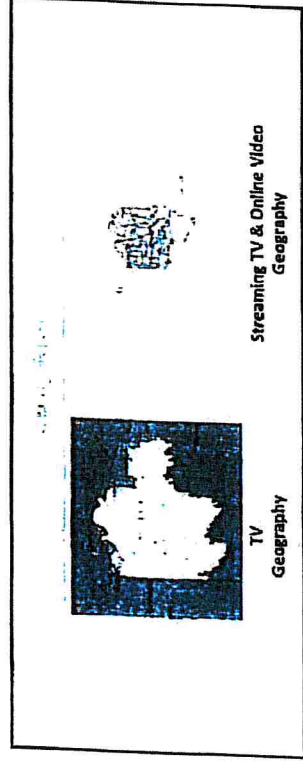


Spectrum Reach Custom Recommendation 3 Month Multiscreen Proposal

Products	Audience	Geography	Flight	Impressions	Gross Investment
TV	A25-54	East, Central and ATT Central Zones	June - August 2023	322,613 Impressions	\$10,315
Streaming TV	A 25-54, HHI \$50k+	Jackson County + Select Johnson County Zip Codes	June - August 2023	176,470 Impressions	\$6,000
Online Video	A25-54, HHI \$50k+, Family and Kids, Outdoor Activities Enthusiasts	Jackson County + Select Johnson County Zip Codes	June - August 2023	149,222 Impressions	\$2,685
Online Display to Enhance Sweepstakes	A25-54, HHI \$50k+, Family and Kids, Outdoor Activities Enthusiasts	Jackson County + Select Johnson County Zip Codes	May 2023	300,000 Impressions	\$3,000
Production	Shooting on Friday and Saturday - up to 5 hours each day. Additional charge for Weekend shoot Editing - Approx 3 hours each, VO provided by Michele and/or Frank. Drone - \$500/half day. \$1275 for each spot + \$500 for drone				
Added Value	250 commercials per zone (3 total zones) running throughout the campaign on demo appropriate networks - \$7500 value 100 Spectrum Sports no charge spots - \$1,000 value Production of 1 network taggable spot - \$125 value Sweepstakes promotion in May - \$10,000 value. Includes a min. of 300 spots, graphic creation for website and social and social content creation				
				948,305 Impressions	\$25,050 Gross Total

MEASURE
Audience Delivery: the background and behavior selected was used to identify your ideal target customer. Performance & Transparency: 24/7 access with detailed metrics allows you to view campaign impressions, geography and enable to refine strategy as needed.



