

IMMEDIATE NEED REQUEST

2015 - 2016

Approved in Cabinet
1/19/16 Ben Suggs
MT SAC
Mt. San Antonio College

Requested by: Marketing and Communication		Date to VP: 1/15/2016
Location	(Fill-in)	Reviewed By (Signature):
Department or Unit:	Marketing and Communication	Uyen Mai
Division:	President's Office	Date to Cabinet:
Vice President:	n/a	Outcome:

Budget Request(s) (List in Priority Order)	Justification for Request(s)	Funds Requested **			Funding Approved
		Amount	One-time	Ongoing	
1. Television Advertising to promote enrollment	An "Immediate Need" is a shortfall in funding that, unless funded immediately, could cause a program to cease to function. In a final push to reach our enrollment goal, we would like to place television ads through Time Warner.	\$17,072	X		
Account Number(s):	11000-505000-583000-671000				
2. General Advertising	Due to an expanded push to increase Spring Enrollment, we have invested our budget for advertising for Summer and Fall in the Spring. This would allow Marketing to continue advertising for the Summer and Fall terms beginning in April.	\$10,000	X		
Account Number(s):	11000-505000-583000-671000				
3.					
Account Number(s):					

** Please provide documentation to support the amount requested, such as price quotes from vendor, copy of catalog, etc. Also, include any ancillary costs, such as maintenance, annual software upgrades, etc.

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TIME WARNER CABLE BROADCAST ORDER, DATED 1/13/16 (CONT.)
TOTAL OF 844 ANNOUNCEMENTS/\$15,972.00 TOTAL INVESTMENT


IN PLACING THIS BROADCAST ORDER, ADVANTAGE INTEGRATED MEDIA IS
ACTING AS AGENT FOR NAMED CLIENT AND IS NOT RESPONSIBLE FOR
PAYMENT.

NAMED CLIENT AGREES TO THE ABOVE ORDER FOR SAID MEDIA EXPOSURE
AND ACCEPTS ALL RESPONSIBILITY FOR PAYMENT.

BY ACCEPTING THIS ORDER, MEDIA PROVIDER AGREES TO BILL THE ABOVE
NAMED CLIENT c/o AGENCY. CLIENT AGREES TO REMIT GROSS PAYMENT TO
AGENCY. UPON RECEIPT OF PAYMENT FROM CLIENT, ADVANTAGE
INTEGRATED MEDIA AGREES TO REMIT PAYMENT TO MEDIA PROVIDER LESS
STANDARD 15 PERCENT AGENCY COMMISSION TO RECOGNIZED AGENCIES.

X ACCEPTED BY: (CLIENT): _____
NAME/TITLE
Mt. San Antonio College
DATE

ACCEPTED BY: (AGENT):  _____
BRAD GOLDMAN
DATE 1/13/16

ACCEPTED BY:  _____
(MEDIA PROVIDER):
NAME/TITLE
DATE 1/14/16

ALL SCHEDULES CANCELABLE BY CLIENT AND AGENCY
ON TWO WEEKS PRIOR WRITTEN NOTICE.

THANK YOU FOR YOUR ORDER!

世界日報 廣告委刊單

World Journal LA, LLC Advertising Agreement

1588 Corporate Center Drive, Monterey Park, CA 91754 Tel: (323) 268-4982 Fax: (323) 266-2994

☐ 報紙 (Newspaper)☐ 週刊 (Sunday Supplement)☐ 其它 (Other)☒ 短期 (Spot Insertions)☐ 長期 (Long Term) Automatically Renewable unless otherwise instructed

TO WORLD JOURNAL LA, LLC

By signing this form, the undersigned hereby requests that you insert the following advertisement in World Journal LA, LLC, and agrees to be bound by this agreement, pay the required fees, and grants you full authorization to do so:

