

CITY OF RAMSEY
RAMSEY RESIDENT ADVERTISING PROPOSALS
- PROS and CONS -

	PROS	CONS
Wheels of Thunder (Current)	Established Relationship with Firm. We have worked with this vendor since 2010. There may be some efficiencies in the process gained with established work history	Does not require written contracts with advertising clients. There has been conflicts with clients regarding the terms of the sale and approval of ad sales. Without a written contract, the city is unable to support/dismiss conflicts.
	Local Company. Wheels of Thunder is located in the city of Ramsey.	Advertising sales promoted through Wheels of Thunder website. Their website is primarily focused on promoting Midwest Wheels of Thunder All Motor Sports Magazine (see attached example). The city of Ramsey does not have a dedicated page to explain and promote the Ramsey Resident. Some potential clients may be deterred from purchasing advertising space after visiting this website due to confusion or lack of confidence in our product.
		Poor communication. The city has received complaints that the communication with this vendor is poor. Complaints include but are not limited to assuming the ad will re-run in succeeding issues without approval and confusion of ad size.
		Decreasing Sales: The number of ads sold for the last Ramsey Resident was only 9. Need at least 20 ads to support the costs of production.
		The city handles accounting. The city invoices all ad sales and collects all payments. Additionally, the city calculates the 50% revenue payable to Wheels of Thunder. It is administratively cumbersome for a service we are outsourcing.
Frugal Shopper	Requires written contracts with advertising clients. The relationship between Frugal Shopper and Ramsey Resident advertisers will be clear and defined so there is no confusion on approvals, layout, payment, etc.	Potential conflict of interest between the Ramsey Resident and Frugal Shopper in competition of sales revenue. A circumstance may occur where an organization is faced with a fixed advertising budget and they can only purchase ad space in either the Ramsey Resident or Frugal Shopper. How would the sales efforts play out in this circumstance?
	Established customer base from "Frugal Shopper". This vendor produces a discount magazine circular with the local area. They may be able to leverage their current client-base to solicit new ad sales for the Ramsey Resident.	No online presence. Firm does not have a website to promote sales. May limit exposure to future clients.
	A+ Better Business Bureau rating. Highest rating possible with no recorded complaints.	
	Handles accounting. The firm would handle all billing and payment collection.	
Prime Advertising & Design	Requires written contracts with advertising clients. The relationship between Prime Advertising and Ramsey Resident advertisers will be clear and defined so there is no confusion on approvals, layout, payment, etc.	Potential conflict of interest between the Ramsey Resident and competing community newsletters Prime works with. A circumstance may occur where an organization is faced with a fixed advertising budget and they can only purchase ad space in either the Ramsey Resident or another local city's newsletter. How would the sales efforts play out in this circumstance?
	Established customer base. This vendor works with other cities (Elk River, Champlin, Anoka, Andover, Coon Rapids, Brooklyn Park, etc.). They may be able to leverage their current client-base to solicit new ad sales for the Ramsey Resident.	Do not offer Sales Only service. Prime only offers a turnkey newsletter product where sell ad space, design/print the newsletter, mail the newsletter, and perform accounting. We currently have a staff member trained to perform the designing of the newsletter. This individual spends approx. 20 hours per issue on the design work. A turnkey service would be at a greater expense without an offset of savings in-house. it may be more of a service than we need or are prepared to pay for.
	A+ Better Business Bureau rating. Highest rating possible with one recorded complaints with product/service.	Ad Sales: Retain 80% of all sales. Currently city retains 50%.
	Online Presence. This firm has a professional website with a section dedicated to community publications. Ad sales may be positively influenced after clients visit the site and research the firm and the process.	