



Baldwin County Commission

Legislation Text

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

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

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