

RFP 22-01CM
CITY OF PALMER PROPOSAL REQUEST
ADVERTISING SERVICES

The City of Palmer (City) is issuing a Proposal Request to obtain the services of a qualified firm to provide advertising services. The City reserves the right to accept or reject any or all Proposals or any part of any Proposal.

1) General Terms and Conditions

UNDERSTANDING AND VARIATIONS: It is the Proposer's responsibility to read and understand the requirements of this request of Proposal. Proposers are required to state exactly what they intend to furnish to the City via this Request and must indicate any variation to the terms, conditions, and specifications of this Proposal, no matter how slight. If variations are not stated in the Proposer's Proposal, it shall be construed that the Proposal fully complies with all conditions identified in this request for Proposals.

- a) **RESPONSES:** All responses to this Proposal must comply with the General Conditions.
- b) **PROPOSAL SUBMISSION:** The Proposer shall submit one (1) original and three (3) copies of Proposal to the City Manager's Office at 231 W. Evergreen Avenue, Palmer by **2 p.m. on April 29, 2022**. The original Proposer Information and Proposal Sheets must be manually and duly signed in ink by a Corporate Officer with the authority to bind the Proposing company by his/her signature. Facsimile submission will *not* be accepted.

Proposals must be submitted in a sealed envelope marked with Proposer's name and address and the words "Advertising Services Proposal".

- c) **PRICES, TERMS, AND CONDITIONS:** All prices, terms, and conditions quoted in the submitted Proposal will be firm for acceptance for sixty (60) days from the date of the Proposal opening date unless otherwise stated by the City.
- d) **WITHDRAWAL OF PROPOSAL:** Any Proposer may withdraw its Proposal prior to the indicated deadline. The request for withdrawal must be submitted in writing to the City Manager's office.
- e) **QUANTITIES:** Quantities shown are estimates only. No guarantee or warranty is given or implied by the City as to the total amount that may or may not be purchased from any resulting contract. The City reserves the right to decrease or increase quantities as required.
- f) **PERFORMANCE:** Failure on the part of the Proposer to comply with the conditions, terms, specifications, and requirements of the Proposal shall be just cause for the cancellation of the Proposal award. The City may, by written notice to the Proposer, terminate the contract for failure to perform. The date of termination shall be stated in the notice. The City shall be the sole judge of nonperformance.
- g) **DEFAULT:** In the event that the successful Proposer defaults on the contract or the contract is terminated for cause due to performance, the City reserves the right to obtain the materials or services from the next lowest Proposer or other source during the remaining term of the contract. Under this arrangement the City shall charge the Proposer

any excess cost occasioned or incurred thereby.

- h) **ASSIGNMENT:** The Proposer shall not transfer or assign the performance required by the Proposal without the prior written consent of the City. Any award issued pursuant to this Proposal and moneys that may become due hereunder are not assignable except with prior written approval of the City.
- i) **PROPOSAL PREPARATION EXPENSE:** The Proposer preparing a Proposal in response to this request shall bear all expenses associated with its preparation. The Proposer shall prepare a Proposal with the understanding that no claim for reimbursement shall be submitted to the City for the expense of Proposal preparation.
- j) **OMISSION OF DETAILS:** Omission of any essential details from these specifications will not relieve the Proposer of supplying such product(s) as specified.
- k) **CLARIFICATION TO TERMS AND CONDITIONS:** The Proposer shall examine all Proposal documents and shall judge all matters relating to the adequacy and accuracy of such documents. Any inquiries, suggestions, requests concerning clarification or request for additional information shall be submitted in writing to the City Manager's Office by March 30, 2022. The City shall not be responsible for oral interpretations given by any City employee or its representative.

The City shall issue a written Addendum if substantial changes which impact the submission of the Proposal is required. A copy of such addenda will be emailed or distributed via facsimile transmission to each Proposer receiving the Proposal.

2) INTRODUCTION

a) Advertising Service Requirements:

The service agreement will be in effect for the duration of two years. The City reserves the right to renew the contract for three (3) additional one (1) year terms pending a mutual agreement between the City and the vendor, and a review, by the City, of the vendor's contract performance for the previous year. The successful Proposer will begin service on July 1, 2022.

Verifiable circulation within the city of Palmer is required. Provide circulation numbers for *Total Paid Actual Gross Distribution* for the city of Palmer as provided in the report from the Audit Bureau of Circulation dated within two years of submitted Proposal.

