

**APPROVAL OF CONTRACT AWARD FOR ADVERTISING SERVICES,  
REGION 3**

**RESOLUTION NUMBER 2006-29**

**WHEREAS**, the current advertising contract with the Asher Agency expires June 30, 2006 and

**WHEREAS**, Region 3 desires to continue with the marketing strategy developed around the statewide and regional campaigns, to avoid additional costs for regional advertising, and

**WHEREAS**, Region 3 wishes to contract with the Asher Agency for advertising services for the period of July 1, 2006 through June 30, 2007, with an option to renew for two additional one-year terms, and

**WHEREAS**, the estimated cost of advertising for the 2006-2007 fiscal year will not exceed \$213,500 to provide electronic media, publications, outdoor, print advertising and design services; and

**WHEREAS**, the projected price increase for the second and third option years is expected to be no more than a 15% annual increase in cost, and if the cost for the option years exceeds the anticipated increase, the region will request State Board approval, and

**WHEREAS**, the Region 3 Board of Trustees recommended approval of the execution of the contract with the Asher Agency at the June 12, 2006 meeting;

**NOW THEREFORE BE IT RESOLVED**, that the State Board of Trustees authorize and direct the College President, or his designee, to execute a contract under the stated terms, not to exceed the stated amount, after the contract has been reviewed by College General Counsel.

**State Trustees  
Ivy Tech Community College of Indiana**

  
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**William R. Goins, Chairman**

  
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**Jerry D. Speidel, Secretary**

**Dated June 15, 2006**