[Signature] 7-31-2023
Date
[Signature] 8/1/2023
Date

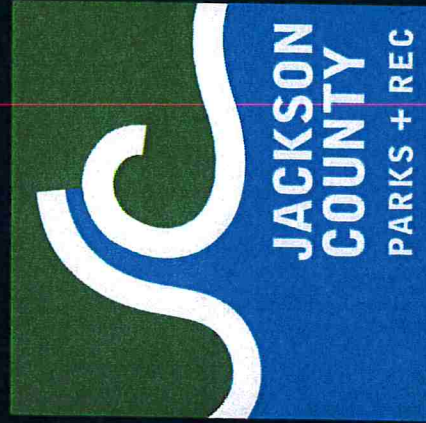


APPROVED AS TO FORM
[Signature]
County Counselor

ATTEST:
[Signature]
Clerk of the County Legislature

FILED
AUG 01 2023
MARY JO SPINO
COUNTY CLERK

21250

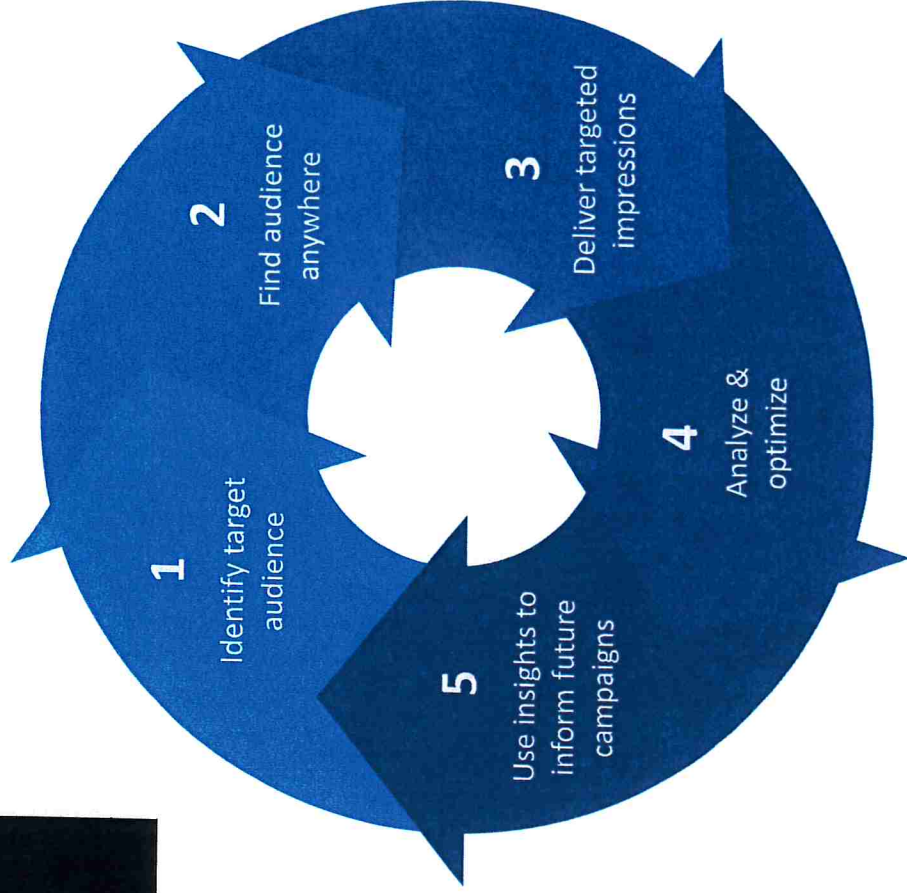


2023 Custom Recommendation

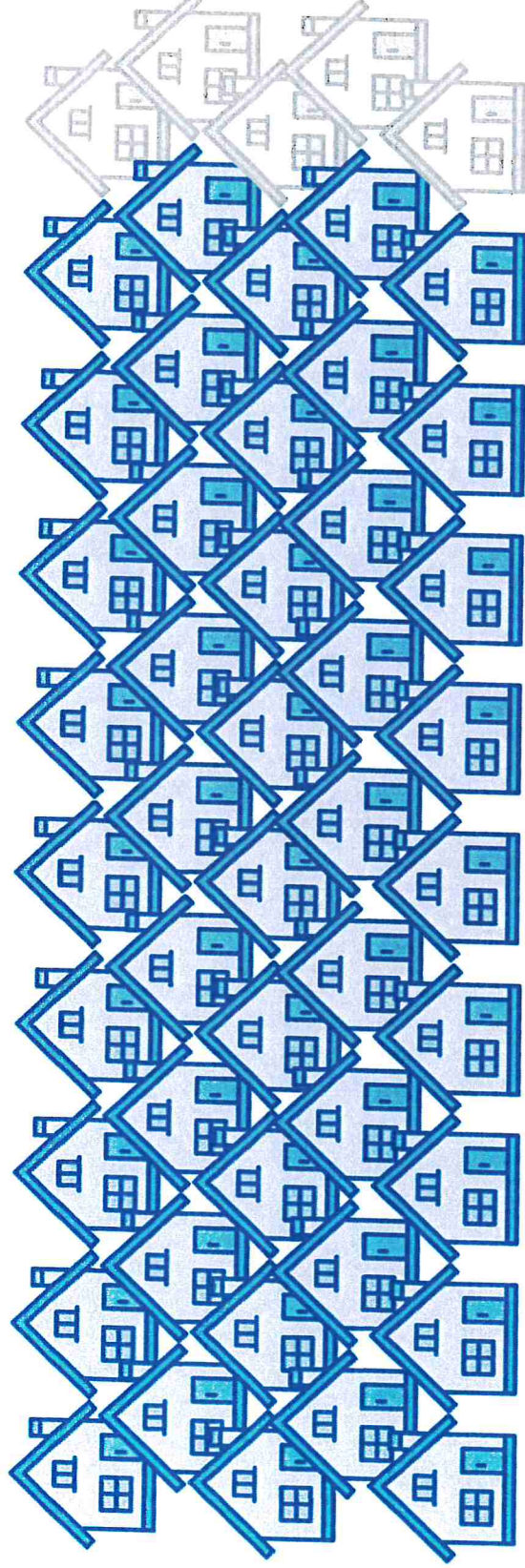


Data is in our DNA

Our proprietary first-party viewership data from **30 million households** and leading third-party insights from **70 data partners** to **find and reach** your audience, and **measure** performance.



