

COB 94

**CONTRACT  
BETWEEN  
DAVIS ADVERTISING, INC.  
AND  
THE COUNTY OF GLOUCESTER**

**THIS CONTRACT** is made effective the 1<sup>st</sup> day of January, 2016, by and between **THE COUNTY OF GLOUCESTER**, a body politic and corporate, with offices in Woodbury, New Jersey, hereinafter referred to as "County", and **DAVIS ADVERTISING, INC.**, with offices at , One Bala Plaza, Suite 640, Bala Cynwyd, PA 19004, hereinafter referred to as "**Contractor**".

**RECITALS**

**WHEREAS**, there exists a need for the County to contract for advertising services for newspapers, trade journals, and the internet (online career websites) for Human Resources of the County of Gloucester; and

**WHEREAS**, Contractor represents that it is qualified to perform said services and desires to so perform pursuant to the terms and provisions of this Contract.

**NOW, THEREFORE**, in consideration of the mutual promises, agreements and other considerations made by and between the parties, the County and the Contractor do hereby agree as follows:

**TERMS OF AGREEMENT**

1. **TERM.** This Contract shall be effective for the period commencing January 1, 2016, and concluding on December 31, 2016.
2. **COMPENSATION.** Contractor shall be compensated pursuant to the unit of service prices as set forth in the Schedule of Fees, identified as Exhibit A in an amount not to exceed \$6,000.00.

It is agreed and understood that this is an open-ended contract, thereby requiring the County to use Contractor's services only on an as-needed basis. There is no obligation on the part of the County to make any purchases whatsoever.

Contractor shall be paid in accordance with this Contract document upon receipt of an invoice and a properly executed voucher. After approval by County, the payment voucher shall be placed in line for prompt payment.

Each invoice shall contain an itemized, detailed description of all work performed during the billing period. Failure to provide sufficient specificity shall be cause for rejection of the invoice until the necessary details are provided.

It is also agreed and understood that the acceptance of the final payment by Contractor shall be considered a release in full of all claims against the County arising out of, or by reason of, the work done and materials furnished under this Contract.

3. **DUTIES OF CONTRACTOR.** The specific duties of the Contractor are to place appropriate advertisements that are written by the County of Gloucester in the appropriate News Journals and/or newspapers and/or the internet (online career websites) that the County requests.

Contractor agrees that it has or will comply with, and where applicable shall continue throughout the period of this contract to comply with, all of the requirements of the bid documents and/or in the request for proposals, if any, as the case may be.

4. **FURTHER OBLIGATIONS OF THE PARTIES.** During the performance of this Contract, the Contractor agrees as follows:

The Contractor or subcontractor, where applicable, will not discriminate against any employee or applicant for employment because of age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Except with respect to affectional or sexual orientation and gender identity or expression, the Contractor will ensure that equal employment opportunity is afforded to such applicants in recruitment and employment, and that employees are treated during employment, without regard to their age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex. Such equal employment opportunity shall include, but not be limited to the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Contractor agrees to post in conspicuous places, available to employees and applicants for employment, notices to be provided by the Public Agency Compliance Officer setting forth provisions of this nondiscrimination clause.

The Contractor or subcontractor, where applicable will, in all solicitations or advertisements for employees placed by or on behalf of the Contractor, state that all qualified applicants will receive consideration for employment without regard to age, race, creed, color, national origin, ancestry, marital status, affectional or sexual orientation, gender identity or expression, disability, nationality or sex.

The Contractor or subcontractor will send to each labor union, with which it has a collective bargaining agreement, a notice, to be provided by the agency contracting officer, advising the labor union of the Contractor's commitments under this chapter and shall post copies of the notice in conspicuous places available to employees and applicants for employment.

The Contractor or subcontractor, where applicable, agrees to comply with any regulations promulgated by the Treasurer pursuant to N.J.S.A. 10:5-31 et seq., as amended and supplemented from time to time and the Americans with Disabilities Act.

The Contractor or subcontractor agrees to make good faith efforts to meet targeted county employment goals established in accordance with N.J.A.C. 17:27-5.2.

