



# Baldwin County Commission

## Legislation Text

---

**File #:** 21-0192, **Version:** 1

---

**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