



# Baldwin County Commission

## Legislation Details (With Text)

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**File #:** 19-1840      **Version:** 1

**Type:** Consent      **Status:** Passed

**File created:** 8/13/2019      **In control:** Baldwin County Commission Regular

**On agenda:** 8/20/2019      **Final action:** 8/20/2019

**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 Agreement for 2019-2020

Date	Ver.	Action By	Action	Result
8/20/2019	1	Baldwin County Commission Regular	Approved	

**Meeting Type:** BCC Regular Meeting  
**Meeting Date:** 8/20/2019  
**Item Status:** New  
**From:** Wayne Dyess, County Administrator  
**Submitted by:** Victoria Key, Administrative Support Specialist

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### ITEM TITLE

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

### STAFF RECOMMENDATION

Approve the Annual Advertising Contract between the Gulf Coast Newspapers and the Baldwin County Commission 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

1 run: \$.32 per word  
2 run: \$.64 per word  
3 run: \$.96 per word  
4 run: \$1.28 per word  
5 run: \$1.60 per word  
6 run: \$1.92 per word

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 higher due to the cost of ink, print materials, paper, plates, postage, etc. Also, the County's advertising is less than in prior years which has brought the cost up.

### **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  
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[email only]

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

N/A

**Additional instructions/notes:** N/A