

Organization Name: City of Gallup
 Organization Contact Name: Dezarée Vega Garcia
 Email: dvgarcia@sunny505.com

MMP PAYMENT TYPE: AGENCY PAY

AD AGENCY: Sunny505
 Contact: Dezarée Vega Garcia
 Email: dvgarcia@sunny505.com

MMP PROGRAM TYPE	DESCRIPTION	IN MARKET TIMING	CREATIVE INPUTS DUE TO NMNTD VIA AD BUILDER TOOLKIT AS EARLY AS**	# of OPT-IN UNITS	NMNTD AWARD (NET \$ VALUE)	AD AGENCY TO BILL PARTNER*		AD AGENCY TO PAY NMNTD*		
						GROSS \$ BILLABLE BY AD AGENCY (JULY 2019)	GROSS \$ BILLABLE BY AD AGENCY (OCT 2019)	Net \$ Due to NMNTD 7/10/19	Net \$ Due to NMNTD 12/10/19	
DIGITAL	GOOGLE DMO LOCAL GUIDES PROGRAM: 200-500 Business Listings and 200 DMO Photo Upload + Audit, Activation & Training.	March 2020	2/1/20	1	\$6,000	\$0	\$6,000	\$0	\$6,000	
DIGITAL	TRIPADVISOR EVENTS/ATTRACTIONS PACKAGE: DISPLAY + NATIVE	Apr - June 2020	3/1/20	1	\$5,000	\$0	\$5,750	\$0	\$5,000	
AD DESIGN CREDITS	AD DESIGN CREDITS: An NMNTD \$ credit towards Partner's Ad Design costs will automatically calculate, contingent on 1) selection of Eligible MMP Media programs, and 2) indication that you are using an Ad Agency or Creative Resource based in New Mexico.			1	\$500	\$0	-\$500	\$0	-\$500	
TOTAL MMP					3	\$11,500	\$0	\$11,250	\$0	\$10,500

FLEX REQUEST TYPE	DESCRIPTION	Oct 2019	Sept 2019	1	\$2,025	N/A	N/A	N/A	N/A
Search Engine Optimization	XYENERGY: SEO update on GallupRealTrue.com			1	\$2,025				
TOTAL FLEX					1	\$2,025			
TOTAL AWARDED:					4	\$13,525			
TOTAL Gross Market Value of Programs:						\$27,550			

IMPORTANT:
 - Since you indicated that your Ad Agency is buying MMP media on your behalf, you will be billed by your agency for the Gross \$ indicated, which includes your agency's commission on your portion of the MMP Media. Your ad agency will be invoiced by NMNTD for the Net Partner \$ due on 7/10/19 and 12/10/19.
 - Follow up to ensure that your agency makes payments to NMNTD on time by the due dates of 7/10/19 and 12/10/19 to avoid delay or cancellation of your MMP programs.
 - NOTE ON AD DESIGN CREDITS: Ad design credits awarded will reduce the amount billed by your ad agency for ad design for MMP. Total cost of ad design work is per negotiation between partner and ad agency.
 - Final amount is inclusive of all applicable fees and taxes.
 - **Link to customized, detailed production timelines & instructions will be provided via email by 6/17/19. Ad Builder Toolkit = media.ambourism.org

Agency to Bill Partner*	Agency to Pay NMNTD*
July: \$0 December: \$11,250 \$ Agency to Bill Partner* \$11,250	DUE 7/10/19: \$0 DUE 12/10/19: \$10,500 \$ Agency to Pay NMNTD* (upon Invoice)* \$10,500