





**CITY OF PALMER ACTION MEMORANDUM No. 10-008**

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

**AGENDA OF: February 9, 2010**

<b>Council action:</b>	<b>Authorized</b>
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**Approved for presentation by B.B. Allen, City Manager** *B.B. Allen*

Route To:	Department/Individual:	Initials/Date:	Remarks:
x	Originator – City Clerk	<i>JA</i> 1/29/10	
	City Clerk		
x	City Attorney	<i>[Signature]</i> 1/29/10	
	Director of Administration		
	Director of Community Development		
	Director of Community Services		
	Director of Public Safety		
	Director of Public Works		

**Attachment(s):** Notice of Intent to Award

**Certification of Funds:**

	No fiscal impact.	
x	Funds are budgeted from this account number: Funding will be verified at the time of advertising request.	Various funds & departments (6022) Advertising
	Funds are not budgeted. Budget modification is required. Affected account number:	

Director of Administration Signature: *[Signature]*

**Summary statement:** On December 11, 2009, the City issued a bid request for advertising services. Two bids were received on January 15, 2010, one from Anchorage Daily News and one from Mat-Su Frontiersman.

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

- Two 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 5,500 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 2,200 and 2,600 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:	11,599 in Mat-Su Borough, with 4,135 of those in Palmer
Contract Price:	\$7.00 per column inch
Company:	Mat-Su Valley Frontiersman
Certified Circulation by Audit Bureau of Circulation:	4,870 in Mat-Su Borough, (the number for Palmer was not indicated by the bidder)
Contract Price:	\$7.45 per column inch

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

**Administration recommendation:** Authorize action memorandum 10-008.



## City Clerk's Office

Phone: (907) 745-3271  
Direct: (907) 761-1301  
Fax: (907) 745-0930

231 W. Evergreen Ave.  
Palmer, Alaska 99645-6952  
[www.cityofpalmer.org](http://www.cityofpalmer.org)

January 18, 2009

### 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 February 9, 2010, 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:	11,599 in Mat-Su Borough
Contract Price:	\$7.00 per column inch
Company:	Mat-Su Valley Frontiersman
Certified Circulation by Audit Bureau of Circulation:	4,870 in Mat-Su Borough
Contract Price:	\$7.45 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., Wednesday, January 20, 2010. 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.