

**SUPPLEMENT B
DEPARTMENT OF BUDGET AND MANAGEMENT
ACTION AGENDA**

SERVICE CONTRACT

ITEM: 1-S **Agency Contact:** Jamie Tomaszewski
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DEPARTMENT/PROGRAM: Budget and Management (DBM)
Office of Personnel Services and Benefits (OPSB)
Recruitment & Examination Division

CONTRACT ID: The Baltimore Sun Recruiting/Advertising Services
ADPICS NO. 050B9800009

CONTRACT DESCRIPTION: Statewide contract to provide job recruiting and
advertising services at a discounted group rate.

AWARD: The Baltimore Sun
Baltimore, MD

TERM: 4/1/2009 - 3/31/2010

AMOUNT: \$300,000 NTE (1 Year)

PROCUREMENT METHOD: Sole Source

BIDS OR PROPOSALS: N/A

MBE PARTICIPATION: None (See Requesting Agency Remarks below)

PERFORMANCE SECURITY: None

INCUMBENT: None

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ITEM: 1-S (Cont.)

REQUESTING AGENCY REMARKS: Request for approval of a Sole Source contract with The Baltimore Sun newspaper (The Sun) to provide job recruiting and advertising at a discounted group rate for all State agencies. This group rate is established under the presumption that all State agencies collectively will place at least \$75,000 worth of job recruiting advertising during the one-year period. This contract allows the State to obtain the lowest available pricing, a 25% reduction from the open rate, to run advertisements in The Sun.

The sole source procurement method was chosen rather than a competitive procurement because The Baltimore Sun is the only general daily newspaper with Sunday advertising that is distributed throughout the entire Baltimore metropolitan area.

Historically, the advertising purchases by individual State agencies have varied over the years with some agencies paying much higher rates than other agencies. Some agencies only advertise once a year while other agencies advertise once a month. When combined over a year period, the State agencies' advertising purchases have well exceeded the \$75,000 minimum threshold level. Therefore, this contract is requesting \$300,000 in order to meet the needs of all of the State agencies combined for the one-year period.

As part of the advertising package, The Sun has a free daily newspaper called "b" that will have the full job recruiting advertisement insert from the Sunday Sun included in the "b" Monday edition.

Additionally, this contract provides an option of purchasing a corresponding job video to be posted on BaltimoreSun.com to reach potential job candidates through the internet for \$100 per posting for a 30-day period. These option purchases will count towards reaching the minimum \$75,000 spending level.

If by the end of the contract period State agencies collectively have failed to place the minimum annual agreement rate of \$75,000 worth of recruiting/advertising, the Contractor may submit a single supplemental invoice to each State agency that ran an advertisement during the Contract term for short-fall billing. This short-fall billing may be up to the 25% discount that was initially taken from the established rates, as mentioned above.

Because these services are for purchasing advertising space in The Sun newspaper only, there are no subcontracting opportunities, thus there is no MBE participation goal.

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ITEM: 1-S (Cont.)

FUND SOURCE: Various

APPROP. CODE: Various

RESIDENT BUSINESS: Yes

MD TAX CLEARANCE: 09-0896-1111

Board of Public Works Action - The above referenced Item was:

APPROVED

DISAPPROVED

DEFERRED

WITHDRAWN

WITH DISCUSSION

WITHOUT DISCUSSION