

SAINT PETERSBURG CITY COUNCIL

Consent Agenda

Meeting of May 07, 2009

To: The Honorable Jeff Danner, Chair and Members of City Council

Subject: Renewing blanket purchase agreements with the Times Publishing Co., d/b/a St. Petersburg Times, Media General Operations, Inc., d/b/a The Tampa Tribune, The Weekly Challenger Inc., and Potter Media Inc., d/b/a The Pinellas News for newspaper advertisements at an estimated annual cost of \$239,150.

Explanation: On May 1, 2008, City Council approved a one-year agreement for newspaper advertising, effective through May 31, 2009. Under the renewal of contract clause, the city reserves the right to extend the agreement for four one-year periods if mutually agreeable. This is the first one-year renewal. The primary user departments are Human Resources, City Clerks Office and Codes Compliance.

The vendors run advertisements which include public notices and hearings, notices for city elections, ordinance and zoning notices and hearings, special assessments, notices to taxpayers, notices of intent, orders to show cause and notices to bidders. They also run classified advertisements including advertisements for employment, grant notices, inserts, and special events. Retail advertisements are also placed for special events, shows, and festivals. Each department will determine which newspaper and edition to use based upon City Code and marketing strategy.

The Purchasing Department in cooperation with the Human Resources, City Clerks Office and Codes Compliance departments recommends for renewal:

Newspaper Advertisements.....	\$239,150
Times Publishing Co., d/b/a St. Petersburg Times	\$165,000
Media General Operations, Inc., d/b/a The Tampa Tribune	45,000
Potter Media, Inc., d/b/a The Pinellas News	24,150
The Weekly Challenger, Inc.	5,000

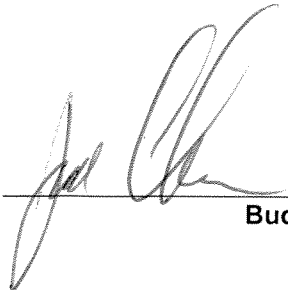
These vendors have agreed to uphold the terms and conditions of RFP No. 6708 dated February 2, 2008. These renewals will be effective through May 31, 2010. During the past year, the city spent approximately \$236,548 for newspaper advertising.

Cost/Funding/Assessment Information: Funds will be appropriated in the General Fund (0001) Human Resources (0901185) [\$45,501], City Clerk (2101729) [\$30,000], Engineering & Capital Improvements (1301349) [\$9,684], Development Services (1701537) [\$14,356] and other various general fund departments; Sanitation Operating Fund (4021), Neighborhood Services-Codes Compliance (1101129) [\$26,774], Billing & Collections (5201), Billing & Collections Department (3502005) [\$11,601] and the Law Enforcement Trust Fund (1023), Police Department (1402857) [\$9,358].

Attachment: Price History (2 pages)
Resolution

Approvals:

 4/20/09
Administrative


Budget

**Price History
915-03 Newspaper Advertising**

Item No.	Description	2004	2005	2006	2007	2008	2009	% Change
ST PETERSBURG TIMES								
1.	Employment Classified (per line)*							
	Sunday	10.80	13.20	13.20	13.75	14.15	13.50	(4%)
	Daily	8.50	10.00	10.00	10.40	10.70	10.70	-
2.	Legal ROP (per inch)							
	Sunday (City & State)	55.16	57.92	59.66	61.45	61.45	61.45	-
	Daily (City & State)	50.99	53.54	55.15	56.80	56.80	56.80	-
3.	Legal Classified Liners (per line)							
	Sunday (South Pinellas)	2.79	2.93	3.02	3.11	3.12	4.29	38%
	Daily (South Pinellas)	2.14	2.25	2.32	2.39	2.32	3.30	42%
4.	Retail Advertising (per inch)**							
	City and State, Thurs. - Sat	67.80	72.50	72.50	85.50	91.60	91.60	-
	ROP, Thurs - Sun	130.00	140.00	140.00	159.00	161.00	161.00	-
	Neighborhood Times - Sun	-	-	-	113.35	118.85	118.85	-
	Neighborhood Times - Wed	-	-	-	88.70	90.55	90.55	-
	Main - Sunday	-	-	-	204.00	210.00	210.00	-
	*Based on \$25,000 annual rate							
	** Based on non-profit status							
WEEKLY CHALLENGER								
1.	Legal / Classified ROP (per inch) *	11.00	12.34	12.34	12.34	18.00	18.00	-
2.	Retail ROP (per inch) **	11.00	12.34	12.34	12.34	18.00	18.00	-
PINELLAS NEWS								
1.	Classified (per inch)	8.91	9.90	9.90	9.90	25.00	27.75	11%
2.	Legal ROP (per inch)	8.82	10.50	10.50	10.50	25.00	27.75	11%
3.	Retail ROP (per inch)	15.00	18.00	18.00	18.00	45.00	45.00	-

