ORDINANCE NO. 012-27

AN ORDINANCE AUTHORIZING A CO-PROMOTIONAL TRADE AGREEMENT WITH THE CITY OF CHICAGO DEPARTMENT OF GENERAL SERVICES

WHEREAS, The City of Chicago Department of General Services ("DGS"), formerly the City of Chicago Department of Graphics and Reproduction Center, prints all marketing materials for the City of Chicago ("City"); and

WHEREAS, DGS also manages the advertising space for the City's bus shelters; and

WHEREAS, DGS has proposed entry into a co-promotional agreement with the Chicago Transit Authority ("Authority") for a one year term ("Agreement"); and

WHEREAS, Under the Agreement, the Authority will allow the posting by DGS of interior car cards or digital advertisements up to Two Hundred Thirty-five Thousand Seven Hundred Seventy-two Dollars and seventy-one cents ($235,772.71) in value on unsold advertising space on the interior of buses or rail cars or on digital advertising screens; and

WHEREAS, In exchange, DGS will provide the Authority with 150 JCDecaux bus shelter advertising panels on which to advertise its services and will include the Authority's logo, web site address, telephone number and marketing message in printed marketing pieces; and

WHEREAS, This Agreement will expose the Authority to a large audience, promote ridership, have a positive effect on the Authority's customers and support the Authority's corporate image as cooperative and pro-active in promoting special events and programs throughout the City of Chicago; now, therefore:

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

SECTION 1. The Senior Vice President/Chief Planning Officer is hereby authorized to enter into an Agreement valued at the not-to-exceed amount of Two Hundred Thirty-five Thousand Seven Hundred Seventy-two Dollars and seventy-one cents ($235,772.71) with the City of Chicago Department of General Services that includes reciprocal limited license agreements to use the other party's logo in its advertising materials and is otherwise substantially in the form of the Agreement attached as Exhibit A hereto.

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

APPROVED:

_____
Chairman

March 14, 2012

PASSED:

_____
Assistant Secretary

March 14, 2012