



REQUEST FOR BOARD ACTION

ITEM NO. 4

DATE OF MEETING: June 20, 2016

REQUESTED BY: Melissa Long, Clerk to the Board

SHORT TITLE: Approval of Renewal of Legal and Non-Legal Advertising Contract with the Pender-Topsail Post & Voice, and Authorizing Purchase Order for FY 2016-2017: \$17,160.00.

BACKGROUND: Since 2001, the County has combined all legal and non-legal county advertising together under one masthead entitled "Pender County Government News." These advertising services were bid initially in 2001 and subsequently re-bid in 2004 and 2007. In addition, this amount includes posting of all Board meeting agendas. The Pender-Topsail Post & Voice is currently the only local newspaper in Pender County. There was no rate increase for FY 2016-2017, therefore the contract from the last Fiscal Year will remain the same.

SPECIFIC ACTION REQUESTED: To consider approving a contract with the Pender-Topsail Post & Voice, and to authorize a purchase order in the amount of \$17,160.00 for legal and non-legal advertising services for FY 2016-2017.

**Pender County Government News Contract 2015-16
Effective July 1, 2015**

Paid ad space is **2,184** column inches of space per year. Weekly – **42** inches
Free space if needed **1,248** column inches yearly: Weekly – **24** inches
Total weekly available space is **66** column inches
Total is **3,432** (66 inches x 52 weeks) inches available per year @ **\$17,160** or
\$330 per week.
Cost to the county is **\$5.00** per column inch

Rate card rate is **\$8.50** per column inch, going to **\$9.00 Jan. 1, 2016**
That is the rate businesses and other advertisers pay.
At rate card rate (open rate \$9) the cost to the county would be **\$30,888**

We are discounting our ad rate \$13,728 per year for Pender County.