



Baldwin County Commission

Legislation Details (With Text)

File #: 21-0192 **Version:** 1
Type: Consent **Status:** Passed
File created: 9/14/2020 **In control:** Baldwin County Commission Regular
On agenda: 11/17/2020 **Final action:** 11/17/2020
Title: Advertising Agreement with Alabama Media Group for Display Ads in Press-Register for 2021
Indexes:
Attachments: 1. Advertising Agreement

| Date | Ver. | Action By | Action | Result |
|------------|------|--------------------------------------|----------|--------|
| 11/17/2020 | 1 | Baldwin County Commission Regular | Approved | |

Meeting Type: BCC Regular Meeting
Meeting Date: 11/17/2020
Item Status: New
From: Wayne Dyess, County Administrator
Submitted by: Victoria Key, Administrative Support Specialist

ITEM TITLE

Advertising Agreement with Alabama Media Group for Display Ads in Press-Register for 2021

STAFF RECOMMENDATION

Approve the Advertising Agreement between the Baldwin County Commission and Alabama Media Group for County display ads in Press-Register for 2021 (January 1, 2021 - December 31, 2021). This contract will allow for a 10 percent discount for all Baldwin County Departments on all display ads placed in the Press-Register.

BACKGROUND INFORMATION

Previous Commission action/date: December 17, 2019

Background: Based on last year's spending, the County will receive the same Level 3 discount, which is a 10 percent discount on all display ads regardless of the size. This contract will cover all Baldwin County Departments' display ads in the Press-Register for 2021.

FINANCIAL IMPACT

Total cost of recommendation: Various departments budgets - based on display ads placed.

Budget line item(s) to be used: Various departments, account 5253 (Advertising)

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

LEGAL IMPACT

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

Reviewed/approved by: Same contract as last year as previously approved by the County Attorney.

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 - Send fully executed contract to:

Cristy Boyington
Legal Advertising Representative
Alabama Media Group

Via Email Only:
AMG Legals Mobile
lmobile@al.com

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

Additional instructions/notes: N/A