Through Our Portfolio Of Products Spectrum Reach Can Connect Businesses...



...with nearly **100%** of consumers

Source: 98% of Adults 18+ in our markets watched Insertable cable in the past 7 days, viewed Spectrum TV in the past 30 days, viewed any streaming service in the past 7 days or has access to the internet at home or owns a smartphone. Nielsen Local Media, Scarborough Research, Top-Tier Markets: Scarborough USA+ 2022 Release 1 Lower-Tier Markets: Latest available surveys. Target: Access Internet: Yes OR Owns a Smartphone OR Has viewed non-premium cable over the past 7 days OR Has viewed SpectrumTV over the past 30 days OR has viewed any streaming service over the past 7 days.

Streaming TV

Streaming TV without limits.
Reach anyone, anywhere, on any screen.

Extensive Reach

Reach streaming consumers anywhere on over **450+ networks and publishers**, including the **Spectrum TV App, Spectrum News App, VOD**, with priority placement for your message.

Data-informed Targeting

Find the right audience using our **first-party viewership data** to inform **Audience** and precise **Addressable** targeting to maximize your spend.

Brand Safety Standards

We are **TAG Platinum Certified, Moat verified**, and partner directly with premium programmers to deliver on full-episodic, brand-safe content to reach the quality viewers you want.

Transparent Reporting

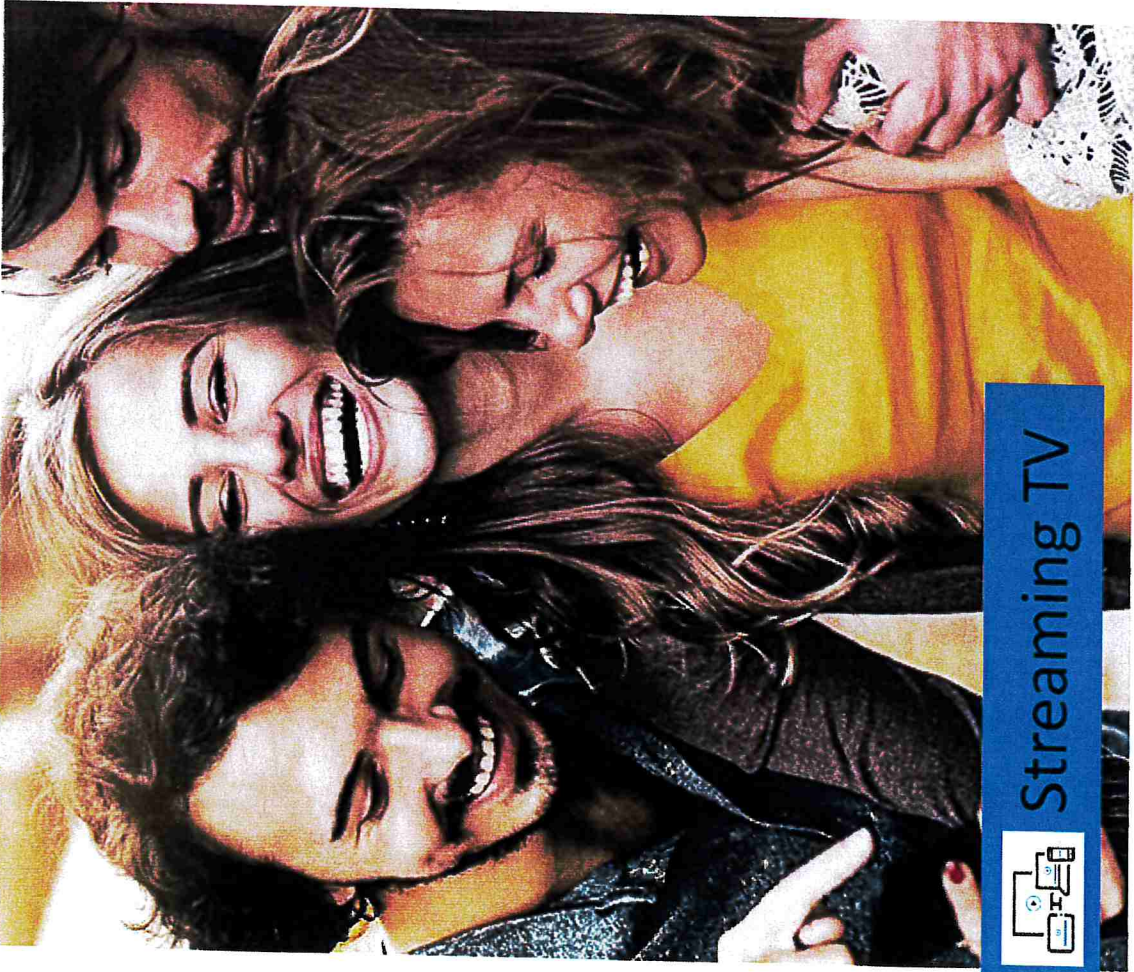
Measure your campaign performance with access to detailed metrics **24/7** on our **AudienceTrak** dashboard.



