



Baldwin County Commission

Legislation Details (With Text)

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Type: Work Session **Status:** Agenda Ready

File created: 6/4/2019 **In control:** Baldwin County Commission Work Session

On agenda: 8/13/2019 **Final action:**

Title: Annual Advertising Contract with Gulf Coast Newspapers for Fiscal Year 2019-2020

Indexes:

Attachments: 1. Correspondence from April Wallace with Gulf Coast Media, 2. Gulf Coast Media Contract for Fiscal Year 2019-2020

Date	Ver.	Action By	Action	Result
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Meeting Type: BCC Work Session

Meeting Date: 8/13/2019

Item Status: New

From: Wayne Dyess, County Administrator

Submitted by: Victoria Key, Administrative Support Specialist

ITEM TITLE

Annual Advertising Contract with Gulf Coast Newspapers for Fiscal Year 2019-2020

STAFF RECOMMENDATION

Approve the Annual Advertising Contract with Gulf Coast Newspapers for the Baldwin County Commission and 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 \$11.50 pci (per column inch) rate for all papers

Legal Advertising Per Word Rates

\$.32 (cents) per word with each additional run date

The Contract will be effective and commence September 3, 2019, for a term of one year, expiring September 3, 2020.

BACKGROUND INFORMATION

Previous Commission action/date: July 24, 2018 - last contract approval date

Background: This is an annual contract with the Gulf Coast Newspapers. The rates for 2019-2020 are slightly higher due to the cost of ink, print materials, paper, plates etc., postage and the fact that

the County cut back on a very large volume of print (over \$60,000).

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

April Wallace
april@gulfcoastmedia.com <<mailto:april@gulfcoastmedia.com>>
[email only]

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

Additional instructions/notes: N/A