廣告標題 AD Title	刊登日期 Insertion Dates	版面 / 種類 Section	次數 No of Times	尺寸 W X H	單價 Price per Insertion	優惠 Discount	總價 Subtotal
Spring Program	4 weeks, twice a week						
	(Weekdays) 1/13, 1/18, 1/27, 2/2	B Inside/Color	4	11.3"x5" or 5.6"x10.1"	570		\$2,280
	(Fridays) 1/15, 1/22, 1/29, 2/5	Cover Page/Color	4	11.3"x5"	680		\$2,720
	*Local news on newspaper with assigned date				N/A		
	*Announcement on our WJ Social media channel				N/A		
刊區 Edition : <input checked="" type="checkbox"/> 洛杉磯 LA <input type="checkbox"/> 舊金山 SF <input type="checkbox"/> 德州 TX <input type="checkbox"/> 紐約 NY <input type="checkbox"/> 其他 Others							合約總價 Total Sales
訂單號 : 行業代號 : 核價 :							\$ 5,000

12U

☐ 11.3"W X 0.92"H
☐ 5.6"W X 1.94"H
☐ 2.75"W X 3.98"H

24U

☐ 11.3"W X 1.94"H
☐ 5.6"W X 3.98"H

48U

☐ 11.3"W X 3.98"H
☐ 5.6"W X 8.06"H

60U

¼ PAGE

☒ 11.3"W X 5"H
☐ 5.6"W X 10.1"H

72U

☐ 11.3"W X 6.02"H

120U

½ PAGE

☐ 11.3"W X 10.1"H

240U

FULL PAGE

☐ 11.3"W X 20.3"H

其它

Other

公司名稱 Advertiser Mt. San Antonio College地址 Address 1100 N. Grand Ave.,Walnut, CA 91789電話 Telephone (909) 274-5448

傳真 Fax

電郵 E-mail

負責人 Person in Charge (Print) Uyen "Yen" Mai

簽名 Signature (email confirmed)

日期 (Date)

世界日報代表 A.E. Wen Jong日期 (Date) 1/4/16Agent Code 1017

C 9.5

付款方式 (新客戶須預付首月廣告費)
(Prepayment is required for initial orders)

Cash

Check

☐ Visa☐ Master

Credit Card #

Valid Thru

Total Amount

Cardholder Name

Signature

I agree to pay the amount with Credit Card Herein.

說明事項 Instructions:

(All of the free benefits are for this particular contract only and might not be able to apply for the future)

Display Advertisement Contract Provisions on the Next Page.

Effective by March 1, 2012

ADDITIONAL TERMS AND CONDITIONS CONTAINED ON NEXT PAGE OF THIS AGREEMENT. APPLICANT ACKNOWLEDGES THAT HE/SHE HAS REVIEWED AND ACCEPTS ALL OF THE TERMS AND CONDITIONS OF THIS AGREEMENT IN ITS ENTIRETY AND THAT SUCH TERMS ARE BINDING ON APPLICANT.

Display Advertisement Contract Provisions

By requesting that an advertisement be published in any publication of World Journal LA, LLC (hereinafter "PUBLISHER"), the person(s) (hereinafter "ADVERTISER") placing such advertisement shall be deemed to have agreed to the following terms and conditions. The rules and regulations for advertising place in ANY PUBLISHER'S PUBLICATION, including those set forth in the PUBLISHER Standards of Advertising Acceptability and the applicable Rate Card, shall apply to advertising placed pursuant to this contract. In the event of any conflict in the terms of these documents, the terms of this contract shall control.

