



# Baldwin County Commission

## Legislation Details (With Text)

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**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

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### 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

