



Baldwin County Commission

Legislation Details (With Text)

File #: 18-0729 **Version:** 1
Type: Consent **Status:** Passed
File created: 8/1/2018 **In control:** Baldwin County Commission Regular
On agenda: 8/7/2018 **Final action:** 8/7/2018
Title: Annual Advertising Contract with Gulf Coast Newspapers for FY 2018-2019
Indexes:
Attachments: 1. Gulf Coast Media Contract for FY 2018-2019

| Date | Ver. | Action By | Action | Result |
|----------|------|--------------------------------------|----------|--------|
| 8/7/2018 | 1 | Baldwin County Commission Regular | Approved | |

Meeting Type: BCC Regular Meeting
Meeting Date: 8/7/2018
Item Status: New
From: Anu Gary, Administration/Records Manager
Submitted by: Victoria Key, Administrative Support Specialist

ITEM TITLE

Annual Advertising Contract with Gulf Coast Newspapers for FY 2018-2019

STAFF RECOMMENDATION

Approve the annual contract between the Baldwin County Commission and the Gulf Coast Newspapers for display and legal advertising rates for all departments of the Baldwin County Commission as follows:

Legal Advertising Display Rates
Based on \$11.00 pci (per column inch) rate for all papers

Legal Advertising Per Word Rates
\$.28 per word with each additional run date same ad: \$.28 per word

The contract will be effective and commence September 3, 2018, for a term of one year, expiring September 3, 2019.

BACKGROUND INFORMATION

Previous Commission action/date: August 15, 2017 - last contract approval date
This is an annual contract with the Gulf Coast Newspapers. The rates for 2018-2019 are the same as in the previous contract for 2017-2018.

Background: Yes

FINANCIAL IMPACT

Total cost of recommendation: Depends on volume of ads

Budget line item(s) to be used: Various departments' budgets

If this is not a budgeted expenditure, does the recommendation create a need for funding?

No

LEGAL IMPACT

Is legal review necessary for this staff recommendation and related documents?

N/A

Reviewed/approved by: N/A

Additional comments: N/A

ADVERTISING REQUIREMENTS

Is advertising required for this recommendation? N/A

If the proof of publication affidavit is not attached, list the reason: N/A

FOLLOW UP IMPLEMENTATION

For time-sensitive follow up, select deadline date for follow up: N/A

Individual(s) responsible for follow up: Administration staff - Have Chairman execute contract and forward a copy of fully executed contract to:

Jeniece Bouzan
jeniece@gulfcoastmedia.com

April Wallace
april@gulfcoastmedia.com

Action required (list contact persons/addresses if documents are to be mailed or emailed):

N/A

Additional instructions/notes: N/A