Spectrum
REACH

Reach our footprint and beyond...





Spectrum
REACH

Audience: Adults 25-54, HHI \$50k+

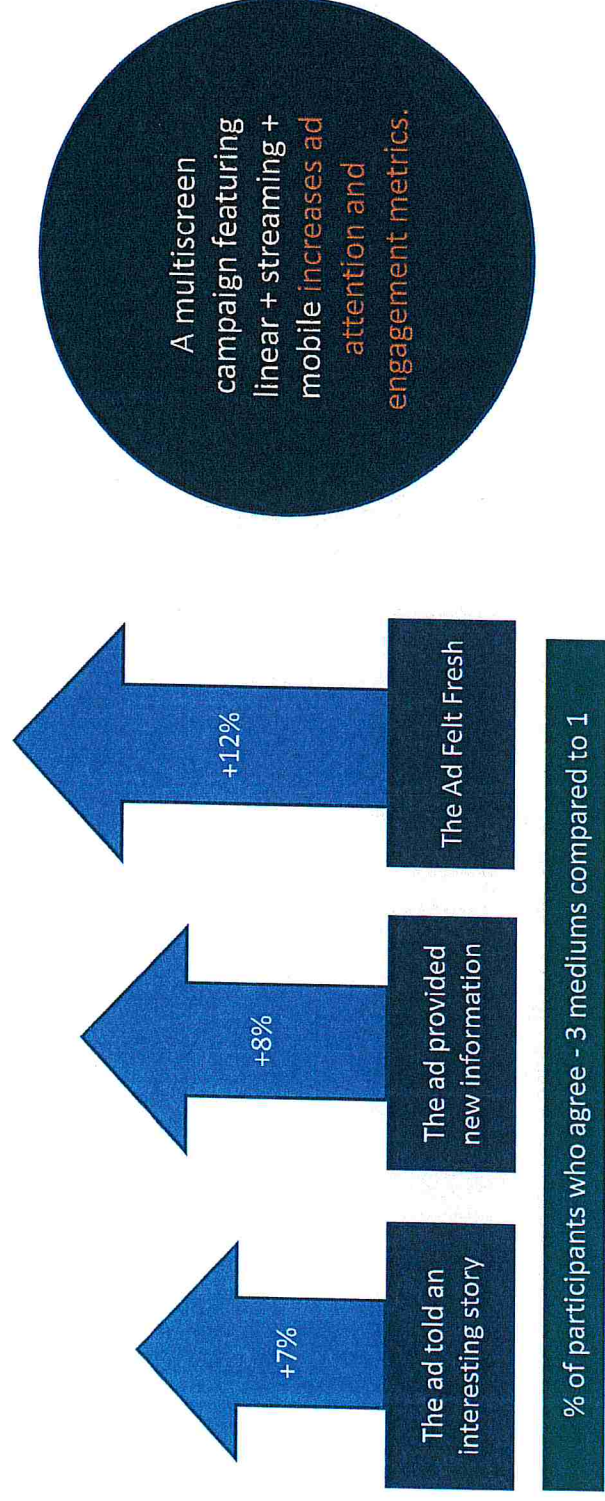
Reach your audience where they watch most
Sample networks*



*Networks listed are not all inclusive and are subject to change.

