

# Memorandum

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**Date:** July 15, 2010  
**To:** Members of the Main Street Monroe/Downtown Development Authority  
**From:** Andrea Jones, Main Street Manager  
**Re:** Monroe Magazine Ads

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The Promotion Committee would like to continue placing downtown ads in Monroe Magazine as they have since the launching of the magazine by Monroe Publishing Co. Contract rates are being offered this year for those that advertise in multiple issues (quarterly distribution). **The Promotion Committee recommends spending \$1,480 for four ads in four issues (fall 2010-summer 2011) in Monroe Magazine.** Graphic design costs for the ads will be additional, but minimal due to the repetitive nature of the ads. This amount is available in the Promotion Committee's 2010-2011 FY budget.

Thank you.