5. **LICENSING AND PERMITTING.** If the Contractor or any of its agents is required to maintain a license, or to maintain in force and effect any permits issued by any governmental or quasi-governmental entity in order to perform the services which are the subject of this Contract,

then prior to the effective date of this Contract, and as a condition precedent to its taking effect, Contractor shall provide to County a copy of its current license and permits required to operate in the State of New Jersey, which license and permits shall be in good standing and shall not be subject to any current action to revoke or suspend, and shall remain so throughout the term of this Contract.

Contractor shall notify County immediately in the event of suspension, revocation or any change in status (or in the event of the initiation of any action to accomplish such suspension, revocation and/or change in status) of license or certification held by Contractor or its agents.

6. **TERMINATION.** This Contract may be terminated as follows:

A. Pursuant to the termination provisions set forth in the Bid Specifications or in the Request for Proposals, if any, as the case may be, which are specifically referred to and incorporated herein by reference.

B. If Contractor is required to be licensed in order to perform the services which are the subject of this Contract, then this Contract may be terminated by County in the event that the appropriate governmental entity with jurisdiction has instituted an action to have the Contractor's license suspended, or in the event that such entity has revoked or suspended said license. Notice of termination pursuant to this subparagraph shall be effective immediately upon the giving of said notice.

C. If, through any cause, the Contractor or subcontractor, where applicable, shall fail to fulfill in timely and proper manner his obligations under this Contract, or if the Contractor shall violate any of the covenants, agreements, or stipulations of this Contract, the County shall thereupon have the right to terminate this Contract by giving written notice to the Contractor of such termination and specifying the effective date thereof. In such event, all finished or unfinished documents, data, studies, and reports prepared by the Contractor under this Contract, shall be forthwith delivered to the County.

D. The County may terminate this Contract for public convenience at any time by a notice in writing from the County to the Contractor. If the Contract is terminated by the County as provided herein, the Contractor will be paid for the services rendered to the time of termination.

E. Notwithstanding the above, the Contractor or subcontractor, where applicable, shall not be relieved of liability to the County for damages sustained by the County by virtue of any breach of the Contract by the Contractor, and the County may withhold any payments to the Contractor for the purpose of set off until such time as the exact amount of damages due the County from the Contractor is determined.

F. Termination shall not operate to affect the validity of the indemnification provisions of this Contract, nor to prevent the County from pursuing any other relief or damages to which it may be entitled, either at law or in equity.

7. **PROPERTY OF THE COUNTY.** All materials developed, prepared, completed, or acquired by Contractor during the performance of the services specified by this Contract, including, but not limited to, all finished or unfinished documents, data, studies, surveys, drawings, maps, models, photographs, and reports, shall become the property of the County, except as may otherwise be stipulated in a written statement by the County.

8. **NO ASSIGNMENT OR SUBCONTRACT.** This Contract may not be assigned nor subcontracted by the Contractor, except as otherwise agreed in writing by both parties. Any attempted assignment or subcontract without such written consent shall be void with respect to the County and no obligation on the County's part to the assignee shall arise, unless the County shall elect to accept and to consent to such assignment or subcontract.

9. **INDEMNIFICATION.** The Contractor or subcontractor, where applicable, shall be responsible for, shall keep, save and hold the County of Gloucester harmless from, shall indemnify and shall defend the County of Gloucester against any claim, loss, liability, expense (specifically including but not limited to costs, counsel fees and/or experts' fees), or damage resulting from all mental or physical injuries or disabilities, including death, to employees or recipients of the Contractor's services or to any other persons, or from any damage to any property sustained in connection with this contract which results from any acts or omissions, including negligence or malpractice, of any of its officers, directors, employees, agents, servants or independent contractors, or from the Contractor's failure to provide for the safety and protection of its employees, or from Contractor's performance or failure to perform pursuant to the terms and provisions of this Contract. The Contractor's liability under this agreement shall continue after the termination of this agreement with respect to any liability, loss, expense or damage resulting from acts occurring prior to termination.

10. **INSURANCE.** Contractor shall, if applicable to the services to be provided, maintain general liability, automobile liability, business operations, builder's insurance, and Workers' Compensation insurance in amounts, for the coverages, and with companies deemed satisfactory by County, and which shall be in compliance with any applicable requirements of the State of New Jersey. Contractor shall, simultaneously with the execution of this Contract, deliver certifications of said insurance to County, naming County as an additional insured.