What does multiscreen video do for brands? Multiscreen Increases Ad Attention

When it comes to multiscreen campaigns: the more mediums - the greater the impact on ad attention and storytelling

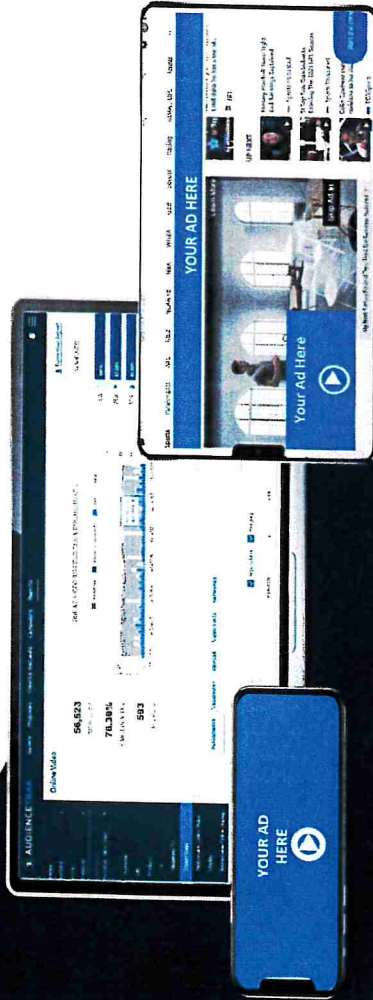


Source: MAGNA Ad Mix Synergy Study for Spectrum Reach 2022

Online Video

Expand Your Video Message

Reinforce your TV campaign with engaging video across all screens.



Reach your target audience

Our Spectrum internet household data, matched with data from our partners, targets your best audience to maximize your ad spend and reach your target audience anywhere.

Data-driven technology

Build an effective campaign based on your goals and desired geography with our proprietary data-driven platform.

Reduce fraud and invalid traffic

Advertise confidently knowing Spectrum Reach is a TAG platinum member, and proves that we adhere to the highest brand safety standards.

Transparent reporting

Measure your results with access to detailed campaign metrics including ad placement by site, device type, engagement, video completion rate and more.



