

ORDINANCE NO. 007-68

AN ORDINANCE AUTHORIZING A
CO-PROMOTIONAL TRADE WITH
THE FIELD MUSEUM

WHEREAS, The Field Museum is hosting two upcoming exhibits, *Darwin* and *Maps: Finding a Place in the World*; and

WHEREAS, The Field Museum has proposed to the Authority a co-promotional trade agreement from July 2007 through February 2008; and

WHEREAS, The co-promotion is valued at \$111,000; and

WHEREAS, The co-promotion would involve The Field Museum providing the Authority with on-site signage opportunities, creating a web link between The Field Museum and the Authority, and including the Authority in the museum maps and membership publications; and

WHEREAS, In return, the Authority would post systemwide on unsold Authority space, car cards up to \$111,000 in value for The Field Museum exhibitions; and

WHEREAS, There will be participation of over 340,000 exhibition attendees; and

WHEREAS, This co-promotion will serve to enhance CTA's exposure, promote ridership, have a positive effect on the Authority's customers, and support the Authority's corporate image as being cooperative and pro-active in promoting special events throughout the City of Chicago; now, therefore:

BE IT ORDAINED BY THE CHICAGO TRANSIT BOARD
OF THE CHICAGO TRANSIT AUTHORITY:

SECTION 1. The Vice-President, Communications and Marketing, is hereby authorized to enter into a co-promotional advertising trade agreement with The Field Museum that exchanges the advertising and promotional services set forth herein at a trade value not to exceed \$111,000.

SECTION 2. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

Chairman

Assistant Secretary

July 11, 2007

July 11, 2007