Deadline and proofing: provide deadline for the City to have the advertisement to the newspaper and the time that the proof will be submitted to the City. The Proposer must possess the ability to meet the City's need to advertise within the parameter of the State of Alaska Open Meetings Act, City of Palmer Charter, and Palmer Municipal Code.

The ability to consistently retain the same placement of the half-page ad in the same location of each edition is required.

b) Description of Services:

Provide display advertising layout and placement for a variety of City advertisements, including a half page ad (6 columns by 12 inches or 12" x 11") which will run approximately 26 times a year, as well as a variety of other display advertisements.

c) Price Quote:

Provide a price per column inch for display advertising based on an annual buy of between 2,200 and 2,600 column inches of display advertising in the first year of the contract.

3) SCHEDULE

- Proposal Request Issued March 23, 2022
- Proposal Due Date April 29, 2022 – 2 pm
- Proposal Opening Date May 10, 2022 – 3 pm, City Council Chambers
- Anticipated Contract Award May 24, 2022 – City Council Meeting
- Contract Begins July 1, 2022

4) INQUIRY

Inquiries regarding the content of the Proposal must be submitted in writing (facsimile transmissions will be accepted for **inquiries only**) to Palmer City Hall, Attn: City Manager’s Office, 231 W. Evergreen Ave. Palmer, AK 99645 by March 30, 2022, for questions about the engagement and Proposal.

A written Addendum, if required, will be issued by April 14, 2022.

5) FINAL SELECTION

The final award of the apparent successful Proposer will be made by the City of Palmer City Council at a regularly scheduled Council meeting on May 24, 2022. The successful Proposer will be notified in writing.

6) MISCELLANEOUS

a) City Prerogatives

The City of Palmer reserves the right to award to the responsive and responsible company whose Proposal is judged to be in the best interests of the City, with the City being the sole judge thereof; to negotiate with any or all Proposers; to reject any or all Proposals, in whole or any part thereof; and to waive any minor technicalities or informalities in accordance with the City’s determination of its own best interest.

a) Venue

Any dispute or controversy arising out of this Proposal Request shall be governed by the laws of the State of Alaska, and venue shall be in Palmer, Alaska only.

PLEASE NOTE: FAILURE TO COMPLY WITH ANY PART OF THIS PROPOSAL REQUEST MAY RESULT IN REJECTION OF THE PROPOSAL.

PROPOSER INFORMATION SHEET FOR ADVERTISING SERVICES

Proposer must provide all requested information in the space provided next to each numbered question and type or print response.

1	Firm Name			
2	Street Address			
3	City, State, Zip Code			
4	Firm Telephone Number			
	Area Code:	Number:	Extension:	
5	Firm Facsimile Number			
	Area Code:	Number:		
6	Toll Free Number Information (if available)			
	Area Code:	Number:	Extension:	
7	Federal Tax Identification Number			
8	Contact Person for Questions/Contract Negotiations, including address			
	Name and Title:			
	Address:			
	Email Address:			
9	Telephone Number for Contact Person			
	Area Code:	Number:	Extension:	
10	Facsimile Number Information for Contact Person			
	Area Code:	Number:		
11	Name of Individual Authorized to Bind the Organization			
	Name:			Title:
12	Signature (Must be the individual authorized to bind the organization)			
	Signature:			Date:

CITY OF PALMER

PROPOSAL SHEET FOR ADVERTISING SERVICES

Name of firm: _____

Address: _____

Corporate Officer: _____ **Phone:** _____

Contact Person: _____ **Phone:** _____
(If different from Corporate Officer)

Required Proposal Submittal:

The Proposer Information and Proposal Sheet must be complete and accompany the Proposal to be considered a responsive Proposer.

Verifiable circulation within the city of Palmer is required. Provide circulation numbers for *Total Paid Actual Gross Distribution* for the city of Palmer as provided in the report from the Audit Bureau of Circulation dated within two years of submitted Proposal.

Proposal Price:

Price per column inch for display advertising based on an annual buy of between 2,200 and 2,600 column inches of display advertising in the first year of the contract:

\$ _____
Per Column Inch

Proposal award will be based on the lowest per column Proposal price submitted by a responsive, responsible Proposer whose Proposal is judged to be in the best interests of the City.

Corporate Officer Signature

Date

Printed Name