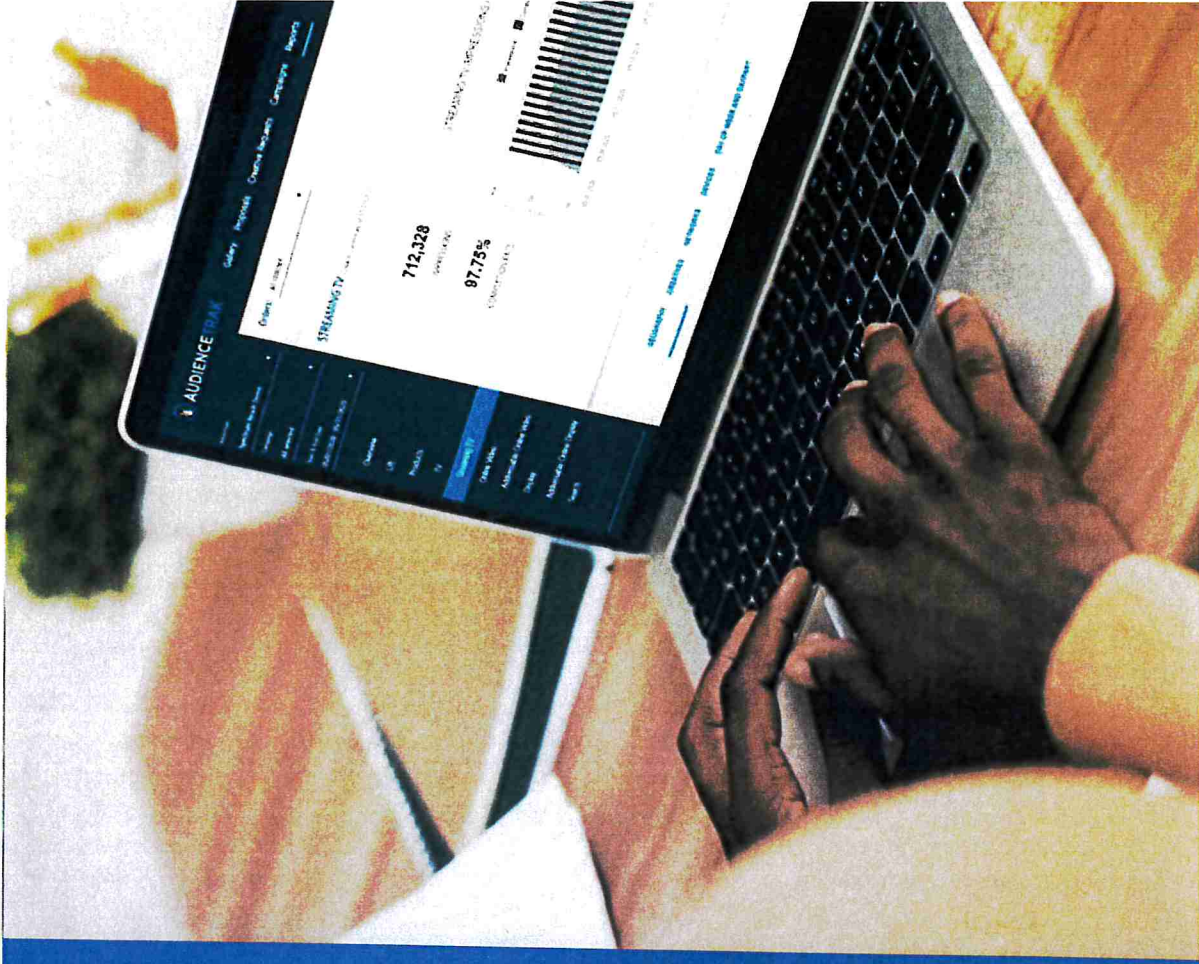
MEASURE Performance

Our exclusive reporting platform, AudienceTrak, is directly accessible to our clients and is the only ad platform that is transparent, down to the source of every impression from TV and digital campaigns.

Key performance indicators include:

- Upcoming TV Airings
- Verified TV Airings by Creative, Zone, Network, Program
- Site Visits*
- Total Impressions
- Total Engagements
- Top Creative Performance
- Geographic Performance
- Device Level Performance
- Video Completion Rates
- Site Placement
- Brand Lift Reporting*

*Applicable for Display and Online Video only.



ABBREVIATED DISCLOSURES FOR PRINT ADVERTISING, INTERNET & MARKETING MATERIALS:

NO PURCHASE NECESSARY. Sweepstakes begins on or about May 8, 2023 at 12:00 a.m. CT and ends on June 4, 2023 at 11:59 p.m. CT. Open only to legal U.S. residents who are 21 years of age or older and reside in the who reside in the Kansas City designated market area. See Official Rules at <https://spectrumreach.secondstreetapp.com/Jackson-County-Parks--Rec-Staycation-Sweepstakes/> for additional eligibility restrictions, prize descriptions/restrictions/ARVs and complete details. Odds of winning depend on the number of eligible entries received. Void where prohibited.

ABBREVIATED DISCLOSURES FOR TELEVISION:

NO PURCHASE NECESSARY. Sweepstakes ends June 4, 2023 at 11:59 p.m. CT. Open only to legal U.S. residents who are 21+ and reside in the Kansas City designated market area. Complete Official Rules at <https://spectrumreach.secondstreetapp.com/Jackson-County-Parks--Rec-Staycation-Sweepstakes/>

CHARTER COMMUNICATIONS
Jackson County Parks + Rec Staycation Sweepstakes
OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS APPLY. THIS SWEEPSTAKES IS VOID WHERE RESTRICTED OR PROHIBITED BY LAW.

