

CITY OF PALMER ACTION MEMORANDUM No. 09-007

SUBJECT: Authorize the Renewal of the Advertising Services Contract with Anchorage Daily News for One Additional Year as Provided for in the Original Contract Dated January 1, 2008

AGENDA OF: January 13, 2009

Council action: Authorized

Approved for presentation by B.B. Allen, City Manager *B.B. Allen*

Route To:	Department/Individual:	Initials:	Remarks:
X	Originator – City Clerk	<i>JY</i>	
	City Clerk		
X	City Attorney	<i>[Signature]</i>	
	Director of Administration		
	Director of Community Services		
	Director of Public Safety		
	Director of Public Works		

Attachment(s): AM 07-108

Fiscal note:

	No fiscal impact.	
X	Funds are budgeted from this account number:	xxxx-xx-6022
	Funds are not budgeted. Budget modification is required. Affected account number:	

Finance Director Signature: *[Signature]*

Summary statement: On December 18, 2007, the council approved action memorandum no. 07-108 which awarded an advertising services contact to Anchorage Daily News. The contract was for a two year period and provided for three, one year extensions of the contact.

At this time, the City desires to exercise its right to renew the contract for one additional year.

Administration recommendation: Approve Action Memorandum No. 09-007.

CITY OF PALMER ACTION MEMORANDUM

SUBJECT: Authorize the City Manager to Award and Execute a Contract with Anchorage Daily News for Advertising Services

AGENDA OF: December 18, 2007

Council action: Authorized

Approved for presentation by B.B. Allen, City Manager *B.B. Allen*

Route To:	Department/Individual:	Initials:	Remarks:
x	Originator – City Clerk	<i>JA</i>	
	City Clerk		
x	City Attorney	<i>JA</i>	
	Public Safety Director		
	Administrative Services Director		
	Community Services Director		
	Planning & Community Development Director		
	Public Works Director		

Attachment(s): Notice of Intent to Award

Fiscal note:

	No fiscal impact.	
X	Funds are budgeted from this account number:	xxxx-xx-6022
	Funds are not budgeted. Budget modification is required. Affected account number:	

Finance Director Signature: *[Signature]*

Summary statement: On October 30, 2007, the City issued a bid request for advertising services. Two bids were received on November 30, 2007, one from Anchorage Daily News and one from Mat-Su Frontiersman.

The Bid specifications were as follows (paraphrased from the document):

- One year contract length with the City's right to renew the contract for three (3) additional one (1) year terms pending mutual agreement;
- Required minimum circulation within the Matanuska-Susitna Borough of 6,500 per edition. Proven circulation numbers for Total Paid Actual Gross Distribution as provided in the report from the Audit Bureau of Circulation dated within two years of submitted bid;

- Defined deadline and proofing requirements;
- Consistent placement of ad within each edition.

The Bid requested a quote for a price per column inch for display advertising based on an annual buy of between 5,000 and 5,500 per column inch of display advertising in the *first* year of the contract.

The responses were as follows:

Company: Anchorage Daily News
Certified Circulation by Audit Bureau of Circulation: 11,026 in Mat-Su Borough, with 4,608 of those in Palmer
Contract Price: \$7.00 per column inch

Company: Mat-Su Valley Frontiersman
Certified Circulation by Audit Bureau of Circulation: 5,426 in Mat-Su Borough, with 1,391 of those in Palmer
Contract Price: \$7.95 per column inch

Based on Bid specifications, it is recommended the contract be awarded to Anchorage Daily News.

Administration recommendation: Authorize action memorandum 07-108.



CITY OF PALMER

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www.cityofpalmer.org

December 10, 2007

VIA FACSIMILE

TO: Anchorage Daily News
Mat-Su Valley Frontiersman

Fax No. 907-257-4544
Fax No. 907-352-2274

**RE: NOTICE OF INTENT TO AWARD
Advertising Services**

During the December 18, 2007, Palmer City Council meeting the City Council intends to award the contract for Advertising Services to Anchorage Daily News. The meeting will begin at 7 p.m. and will be held in the Palmer City Council Chambers located at 231 W. Evergreen Avenue, Palmer.

Anchorage Daily News' bid for the project was the lowest responsive, responsible bid. Bids submitted are as follows:

Company:	Anchorage Daily News
Certified Circulation by Audit Bureau of Circulation:	11,026 in Mat-Su Borough
Contract Price:	\$7.00 per column inch

Company:	Mat-Su Valley Frontiersman
Certified Circulation by Audit Bureau of Circulation:	5,426 in Mat-Su Borough
Contract Price:	\$7.95 per column inch

In accordance with Palmer Municipal Code 3.21.290 B., a protest based upon alleged improprieties in an intended award of a contract must be filed with the Palmer city manager (with a copy previously served upon the intended awardee) within two business days after the issuance of this notice of intent to award – in this case, by 5 p.m., Thursday, December 13, 2007. Failure to meet this time line shall constitute a waiver of the protesting party's rights and a bar on any further action regarding this matter.


B.B. Allen, City Manager