



Baldwin County Commission

Legislation Text

File #: 22-1058, **Version:** 1

Meeting Type: BCC Regular Meeting

Meeting Date: 8/16/2022

Item Status: New

From: Ron Cink, Budget Director

Submitted by: Kristen M. Rawson, Assistant Administrative Services Manager

ITEM TITLE

Annual Advertising Contract with Gulf Coast Media for Fiscal Year 2022-2023

STAFF RECOMMENDATION

Approve the Annual Advertising Contract between Gulf Coast Media and the Baldwin County Commission for display and legal advertising rates in Gulf Coast Media's four community newspapers of general circulation in Baldwin County for all departments of the Baldwin County Commission as follows:

Legal Advertising Display Rates:

Based on \$13.00 pci (per column inch) rate for all newspapers

Legal Advertising Per Word:

\$0.39 (cents) per word

These rates will be effective and commence September 2, 2022, for a term of one year, expiring September 2, 2023.

BACKGROUND INFORMATION

Previous Commission action/date: August 17, 2021 - last contract approval date

Background: This is an annual contract with Gulf Coast Newspapers. The rates for 2022-2023 are slightly higher. The PCI rate increased by \$1.00 and the cents per word increased by \$0.03. This is due to the increase in printing/publication costs incurred in the last year.

FINANCIAL IMPACT

Total cost of recommendation: Depends on the volume of ads

Budget line item(s) to be used: Various departments' budgets - Object account 52530

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?
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: Commission Administration staff

Action required (list contact persons/addresses if documents are to be mailed or emailed):
Prepare correspondence and have Chairman sign contract. Send copy of contract to via email only to: April Perry - april@gulfcoastmedia.com

cc: Ron Cink, Cian Harrison, Eva Cutsinger, Dana Austin, Christie Davis

Additional instructions/notes: Upload contract to BCAP