**Price History
915-03 Newspaper Advertising**

Item No.	Description	2004	2005	2006	2007	2008	2009	% Change
PEACESONIAN								
1.	Standard Rate (per inch)	--	10.00	10.00	10.00	10.00	10.00	-
2.	Full Page	--	800.00	800.00	800.00	800.00	800.00	-
3.	½ Page	--	400.00	400.00	400.00	400.00	400.00	-
4.	¼ Page	--	200.00	200.00	200.00	200.00	200.00	-
TAMPA TRIBUNE								
1.	Employment (per line)*							
	Sunday Full Run	10.10	11.00	11.00	11.00	19.00	19.00	-
	Daily Full Run	8.05	9.40	9.40	9.40	16.00	16.00	-
2.	Legal ROP (per inch)							
	Sunday	93.37	100.98	105.02	105.20	25.00	25.00	-
	Daily	72.42	78.32	81.45	81.45	32.50	32.50	-
3.	Legal Classified (per line)**							
	Sunday Full Run	4.06	4.39	4.57	4.57	7.00	7.00	-
	Daily Full Run	3.08	3.33	3.46	3.46	5.00	5.00	-
4.	Retail Advertising (per inch)*							
	ROP Mon – Wed	86.55	97.30	97.30	103.70	103.00	103.00	-
	ROP Thu - Sat	92.40	104.00	104.00	110.85	115.00	115.00	-
	ROP Sunday	117.20	132.00	132.00	140.70	163.00	163.00	-

*Based on non-profit rate

**2008 changed to double column

A RESOLUTION APPROVING THE RENEWAL OF AGREEMENTS (BLANKET AGREEMENTS) WITH TIMES PUBLISHING COMPANY D/B/A ST. PETERSBURG TIMES AT AN ESTIMATED ANNUAL COST NOT TO EXCEED \$165,000, MEDIA GENERAL OPERATIONS, INC. D/B/A THE TAMPA TRIBUNE AT AN ESTIMATED ANNUAL COST NOT TO EXCEED \$45,000, POTTER MEDIA, INC. D/B/A THE PINELLAS NEWS AT AN ESTIMATED ANNUAL COST NOT TO EXCEED \$24,150; AND THE WEEKLY CHALLENGER, INC. AT AN ESTIMATED ANNUAL COST NOT TO EXCEED \$5,000 FOR A TOTAL ESTIMATED ANNUAL COST NOT TO EXCEED \$239,150 FOR NEWSPAPER ADVERTISEMENTS; AUTHORIZING THE MAYOR OR MAYOR'S DESIGNEE TO EXECUTE ALL DOCUMENTS NECESSARY TO EFFECTUATE THESE TRANSACTIONS; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, On May 1, 2008 City Council approved the award of one-year agreements (Blanket Agreements) with four one-year renewal options to Times Publishing Company, d/b/a St. Petersburg Times, Media General Operations, Inc. d/b/a as Tampa Tribune, Potter Media, Inc., d/b/a The Pinellas News, and The Weekly Challenger, Inc. ("Vendors") pursuant to Bid No. 6708 dated February 2, 2008; and

WHEREAS, the City desires to exercise the first one-year renewal options; and

WHEREAS, the Purchasing Department, in cooperation with the Human Resources, City Clerk's Office and Codes Compliance Assistance Departments, recommends renewal of these Agreements; and

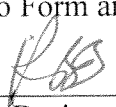
WHEREAS, the Vendors have agreed to uphold the terms and conditions of Bid No. 6708.

NOW THEREFORE BE IT RESOLVED by the City Council of the City of St. Petersburg, Florida, that the renewal of Agreements (Blanket Agreements) with Times Publishing Company d/b/a St. Petersburg Times at an estimated annual cost not to exceed \$165,000, Media General Operations, Inc. d/b/a The Tampa Tribune at an estimated annual cost not to exceed \$45,000, Potter Media, Inc. d/b/a The Pinellas News at an estimated annual cost not to exceed \$24,150; and the Weekly Challenger, Inc. at an estimated annual cost not to exceed \$5,000 for a total estimated annual cost not to exceed \$239,150 for newspaper advertisements are hereby approved and the Mayor or Mayor's Designee is authorized to execute all documents necessary to effectuate these transactions; and

BE IT FURTHER RESOLVED that these Agreements will be effective through May 31, 2010.

This Resolution shall become effective immediately upon its adoption.

Approved as to Form and Substance:



City Attorney (Designee)