1. **ELIGIBILITY:** The Jackson County Parks + Rec Staycation Sweepstakes (“Sweepstakes”) is open only to legal residents of the United States, who reside in the Kansas City designated market area as determined by Nielsen Company and are twenty-one (21) years of age or older at the time of entry. Employees, officers and directors (and their immediate families or those living in the same household) of Jackson County, MO or Sponsor (as identified in Section 13 below) and its respective affiliates, subsidiaries, divisions, parent and related companies, suppliers, printers and advertising, promotional agencies (the “Sweepstakes Entities”) are not eligible to enter or win. Sweepstakes is void where prohibited by law. In order to be eligible, you must follow these Sweepstakes Official Rules (“Official Rules”). Failure to comply with these Official Rules may result in ineligibility.
2. **HOW TO ENTER:** Sweepstakes begins at 12:00 a.m. Central Time (“CT”) on May 8, 2023 and ends at 11:59 p.m. CT on June 4, 2023 (the “Sweepstakes Period”). You may enter the Sweepstakes as follows:
 - a. **ON-LINE ENTRY METHOD:**
During the Sweepstakes Period, visit the website <https://www.makeyourdayhere.com/Home> (the “Website”), follow the on-screen instructions to complete the entry form with the information requested, view the rules at <https://spectrumreach.secondstreetapp.com/Jackson-County-Parks--Rec-Staycation-Sweepstakes/> and click “Submit Entry” to submit your entry and receive one (1) entry into the Sweepstakes. You may enter the Sweepstakes only once. All requested information on the entry form at the Website must be completed to enter and to be eligible to win. Incomplete entries will be disqualified. You may be required to register or to otherwise provide some or all of the following information: your name, address, city, state, zip code, telephone number, age and e-mail address and general information about your knowledge of Sponsor or Jackson County’s programming and services. Proof of entering information at the Website is not considered proof of delivery to or receipt by Sponsor of such entry. Except as contemplated in these Official Rules, personal information collected in connection with this Sweepstakes will be used in accordance

with the privacy policy found on the Website, including, without limitation, our sharing of your information with the Sweepstakes Entities listed herein for marketing purposes.

NOTE: Online entrant must be the registered subscriber of the email account by which the entry is made. In the event of a dispute as to the entries submitted by multiple users having the same email account, the authorized subscriber of the e-mail account (as specified by the Internet Service provider) used to enter the Sweepstakes at the actual time of entry will be deemed the entrant. Entries made by any individual or any entity other than the named entrant and/or originating at any other Internet Website, including (but not limited to) commercial sweepstakes subscription notification and/or entering service are void.

3. **PRIZE AND APPROXIMATE RETAIL VALUE:** There will be one (1) Prize awarded. The Prize consists of: two (2) nights at Longview Lake, Blue Springs Lake, or Lake Jacomo Campground. Concrete Premier Hook-Up. Expires September 30, 2023, a \$90 value, Full-Day Pontoon Rental on Longview Lake, Blue Springs Lake, or Lake Jacomo (gas not included). Expires September 1, 2023, a \$325 Value. Golf for Two with Cart at the Fred Arbanas Golf Course. Valid weekdays and after 1 pm, Saturday or Sunday, a \$116 Value. Passes for Four to Longview Lake Beach or Blue Springs Lake Beach. Expires September 4, 2023, a \$32 Value. Passes for Four to Missouri Town Living History Museum or Fort Osage National Historic Landmark. Expires October 1, 2023, a \$32 Value. The approximate total retail value of the Prize is \$595. All federal, state, and local tax liabilities are the sole responsibility of the Winner. No transfer, substitution, or cash equivalent for the Prize permitted, except by Sponsor in its sole discretion.

Transportation to redeem the Prize will be the winner's sole responsibility. Tickets/certificates for the Prize components must be used prior to the expiration dates specified above. Tickets/certificates are subject to certain terms and conditions as specified thereon. Winner and their guests must comply with all venue rules and regulations. Failure to do so may result in forfeiture of Prize.

4. **RANDOM DRAWING:** At the end of the Sweepstakes Period, one (1) potential Prize Winner will be selected in a random drawing from among all eligible entries received in accordance with the deadlines stated herein, by Sponsor, whose decision is final and binding in all matters relating to the Sweepstakes. The potential Prize Winner will be notified by telephone and/or e-mail, using contact information provided or collected at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within seventy-two (72) hours of the first notification attempt, or if the Prize or Prize notification email is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her Prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to three (3) potential winners of the Prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential Prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the Prize for any reason prior to award, such potential Prize winner will be disqualified and an alternate Prize winner may be selected.

5. **PRIZE CONDITIONS:** No cash alternative or substitution for any Prize will be required. If necessary due to unavailability of any portion of the Prize, a prize of equal or greater value may be awarded at the discretion of the Sponsor. Prize is not transferable, assignable or redeemable for cash. Winner will be required to execute and return an Affidavit of Eligibility/Release of Liability/Publicity Release within two (2) days of issuance. Failure to return all required documents in this time period may result in the Winner being disqualified and an alternate Winner selected. By entering this Sweepstakes and/or accepting the Prize, Winner and entrant hereby consent (except where prohibited by law) to the reasonable use by Sponsor and Jackson County, MO of the Winners' and entrants' photograph, voice, likeness and/or image, hometown address, contents of the entry form and the name and age of the Winners and entrants without any further compensation for any future promotional activity related to this Sweepstakes.

Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any portion(s) of the Prize furnished by third parties in connection with the Sweepstakes. **WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZE IS PROVIDED "AS IS"**

WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT. IN THE EVENT THAT ANY PORTION OF THE PRIZE IS CANCELLED OR RESCHEDULED FOR ANY REASON, SPONSOR HAS NO LIABILITY TO ANY ENTRANT OR WINNER WITH RESPECT THERETO.

6. **ODDS OF WINNING:** The odds of winning the Prize depends on the total number of eligible entries received for the Sweepstakes and are equal regardless of method of entry.
7. **CONDUCT OF PARTICIPATION:** By entering the Sweepstakes, entrant affirms that he or she has read and agrees to abide by these Official Rules and the decisions of the Sponsor. Sponsor reserves the right to disqualify any entrant acting in violation of the Official Rules or found tampering with the entry process or with the operation of the Sweepstakes or the Website. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE WEBSITE, OR ANY WEBSITE RELATED TO SPONSOR OR THE SWEEPSTAKES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.
8. **LIMITATIONS OF LIABILITY:** The Sweepstakes Entities are not responsible for any incorrect or inaccurate entry information, theft, tampering, destruction, or unauthorized access to, or alteration of entries; printing or other errors; and any entries or mail which are late, lost, delayed, incomplete, misdirected, stolen, mutilated, illegible, postage due or any combination thereof. Sponsor reserves the right to modify, suspend or terminate the Sweepstakes for any reason, including in the event that it becomes necessary due to circumstances beyond Sponsor's control. In the event the Sweepstakes is terminated early, a winner may be selected from all eligible entries received at the time of termination in a random drawing. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. These Official Rules cannot be modified or amended in any way except in a written document issued by a duly authorized representative of Sponsor. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.
9. **RELEASE OF LIABILITY:** By participating, Winner, winner's guests and entrants agree to release, discharge, indemnify and hold harmless the Sweepstakes Entities from and against any claims made by the Winner, entrants or any other third parties, including guests of winner related in any way to the Prize or the operation of this Sweepstakes, as well as any other claims, damages or liability due to any injuries, damages or losses (whether alleged, threatened, or actual) to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any Prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes.
10. **DISPUTES:** Entrants agree that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded shall be resolved individually, without resort to any form of class action, and solely and exclusively in federal or state courts located in St. Louis City, Missouri; entrant submits to sole and exclusive personal jurisdiction to said courts in the State of Missouri for any such dispute and irrevocably waives any and all rights to object to such jurisdiction; (b) any and all claims, judgments, and awards shall be limited to actual out of pocket costs incurred, including costs associated with entering this Sweepstakes but in no event attorneys' fees; and (c) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or

the rights and obligations of entrant or Sponsor in connection with the Sweepstakes shall be governed by, and construed in accordance with, the laws of Missouri, without giving effect to any choice of law or conflict of law rules of provisions (whether of the State of Missouri, the United States, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Missouri.


11. **WINNER LIST:** For an Official Winner List (available after June 30, 2023) or a copy of these Official Rules, send a self-addressed, stamped envelope to: Spectrum Reach, "Jackson County Staycation Sweepstakes" - WINNER - or - OFFICIAL RULES (please specify), c/o Marketing, 9225 Indian Creek Parkway, Suite 500, Kansas City, MO 66210. All requests for Official Rules must be received by June 4, 2023. Official Rules also available at <https://spectrumreach.secondstreetapp.com/Jackson-County-Parks--Rec-Staycation-Sweepstakes/>
12. **ENTRANT'S PERSONAL INFORMATION:** Information collected from entrants is subject to the Sponsor's Privacy Policy which can be found at www.spectrum.com.
13. **SPONSOR:** Charter Communications Operating, LLC. 9225 Indian Creek Parkway, Suite 500, Kansas City, MO 66210.

THIS SWEEPSTAKES IS VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

REVENUE CERTIFICATE

There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation of \$25,050.00 is herein authorized.

7-31-2023
Date



Director of Finance and Purchasing
Account No. 003-1601-56210
Account No. 300-1670-56210
PC 160123002 000 DM