If Contractor is a member of a profession that is subject to suit for professional malpractice, then Contractor shall maintain and continue in full force and effect an insurance policy for professional liability/malpractice with limits of liability acceptable to the County. Contractor shall, simultaneously with the execution of this Contract, and as a condition precedent to its taking effect, provide to County a copy of a certificate of insurance, verifying that said insurance is and will be in effect during the term of this Contract. The County shall review the certificate for sufficiency and compliance with this paragraph, and approval of said certificate and policy shall be necessary prior to this Contract taking effect. Contractor also hereby agrees to continue said policy in force and effect for the period of the applicable statute of limitations following the termination of this Contract and shall provide the County with copies of certificates of insurance as the certificates may be renewed during that period of time.

11. **SET-OFF.** Should Contractor either refuse or neglect to perform the service that Contractor is required to perform in accordance with the terms of this Contract, and if expense is incurred by County by reason of Contractor's failure to perform, then and in that event, such

expense shall be deducted from any payment due to Contractor. Exercise of such set-off shall not operate to prevent County from pursuing any other remedy to which it may be entitled.

12. **PREVENTION OF PERFORMANCE BY COUNTY.** In the event that the County is prevented from performing this Contract by circumstances beyond its control, then any obligations owing by the County to the Contractor shall be suspended without liability for the period during which the County is so prevented.

13. **METHODS OF WORK.** Contractor agrees that in performing its work, it shall employ such methods or means as will not cause any interruption or interference with the operations of County or infringe on the rights of the public.

14. **NONWAIVER.** The failure by the County to enforce any particular provision of this Contract, or to act upon a breach of this Contract by Contractor, shall not operate as or be construed as a waiver of any subsequent breach, nor a bar to any subsequent enforcement.

15. **PARTIAL INVALIDITY.** In the event that any provision of this Contract shall be or become invalid under any law or applicable regulation, such invalidity shall not affect the validity or enforceability of any other provision of this Contract.

16. **CHANGES.** This Contract may be modified by approved change orders, consistent with applicable laws, rules and regulations. The County, without invalidating this Contract, may order changes consisting of additions, deletions, and/or modifications, and the contract sum shall be adjusted accordingly. This Contract and the contract terms may be changed only by change order. The cost or credit to the County from change in this Contract shall be determined by mutual agreement before executing the change involved.

17. **NOTICES.** Notices required by this Contract shall be effective upon mailing of notice by regular and certified mail to the addresses set forth above, or by personal service, or if such notice cannot be delivered or personally served, then by any procedure for notice pursuant to the Rules of Court of the State of New Jersey.

18. **APPLICABLE LAW.** The terms and provisions of this Contract shall be construed pursuant to the laws of the State of New Jersey and, where applicable, the laws of the United States of America.

19. **INDEPENDENT CONTRACTOR STATUS.** The parties acknowledge that Contractor is an independent contractor and is not an agent of the County.

20. **CONFLICT OF INTEREST.** Contractor covenants that it presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services pursuant to this Contract. The Company further covenants that in the performance of this Contract, no person having any such interest shall be employed.

21. **CONFIDENTIALITY.** Contractor agrees not to divulge or release any information, reports, or recommendations developed or obtained in connection with the performance of this Contract, during the term of this Contract, except to authorized County personnel or upon prior approval of the County.

22. **BINDING EFFECT.** This Contract shall be binding on the undersigned and their successors and assigns.

23. **CONTRACT PARTS.** This Contract consists of this Contract document and the attached Schedule of Fees, identified as Exhibit A, which are referred to and incorporated herein. Should a conflict occur between this form of contract and Exhibit A, then this Contract shall prevail.

**THIS CONTRACT** is dated this 1<sup>st</sup> day of January, 2016.

**IN WITNESS WHEREOF**, the Gloucester County Purchasing Agent, pursuant to authority granted to him and set forth in the County Administrative Code has executed this Agreement and Consultant's authorized representative has executed this Agreement on the date indicated herein.

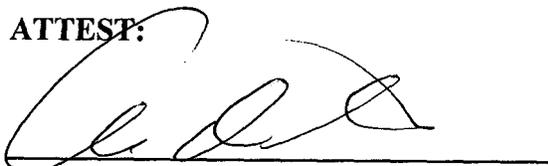
**ATTEST:**

  
\_\_\_\_\_  
**ANDREA LOMBARDI,**  
**PRINCIPAL CLERK TYPIST**

**COUNTY OF GLOUCESTER**

  
\_\_\_\_\_  
**PETER M. MERCANTI,**  
**PURCHASING DIRECTOR**

**ATTEST:**

  
\_\_\_\_\_  
**ALEX DE SOTO**  
\_\_\_\_\_  
**(Please print name)**

**DAVIS ADVERTISING, INC.**

  
\_\_\_\_\_  
**JOSEPH TRZUSKOWSKI, VICE**  
**PRESIDENT**

# EXHIBIT A

# Davis Advertising Inc.

Communications that empower the workplace.

