

September 29, 2003

Honorable Mayor and Members of  
the Hermosa Beach City Council

Regular Meeting of  
October 14, 2003

**REQUEST FROM THE CHAMBER OF COMMERCE FOR  
PLACEMENT OF AN ADVERTISEMENT IN THE  
2004 CHAMBER OF COMMERCE BUSINESS DIRECTORY**

**Recommendation:**

That the City Council consider the request for placement of an advertisement in the 2004 Chamber of Commerce Business Directory.

**Background:**

The Chamber of Commerce produces a business directory for each of its members and for use by visitors to Hermosa Beach. The publisher of the directory has asked if the City is, once again, interested in purchasing an ad in the publication. Last year, the City purchased a page 1, full-page, four color ad at a discounted rate of \$1,895.

This year, the ad costs range from \$845 to \$3,045. The price of a page 1, full-page, four color ad is \$2,295. The publisher is offering a "non-profit status" discount of \$345, reducing the total cost to \$1,950. This represents an increase of \$55 over last year's cost.

Cities very often place an ad in these publications, which could take the form of a photo or a letter welcoming visitors to the City. A copy of our ad from last year is attached for your review.

Respectfully submitted,

Stephen R. Burrell  
City Manager