

A background image showing a group of business professionals in a meeting, with one person holding a tablet. The entire image is overlaid with a semi-transparent orange filter. The text is centered in the upper half of the image.

# Joint Venture Agreement

Working together in partnership

# Joint Venture Introduction

Our client, the Township of Casselman, currently generates revenues by renting ad spaces in many different sectors and categories within its municipal territory.

It has been identified that within many of our municipal structures, there lacks the internal resources and knowledge to adequately collect and record inventory space, current leasing and licensing agreements with advertisers, and detailed analytics on current and potential advertising venues.

It is acknowledged that the lack of these internal resources affect the current and future growth of both existing and potential revenues for many municipalities.

KB Media is a media solution company headquartered in Prescott-Russell with over 30 years of experience in the delivery of brand strategies and deployment. We have worked closely with many different municipalities, associations and private sector entities within the region to deploy their current ad space programs. In doing so, we have gained valuable experience and knowledge that we believe is needed to bring a successful regional ad space network which will be beneficial to all sectors of our county.

## Our solution

We offer a turnkey ad space solution for local municipalities to better streamline resources, efficiently target the correct markets and ultimately generate better revenues.



# Benefits

**Fewer municipal resources** allocated to maintaining an ad space program.

A locally dedicated **trained sales team** allocated full time on the development, marketing and deployment of the municipal ad space network.

A **targeted online audience**, marketed with the most recent online marketing techniques.

**Greater revenue** potential.

An up-to-date **live inventory**.

**Analytic & demographic description** developed for each ad space venue.

More accessibility to **national ad campaign** revenues.

A **fully maintained** ad space network.

# Costs

10% of gross rental revenues generated by the ad space network.





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