



**DEPARTMENT OF GENERAL SERVICES
OFFICE OF STATE PROCUREMENT
ACTION AGENDA
March 10, 2021**



*Contact: Mark Riesett 410-767-4045
mark.riesett@maryland.gov*

**17-S. SERVICES CONTRACT
*Department of General Services***

Contract ID: The Baltimore Sun Recruiting/Advertising Services; 001B1600271
ADPICS No.: 001B1600271

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

Award: The Baltimore Sun Company, LLC; Wilmington, DE
(Local Office in Baltimore, MD)

Contract Term: 03/11/2021 - 02/28/2022

Amount: \$400,000 NTE

Procurement Method: Sole Source

Living Wage Eligible: Yes

MBE/VSBE Participation: NA / NA

Performance Security: N/A

Incumbent: Same

Requesting Agency Remarks: 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 contract. 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 open rates at The Sun for 2021 have remained the same since 2014.

A competitive procurement was not completed because The Baltimore Sun is the only general daily newspaper with Sunday and Wednesday advertising that is distributed throughout the entire Baltimore metropolitan area. This contract is available for use by any State agency, all local governments, and qualifying not-for-profit organizations in Maryland under the same rates.

Baltimore Sun Media could be sold and if the proposal moves forward it could take two to four months to finalize. Advertiser agreements will be fulfilled without interruption.



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17-S. SERVICES CONTRACT (cont'd)

Fund Source: Various (Using Agency)

Approp. Code: Various (Using Agency)

Resident Business: Yes

MD Tax Clearance: 21-0215-1110

BOARD OF PUBLIC WORKS ACTION

THIS ITEM WAS:

APPROVED

DISAPPROVED

DEFERRED

WITHDRAWN

WITH DISCUSSION

WITHOUT DISCUSSION