1. PUBLISHER reserves the right in the exercise of its sole discretion to revise or reject any advertisement or portion thereof. Publication of an advertisement by PUBLISHER shall not affect its rights to revise or reject such advertisement hereafter.
2. ADVERTISER warrants and represents that any material submitted to PUBLISHER is original, does not violate any law or infringe the copyrights, trademarks, trade names or patents of any party, contains no matter which is libelous, an invasion of privacy, an unlawful appropriation of the name or likeness, or is otherwise injurious of any other person, and that ADVERTISER has obtained all necessary consents prior to submission to PUBLISHER. ADVERTISER assumes all liability for all content (including, but not limited to, text representations, names, photographs, and illustrations) of advertisement and ADVERTISER agrees to indemnify and hold PUBLISHER harmless against any and all claims, losses, liabilities, and expenses, including attorneys' fees and legal expenses resulting from or attributable to the publication of any advertisement submitted by ADVERTISER.
3. Advertising orders with special clauses of specifying pages or directing insert of advertisements in a specific position, or omitting or specifying or barring the use of any page because of the kind of news or advertising near that page are not acceptable. Any such provision will not be legally binding upon PUBLISHER.
4. PUBLISHER reserves the right to change the position of advertisements within the pages of any publication, as well as the dates on which the advertisements are published. All advertising positions are at the options of the PUBLISHER. In no event will an adjustment, rerun, or refund be made because of the position of the published advertisement.
5. Unless ADVERTISER has an account with PUBLISHER which provides for the extension of trade credit to ADVERTISER, all charges for advertisements shall be prepaid for one month before the advertisements may be placed. As to existing accounts, any default in the payment of advertising charges shall subject the account to the same prepayment requirement.
6. Pre-cancellations of advertisements must be given in writing and must be received by PUBLISHER'S cancellation deadline. Cancellation of color advertisements or advertisements placed on the front or back pages of any publication shall be received by PUBLISHER at least 7 days in advance; cancellation of other advertisements shall be received at least 4 days in advance. No oral agreements will be accepted. Cancellation notices not received by PUBLISHER within the cancellation periods set forth above may not be honored or, if honored at PUBLISHER'S sole discretion, subjects ADVERTISER to a cancellation fee equal to 10% of the charges for the advertisement had it not been cancelled. ADVERTISER shall pay full rates for any advertisements which are published due to lack of timely notice of cancellation.
7. Advertising orders directing insertion of advertising in special positions or designated pages are accepted only if ADVERTISER agrees to pay a 20% premium, and the publication date will be at the PUBLISHER'S option and availability. THIS PROVISION DOES NOT CONSTITUTE A POSITION GUARANTEE.
8. In the event of any error or omission in printing or publication of an advertisement, PUBLISHER'S liability shall be limited exclusively to the cost of the advertising space paid by ADVERTISER. The maximum liability is limited to cancellation of the cost of the first advertisement, or republication of the corrected advertisement. Under no circumstances shall PUBLISHER be liable for actual, consequential damages, direct, indirect, foreseeable or unforeseeable damages of any kind. ADVERTISER must notify PUBLISHER of an error in time to enable PUBLISHER to make the correction before the second insertion. Any adjustment shall be for the first insertion only. No adjustment will be made if ADVERTISER is responsible for the error and/or provides untimely notice of the printing or publication error.
9. Two or more retail rate advertisers will not be allowed to combine space or insertions unless the businesses advertised are of like businesses under common ownership and the prior approval of PUBLISHER has been obtained. Retail master contracts for unlike businesses under common ownership are available.
10. Credit Policy:
 - Payment must accompany all insertion orders from accounts or agencies that have not established credit with PUBLISHER,
 - PUBLISHER may at any time and at its sole discretion:
 - Require cash with an insertion order in the form of cash, certified fund, or cashier check;
 - Require immediate payment in full of any outstanding balance;
 - Require any or all of the above.

All bills are due and payable upon receipt and become delinquent if not received by the end of the month in which ADVERTISER is billed.
CONTINUATION OF CREDIT PRIVILEGES IS DEPENDENT UPON FULL AND PROMPT PAYMENT.
In case of any disputes or discrepancies, ADVERTISER agrees to cooperate with PUBLISHER in the prompt and informal resolution of such disputes. Failure to receive tear sheets or checking copies is not recognized as a valid reason to withhold payment.