## SERVICES AND RATES

### RecruiterCMO SP (Single Post)

Combine the marketing power of *Indeed*, *SimplyHired* and *craigslist* to target candidates for your hard-to-fill job openings.

1. RecruiterCMO SP job marketing begins with a professionally designed landing page that reflects your employer brand and provides metrics via Google Analytics.
2. We drive traffic to your landing page through a combination of paid advertising, sponsorships and organic results on *Indeed*, *SimplyHired* and *craigslist*.
3. Your Account Director will monitor your results on a daily basis and continually refine/optimize your recruitment marketing campaign.

#### RecruiterCMO SP

**\$375**

- Sponsored job listing (1) on *Indeed*, *SimplyHired* and *craigslist*
- Promotion via *Twitter*

Ask about adding  
*Facebook*, *LinkedIn*  
and *Google*  
*AdWords* to target  
passive job seekers.

#### New Landing Page\*

**\$ 635**

#### Modified Landing Page

**\$ 385 (Minor Text Changes)**

### RecruiterCMO Content Marketing and Optimization

With our proprietary content marketing and optimization service, your job postings become employer-branded Web pages and are optimized for job aggregation sites, search engines, niche job posting sites and much more.

Your internal processes don't change and candidate response is still delivered via your ATS or via our Easy Apply form.

Services are scalable to your business requirements – you choose the level of service that fits your budget and operational requirements.

**For a custom proposal, contact your Account Director.**

**RecruiterCMO SP**  
Job Marketing

**RecruiterCMO**  
Content Marketing  
and Optimization

Direct Mail and  
E-Mail Recruitment  
Marketing

**E-Sourcing**

and more...

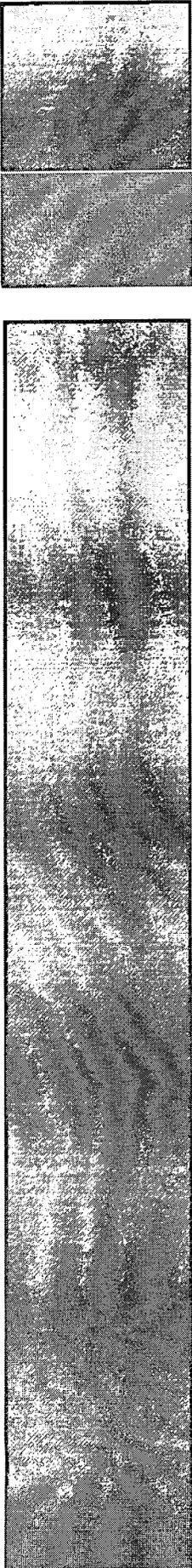
*Additional services are available. For more information, please contact your Account Director.*

**Rates in effect 2015**

Davis Advertising Inc.  
One Bala Plaza, Suite 640  
Bala Cynwyd, PA 19004

[www.Davis.jobs](http://www.Davis.jobs)

[www.RecruiterCMO.com](http://www.RecruiterCMO.com)



## E-Mail Marketing

Send a e-card to your own list or to a third-party targeted occupational/specialty group within a specific geographic area. Ask your Account Director for an estimate.

<b>Editable HTML E-Card</b>	<b>\$ 1,135</b>
<b>Add campaign management</b>	<b>\$ 550 (2x send, admin. list, metrics/reporting)</b>
<b>Add a third-party e-mail list</b>	<b>- Quote Required -</b>

## Direct Mail

Send a postcard or letter to a targeted occupational/specialty group within a specific geographic area. We have access to a growing list of disciplines in the U.S. Ask your Account Director for an estimate.

