authority to approve renewal on behalf of the City. THE CITY COUNCIL HEREBY AUTHORIZES THE CITY MANAGER TO RENEW THE CONTRACT FOR A FOURTH AND FINAL TERM COMMENCING SEPTEMBER 14, 2025 THROUGH SEPTEMBER 13, 2026 SO LONG AS FUNDING FOR THE SERVICES IS INCLUDED IN THE FY2025-2026 CITY BUDGET, WITHOUT FURTHER CITY COUNCIL APPROVAL.

All other provisions of the Contract shall remain unchanged in full force and effect.

IN WITNESS WHEREOF, the Parties have caused this Third Amendment to be executed by their authorized representatives.

**City of Flagstaff**

**Datafy, LLC**

By: \_\_\_\_\_  
Becky Daggett, Mayor

By: \_\_\_\_\_

Title: \_\_\_\_\_

Dated: \_\_\_\_\_

Dated: \_\_\_\_\_


Attest by:

\_\_\_\_\_  
City Clerk

Approved as to form:

\_\_\_\_\_  
City Attorney

Attachment: Media Order

	<p><b>DATAFY ORDERFORM</b>            5974 S Fashion Point Dr. STE            200 South Ogden, UT            84403  <del>801-252-6588</del>            9/5/24</p>
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<p><b>Advertiser Information:</b>          City of Flagstaff          211 W. Aspen          Avenue Flagstaff, AZ          86001          P: 928-213-2916          C: 928-699-5054</p> <p>Contact:          Lori Pappas          Marketing and Media Relations Manager          LPappas@flagstaffaz.gov</p>	<p><b>Billing Information (if different from advertiser):</b>          Same as advertiser.</p>
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**Service:** Datafy MAID Advertising Campaign, along with additional services and customizations described in attached Exhibit A, hereto the "Services".

**Payment Terms:** Payment is due net 30 from invoice date in fixed monthly payments of \$13,333.33. A 1.5% late fee will be applied to all past due payments.

<b>Campaign:</b> Flagstaff Annual Campaign 2024-2025	<b>Campaign Dates:</b> September 15, 2024-September 14, 2025
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**Service Fees:**

Service Item	Details	Total
Programmatic Media Buy & Management	Programmatic media buy through in-house DSP and media management, based on target audience requirements of the customer, to maximize the ROI/ROAS of the Customer while utilizing the MAIDs derived from Premium Insights Report. Digital creative elements and CPM* TBD	\$94,600.00
Geo-location MAIDs	Geo-location Mobile Advertiser IDs (MAIDs) for repeat visitors and MAID-driven look-a-like audiences. Audience requirements TBD.	Included
Non-Programmatic Advertising	Social Channels and Google PPC	\$45,000.00
Management Fees for Non-Programmatic	Social and Google PPC Management	\$8,400.00
Social Audience MAIDs	MAID Fees for Social Audiences	\$3,000.00
Campaign Dashboard & Reporting	Advertising Campaign dashboard based on key performance indicators, TBD. Includes attribution report at campaign completion.	Complimentary
<b>Total Contracted</b>		<b>\$160,000.00</b>

\*CPM Pricing is based on current RTB rates experienced recently by Company for Display Mobile advertisement and the estimated costs for Company to provide services described herein.