 - Charges for advertisements must be paid within the given time. Any amounts not paid shall bear late charges of 1% each month until paid and, in addition, may be subject to collection by collection agencies or other means. In the event any lawsuits are instituted or collection activities commenced, ADVERTISER shall pay PUBLISHER its costs of collection, including but not limited to, fees of collection agencies, attorneys' fee and costs.
11. Upon any adjustments in the price of the publications where advertisements appear, the charges for such advertisements shall be adjusted to reflect the new price.
12. PUBLISHER had the right to charge layout and design fees or the cost of alterations in advertisements, in accordance with the Schedule of Advertisements Layout Design and Alteration Charges.
13. The PUBLISHER is not responsible for advertising materials unless return delivery instructions are received within 30 days of publication.
14. At the expiration of the long term of this contract, this contract shall automatically be renewed unless either party gives written notice of termination to the other party least 30 days prior to the expiration of the existing term.
15. PUBLISHER shall have the right to revise its advertising rates at any time. ADVERTISER may terminate this contract on the date the new rates become effective by giving written notice of such termination. In the event of such termination, ADVERTISER shall be liable for space/insertions used prior to such termination at the current contract rate. The "current contract rate" is defined as the rate in effect at the end of termination.
16. PUBLISHER shall have the right to terminate this contract at any time, with or without notice to ADVERTISER, for nonpayment of bills upon their due date. In the event of such termination, ADVERTISER shall pay PUBLISHER for all space/insertions used under this contract
17. ADVERTISER and PUBLISHER shall have the right to terminate this contract at any time by providing written notice to the other party, in which event ADVERTISER shall pay for space/insertions actually used.
18. Waiver of any term of this contract or failure of PUBLISHER to terminate this contract on account of any breach by ADVERTISER shall not be deemed a waiver of PUBLISHER'S rights to subsequently enforce any term or to terminate this contract by reason of any subsequent breach by ADVERTISER.
19. ADVERTISER agrees that no representations of any kind have been made to ADVERTISER by PUBLISHER or by any of its agents, and that no understanding has been made or agreement entered into other than as set forth herein.
20. The aforementioned terms and general information are not all inclusive and are subject to change at the discretion of PUBLISHER.
21. If any provision of this contract is held to be unenforceable, in whole or in part, such holding will not affect the validity of the other provisions of this contract, unless the parties deem the unenforceable provision to be essential to this contract, in which case either party may terminate this contract upon proper written notice to the other party as provided herein.
22. This contract shall be governed by the laws of the State of California. This contract shall be deemed to be entered into and performed in the County of Los Angeles, where the principal office of PUBLISHER is located and such County shall be the forum of any legal action relating to this contract.

ADVERTISER:

WORLD JOURNAL LA, LLC:

1017

All campaigns

All time: Aug 21, 2015 - Jan 15, 2016

All campaigns

Campaign #1 General Enrollment

Campaign #2 - Winter 2016

Campaign #3 - Spring 2016

Campaigns

Ad groups

Settings

Ads

Keywords

Audiences

Ad extensions

Dimensions

All but removed campaigns

Filter

Segment

Columns

Find campaigns

View Change History

Avg. CPC

vs

None

Daily



+ CAMPAIGN

Edit

Details

Bid strategy

Automate

Campaign

↑

Budget

Status

Campaign type

Campaign subtype

Clicks

Impr.

CTR

Avg. CPC

Cost

Avg. Pos.

Campaign #1 General Enrollment

\$500.00/day

Eligible

Search Network only

All features

10,878

651,419

1.67%

\$1.00

\$10,894.09

2.0

Campaign #2 - Winter 2016

\$100.00/day

Paused

Search Network only

All features

528

11,225

4.70%

\$1.35

\$1,929.27

1.1

Campaign #3 - Spring 2016

\$400.00/day

Eligible

Search Network only

All features

705

12,522

5.63%

\$3.59

\$2,529.69

1.0

Total - all but removed campaigns

\$900.00/day

Eligible

Search Network only

All features

12,111

675,166

1.79%

\$1.26

\$15,253.05

1.9

Total - Search

\$900.00/day

Eligible

Search Network only

All features

12,111

675,166

1.79%

\$1.26

\$15,253.05

1.9

Shared library

Bulk operations

Reports

ADVANTAGE INTEGRATED MEDIA

www.advantageintegratedmedia.com
26003 Palomita Drive
Valencia, CA 91355
p: 661.254.7624
f: 661.254.7942

