



About CBI

Community Builders, Inc. (CBI) is a Wyoming-based consulting firm, led by Bobbe Fitzhugh and Joe Coyne. We provide consulting services to Wyoming communities, businesses, and organizations to help them grow. Together, we have more than 50 years of community, economic and commercial development experience. Fitzhugh and Coyne formed CBI in 2009. Prior to that time, Fitzhugh was the City Administrator for the City of Douglas – a Wyoming municipality for whom she worked for 30 years. Coyne had been serving as the Executive Director of CANDO, the local economic development agency for the City of Douglas and Converse County, Wyoming.

The mission of CBI is to deliver top quality consulting, planning, and development services to strengthen and grow communities. “Building Communities – One Relationship at a Time” is our motto and we do this by focusing on the comprehensive and evolving needs of our clients, start to finish. CBI is able to do much more than typical consultants – we can help you plan a project, secure the resources needed to achieve it, and then help get it done. We provide a broad range of services that drive growth and build communities, one relationship at a time.

About CBI Focus Newsletters

Many decision-makers do not always have the time to collect and analyze current economic and demographic information. Therefore, CBI decided to produce a series of monthly newsletters to compile the information for them. CBI now distributes a monthly newsletter for each county in Wyoming, and one for the entire state (24 newsletters total, produced each month).

There are several key components to the CBI Focus newsletters:

- Each month, we will provide graphs that include current information on excise tax distributions, the size of the labor force residing in each county, and the local unemployment rate (these are the three graphs on the left hand side of the first page).
- Alternating quarterly, semi-annually, or annually (depending on the availability of current data), we will provide 3 more graphs on topics such as building permits, inflation, employment, housing, income taxes, lodging taxes, median household income, migration, mineral taxes, population, poverty, property taxes, school enrollments, and wages.
- On the second page, we will discuss in more detail one of the topics from the list above, including a comparison of every county in Wyoming.
- Generally, we will provide about three years of data with the graphs and analysis, including the most current information available.
- Our newsletters are based on publicly available information. The data source notes are posted on our website.

CBI Focus newsletters are supported through advertising and sponsorships, so that they can be distributed at no cost to anyone who wants the information.

Circulation:

CBI distributes its *CBI Focus* newsletters to approximately 4,000 email recipients (about 3,700 are unique; some recipients receive more than one county's newsletter). Every newsletter is also available online at CBI's website, www.consultCBI.com/newsletters, generating additional views. Direct email recipients include: business managers and owners in every economic sector; Chambers of Commerce; local economic development organizations; most elected officials (including state and federal legislators; County Commissioners, Assessors and Treasurers; and Mayors); local government decision-makers (including state agencies, municipal clerks, treasurers, administrators, and managers); local schools (including public school superintendents and community colleges); construction companies, engineers, architects and other development professionals; and media outlets. Secondary circulation is estimated at more than 10,000 unique recipients statewide.

Publication Schedule and Advertisement Deadlines:

CBI Focus newsletters are published on the first day of each month. Advertisements must be submitted by the 20th day of the month prior to the publication date. Ads that are received after the deadline will be placed at CBI's discretion.

Advertising and Sponsorship packages and rates:

There are two different packages available, including (1) advertisement space in individual county newsletters; and (2) statewide sponsorships for every newsletter, described as follows.

Ads (individual counties). CBI will make two advertising packages available for each county's newsletter each month. Advertising packages cost \$75 per month for each county's newsletter, reduced to \$50 per month if a 12-month advertising commitment is made. Advertising packages include the following:

1. One ad space within the body of a county newsletter. There are two ad spaces available to choose from in each county's newsletter. Each ad spot includes up to seven (7) square inches in the newsletter.
2. Each advertisement may be hyperlinked to a website or email of the Advertiser's choice, allowing click-through access.
3. Ongoing advertising through online newsletter archive maintained on CBI's website.

Sponsors (statewide). Additionally, CBI will accept two statewide sponsorships each month. Statewide sponsorship packages cost \$450 per month and include all 24 editions (23 counties and statewide edition); reduced to \$300 per month if a 12-month sponsorship commitment is made. Statewide sponsorship packages include:

1. Credit for sponsorship (by name) in the body of the email message sent each month to every recipient statewide.
2. Sponsor's company/organization logo to be embedded into that same email message.
4. One ad space within the body of the statewide edition of the newsletter. There are two spaces available to choose from in the statewide. Each ad spot includes up to seven (7) square inches in the newsletter.
3. Advertising space (up to 16 square inches – configuration negotiable) on the CBI webpage containing links to the original electronic files for every county's newsletter for that month.
4. Each logo or ad may be hyperlinked to a website or email of the sponsor's choice, allowing click-through access.

