COUNTY OF SAN LUIS OBISPO
DEPARTMENT OF GENERAL SERVICES
COUNTY GOVERNMENT CENTER•SAN LUIS OBISPO, CALIFORNIA 93408•(805) 781-5200
DUANE P LEIB, DIRECTOR

REQUEST FOR PROPOSAL PS-#980
NEWSPAPER ADVERTISING SERVICES

November 30, 2007

The County of San Luis Obispo is conducting its yearly solicitation to establish advertising rates in adjudicated newspaper(s) as noted herein.

Each proposal shall specify each and every item as set forth in the attached specifications. Any and all exceptions must be clearly stated in the proposal. Failure to set forth any item in the specifications without taking exception may be grounds for rejection. The County of San Luis Obispo reserves the right to reject all proposals and to waive any informalities.

If your firm is interested and qualified, please submit your advertising rate proposal in the attached format and include any additional information requested. Please submit one [1] copy of your proposal by 5:00 PM on December 18, 2007 to:

County of San Luis Obispo
Jack Markey, Central Services
1087 Santa Rosa Street
San Luis Obispo, CA 93408

It is intended that all proposals offer rates which are discounted. As standard operating procedure, rates will be requested yearly.

If you have any questions please contact me at (805) 781-5905.

JACK MARKEY
Supervising Buyer - Central Services Division
jmarkey@co.slo.ca.us

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PROPOSAL FORMAT

A qualifying proposal must address all of the following points:

1. Project Title: NEWSPAPER ADVERTISING SERVICES, RFP PS-980

2. Official Newspaper Name, ownership information and authorized signature.

3. Providing Newspaper Advertising Services to the County.

   a. Describe the steps in the process required for the County to place advertising.

   b. List the required information expected from the County. Indicate participation the proposer will require from County Staff.

4. Rates

   a. Propose all legal, retail commercial and classified commercial rates applicable to the County as listed on the attached form.

   b. Apply rates to the volume of County business beginning January 1, 2008.

SCOPE

The County is seeking proposals from local newspapers to provide advertising services as needed by all County Departments and Agencies at fixed discounted rates.

ESTIMATED VOLUME

The total countywide expenditure on advertising is estimated to be approximately $100,000 per year. This figure is estimated and the County makes no guarantee of future usage.

DISCOUNTED RATES

The County is interested in establishing discounted rates. It is important that County rates be standardized so the newly established rates are used in every case for all County Departments and Agencies.

FUTURE YEARS

Statute requires annual assessment of newspaper advertising rates by the Board of Supervisors. Advertising rates for future years will be requested during each December.

PROPOSING NEWSPAPER NAME:_____

CONTACT INFORMATION:_____

Proposed Discounted Legal Rates (Approximately 10 lines per inch):

First insertion: Subsequent insertions:

$_____ per line. $_____ per line.

Other charges (if applicable):

Proposed Discounted Retail Commercial Rates:

Daily rate: Weekend rate:

$_____ per inch. $_____ per inch.

Proposed Discounted Classified Commercial Rates:

Daily rate: Weekend rate:

$_____ per line. $_____ per line.

$_____ per inch. $_____ per inch.

Additional Info Requested:

All of the above rates and charges will remain fixed for the period:
_____ through _____.

Additional applicable discounts:
_____% discount for computer-transmitted copy.

Describe technical requirements below:

_____% discount for Fax-transmitted copy.
Other applicable discounts: (Please add additional sheets as necessary).