BROADCAST ORDER

DATE: 1/13/16
BUYER: Brad Goldman
MARKET: Los Angeles
MEDIA PROVIDER:
Time Warner Cable
27433 Tourney Rd. #100
Valencia, CA 91355
CONTACT:
Bob Sabine

CLIENT: Mt. San Antonio College
1100 N Grand Ave,
Walnut, CA 91789
PRODUCT: Spring
PAYMENT: Bill Client c/o
Agency
START DATE: 1/25/16
END DATE: 2/21/16

SCHEDULES

WEEKS TO RUN	NETWORK	DAYPART	LEN.	M	T	W	TH	F	SA	SU	RATE
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LABP-Corona, 1834

1/25, 2/1,	ESPN	5PM-10PM^:30	<-----3X----->								\$75
2/8, 2/15:	FAM	8PM-12AM :30	<-----7X----->								\$19
	FSPT	6AM-12AM :30	<-----18X----->								\$2
	FSPT	7PM-10PM*:30	<-----5X----->								\$35
	FSW	6AM-12AM :30	<-----18X----->								\$2
	FSW	7PM-10PM#:30	<-----18X----->								\$45
	TBSC	8PM-12AM :30	<-----5X----->								\$45

^ DENOTES DURING NBA GAME OF THE WEEK

* DENOTES DURING CLIPPERS

DENOTES DURING COLLEGE BASKETBALL

TOTAL OF 74 ANNOUNCEMENTS PER AIR WEEK
TOTAL OF FOUR AIR WEEKS/296 ANNOUNCEMENTS TOTAL
\$6,560.00 INVESTMENT

CAMPAIGN TOTAL OF 844 ANNOUNCEMENTS
CAMPAIGN TOTAL INVESTMENT \$15,972.00

PAGE 3 OF 4. (CONTINUED NEXT PAGE...)



ADVANTAGE INTEGRATED MEDIA

www.advantageintegratedmedia.com
26003 Palomita Drive
Valencia, CA 91355
p: 661.254.7624
f: 661.254.7942

BROADCAST ORDER

DATE: 1/13/16	CLIENT: Mt. San Antonio College
BUYER: Brad Goldman	1100 N Grand Ave,
MARKET: Los Angeles	Walnut, CA 91789
MEDIA PROVIDER:	
Time Warner Cable	PRODUCT: Spring
27433 Tourney Rd. #100	PAYMENT: Bill Client c/o
Valencia, CA 91355	Agency
CONTACT:	START DATE: 1/25/16
Bob Sabine	END DATE: 2/21/16

SCHEDULES

WEEKS TO RUN	NETWORK	DAYPART	LEN.	M	T	W	TH	F	SA	SU	RATE
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LABP-Foothills, 4989

1/25, 2/1,	ESPN	5PM-10PM^:30	<-----3X----->	\$65
2/8, 2/15:	FAM	8PM-12AM :30	<-----12X----->	\$19
	FSPT	6AM-12AM :30	<-----18X----->	\$2
	FSPT	7PM-10PM*:30	<-----5X----->	\$55
	FSPT	7PM-10PM#:30	<-----5X----->	\$35
	FSW	6AM-12AM :30	<-----18X----->	\$2
	TBSC	8PM-12AM :30	<-----12X----->	\$29

^ DENOTES DURING NBA GAME OF THE WEEK

* DENOTES DURING CLIPPERS

DENOTES DURING COLLEGE BASKETBALL

TOTAL OF 73 ANNOUNCEMENTS PER AIR WEEK
TOTAL OF FOUR AIR WEEKS/292 ANNOUNCEMENTS TOTAL
\$5,172.00 INVESTMENT

BS