5. Ongoing credit for sponsorship through online newsletter archive maintained on CBI's website.

CBI may revise its Advertising and Sponsorship rates at any time. Advertising and Sponsorships that are already under contract will not be affected by such rate changes until after the end of the contract period.

Advertisement and Sponsorship specifications:

CBI reserves the right to refuse any advertising or sponsorship that is not consistent with CBI's mission. Advertisers and Sponsors are entirely liable for the content of their advertising and responsible for any claims. Advertising placement is determined by CBI, unless a position is guaranteed by contract. CBI will give preference regarding placement to Advertisers and Sponsors who make a 12-month commitment.

All CBI Focus newsletters are published in RGB color format, and are distributed in Adobe Acrobat® PDF file format.

Newsletter advertisements must conform to the selected space and be submitted in JPEG or TIFF file format. If necessary, file size will be reduced by CBI to add no more than 50 kilobytes to the CBI newsletter file size.

Sponsorship logos must be no more than one square inch and be submitted in JPEG or TIFF file format. If necessary, file size will be reduced by CBI to add no more than 20 kilobytes to the email file size.

Advertisers and Sponsors must identify a link to a working website and/or email address, if hyperlinks are desired.

Advertisement content may be changed by Advertiser/Sponsor every month, if desired.

Payment/Cancellation Policy:

Advertisers and Sponsors are invoiced on the first day of each month for that month's newsletter(s). Twelve (12) month advertising commitments are billed at the beginning of the contract period. Any cancellations after the 20th day of the prior month (i.e., the date that advertising artwork is due) will be invoiced as if that advertisement had run. Payment for advertisements are due upon receipt of invoice.

No advertisements or sponsorships are complete until the Advertising/Sponsorship Agreement on the next page is completed, signed, delivered, and accepted by CBI. CBI will give preference to Advertisers and Sponsors who make a 12-month commitment.



CBI Focus Newsletters
Advertising/Sponsorship Agreement
(Revised December 15, 2011)

I wish to purchase an advertising package for the following Wyoming county(ies): [check all that apply]

- | | | | |
|-----------------------------------|--------------------------------------|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> Albany | <input type="checkbox"/> Fremont | <input type="checkbox"/> Natrona | <input type="checkbox"/> Sweetwater |
| <input type="checkbox"/> Big Horn | <input type="checkbox"/> Goshen | <input type="checkbox"/> Niobrara | <input type="checkbox"/> Teton |
| <input type="checkbox"/> Campbell | <input type="checkbox"/> Hot Springs | <input type="checkbox"/> Park | <input type="checkbox"/> Uinta |
| <input type="checkbox"/> Carbon | <input type="checkbox"/> Johnson | <input type="checkbox"/> Platte | <input type="checkbox"/> Washakie |
| <input type="checkbox"/> Converse | <input type="checkbox"/> Laramie | <input type="checkbox"/> Sheridan | <input type="checkbox"/> Weston |
| <input type="checkbox"/> Crook | <input type="checkbox"/> Lincoln | <input type="checkbox"/> Sublette | |

I wish to purchase a statewide Sponsorship (includes all counties plus Wyoming edition)

This advertising/sponsorship commitment is for the following month(s): [check all that apply]

- | | | | |
|-----------------------------------|--------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> April | <input type="checkbox"/> July | <input type="checkbox"/> October |
| <input type="checkbox"/> February | <input type="checkbox"/> May | <input type="checkbox"/> August | <input type="checkbox"/> November |
| <input type="checkbox"/> March | <input type="checkbox"/> June | <input type="checkbox"/> September | <input type="checkbox"/> December |

Billing Information:

Monthly Ads: \$75/month x _____ # of counties x _____ # of months = \$ _____

12-month Ads: \$600/year x _____ # of counties = \$ _____

Monthly Sponsor: \$450/month for all editions x _____ # of months = \$ _____

12-month Sponsor: \$3,600/year for all editions for 12 months = \$ _____

TOTAL = \$ _____

Company or Organization Name: _____

Contact Person: _____

Billing Address: _____

City, State, Zip Code: _____

Telephone: _____

Fax: _____

Email: _____

I hereby certify that I am an authorized representative or agent of the Advertiser or Sponsor named above, and that I have the authority to execute this Advertising/Sponsorship Agreement. I authorize Community Builders, Inc. (CBI) to publish advertising as indicated above. This Advertising/Sponsorship Agreement is subject to all terms and conditions set forth in the CBI Advertising/Sponsorship Rate Sheet, a copy of which has been made available to me. I have read and understand all of the terms and conditions as set forth in the Rate Sheet.

 Authorized Signature

 Date

Send signed agreement to CBI via fax to (307) 358-3214; email to Joe@consultCBI.com; or mail to 873 Esterbrook Road, Douglas, WY 82633. For questions, call (307) 359-1640.