

AGENDA



Thursday, January 15, 2009

**Austin Energy
RECOMMENDATION FOR COUNCIL ACTION****Item No. 2**

Subject: Authorize negotiation and execution of a nine-month contract with the AUSTIN AMERICAN-STATESMAN, Austin, TX for an Austin Energy advertising package which includes prominent ad placement on the Statesman's online LivingGreen site and discounted print advertising inserts in the Statesman's regular print edition, in an amount not to exceed \$82,000.

Amount and Source of Funding: Funding in the amount of \$82,000 is available in the Fiscal Year 2008-2009 Operating Budget of Austin Energy.

Fiscal Note: There is no unanticipated fiscal impact. A fiscal note is not required.

For More Information: Ed Clark, Director, Corporate Communications / 322-6514 or Ingrid Weigand, Manager, Marketing Communications / 972-9521

Boards and Commission Action: Recommended by the Electric Utility Commission.

A product offered by Statesman.com/Austin360.com is LivingGreen, an online source for news and information about the environment. This LivingGreen advertising package will enable Austin Energy to reposition its green programs advertising content on the front page of LivingGreen and provide the ability to target users who have opted-in to receive e-mail newsletters. The package also discounts by 25 percent print advertising inserts by Austin Energy included in the regular Statesman print edition. This nine-month advertising contract would have a start date of March 1, 2009.

Statesman.com/Austin360.com is the top news and information online site for Austin with 29 percent net reach of adults. Advertising on Statesman.com/Austin360.com complements Austin Energy's print advertising and broadens its audience reach. The sites receive 3.9 million visits per month and 26 million page views monthly with the average time spent on the sites per visit at 16.2 minutes.