## AdPronto Imagemaker® Web Postings and Templates

*Professional copywriting, editing and HTML design for job postings*

**Plain Text Posting \$195** – A record of job posting is kept in our databases.

## Web Banners

<b>Base Price - static, any size</b>	<b>\$ 200</b>
<b>Add GIF animation option</b>	<b>\$ 150</b>
<b>Add Flash animation option</b>	<b>\$ 350</b>
<b>Other multimedia</b>	<b>- Quote Required -</b>

## Print Advertising

**Advertising Services for Newspapers and Trade Journals** **\$ 75**

Includes consultation, media recommendations, media placement, copywriting, copyediting, delivery/confirmation, customized reporting and billing with a Davis digital proof.

**Graphic Production for Display Advertising** **\$ 35 per inch**  
(not to exceed \$ 500)

*Note: If the media does not offer commission, we will add the agency standard 15% to the cost.*

## Broadcast, Transit, Outdoor

**Advertising Services for Broadcast, Transit and Outdoor** **\$ 250**

Includes consultation, media recommendations, schedule preparation, media placement, customized reporting and billing, and transmission/confirmation.

All creative and production fees are additional and billed at our creative and interactive hourly rates. Your Account Director will provide a proposal and estimate to meet your project requirements.



## People Search E-Sourcing

We'll conduct a Web-based search for public contacts in fields related to your job opening to create a custom list. We'll use the list to send an e-card requesting nominations or referrals.

- Recommended for positions in higher education
- Concept to completion in 5-10 business days

Pricing ranges between **\$3,000 and \$4,500 per search**. Ask your Account Director for an estimate.

## Research Projects

Davis Advertising offers research services to include media research as well as primary and secondary research, at a rate of **\$150 per hour** plus the cost of any materials.

## Custom Projects

Custom Projects are based on a **blended hourly rate of \$150 per hour** which includes a combination of the following services:

**Art Direction**

**Consultation and Project Management**  
(Account Directors/Creative Directors/Information Architects)

**Copyediting**

**Copywriting**

**Digital Photography**  
(Basic, on-location, plus travel expenses)

**Graphic Design and Layout**

**Illustration**

**Flash or other Animation**

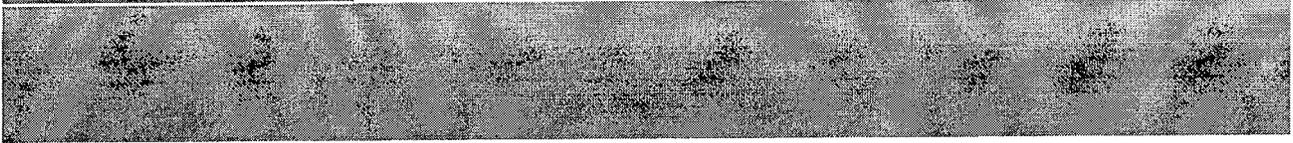
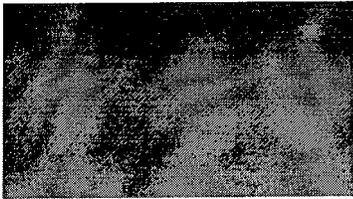
**Interactive Design or Web Maintenance**

Your Account Director will provide a proposal and estimate to meet your project requirements.

All tangible creative materials, such as copy, artwork, computer files and illustrations, remain the property of Davis Advertising Inc. unless otherwise agreed to in writing prior to the start of the project development process.

## No Vendor Mark-Ups

Unlike many agencies, Davis does not mark up vendor charges for collateral work such as printing and fulfillment services or for Web-hosting services.



BROCHURES  
CONTENT MARKETING AND OPTMIZATION  
DIRECT MARKETING  
E-SOURCING  
EMPLOYEE COMMUNICATIONS  
EMPLOYER BRANDING  
EVENT MARKETING  
INTERACTIVE DESIGN  
INTERNET MARKETING  
JOB MARKETING ON SOCIAL MEDIA  
MOBILE WEBSITES  
ONLINE VIDEO  
PRINT ADVERTISING  
REFERRAL PROGRAMS  
SEARCH ENGINE MARKETING  
SOCIAL MEDIA STRATEGIES AND MARKETING  
WEB POSTINGS AND JOB BRANDING TEMPLATES

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Davis Advertising Inc.

(610) 227-0400

One Bala Plaza, Suite 640  
Bala Cynwyd, PA 19004

[www.Davis.jobs](http://www.Davis.jobs)  
[www.RecruiterCMO.com](http://www.RecruiterCMO.com)

