

JUSTIFICATION FOR SOLE SOURCE PROCUREMENT

Agency: Trident Technical College

Sole Source: Vendor: Post and Courier

Based upon the following determination, Agency proposes to acquire the supplies, construction, information technology, and/or services described herein from the Vendor named above per S.C. Code Ann. 11-35-1560 and S.C. Regulation 19-445.2105, Sole Source Procurement.

Description of the Agency need that this procurement meets: Non-Print Advertising in the Post and Courier. Advertising to provide awareness, information and promote enrollment.

Description of market research Agency performed to determine the availability of products or services that would meet the Agency's needs: Research included examination of local media in the context of reach in the Tri County region, quality of information disseminated and products offered.

Description of supplies, construction, information technology, and/or services Vendor will provide under the contract: Advertising—digital, print

Detailed explanation why no other vendor's supplies, construction, information technology, and/or services will meet the needs of the Agency.

Non-print advertising (digital/online advertising) with The Post and Courier provides TTC with the means to reach a large portion of the tri-county that **no other** local online media outlet provides. The Post and Courier's online editions average a reach of approximately **2.54+** million unique visitors a month.

Digital/online advertising with The Post and Courier also brings the benefit of having a cross-selling opportunity with the printed version of The Post and Courier. The Post and Courier is the **only** daily newspaper that covers the Tri-county area and beyond, with **95+ reporters in SC**. From Aiken, North August, Florence, Greenville, Spartanburg, Columbia, Hilton Head, Beaufort, Georgetown, Myrtle Beach, Rock Hill, Kingstree and more. Allowing TTC to send messages to its service area or statewide 7 days a week.

The bullets below are exclusive to The Post and Courier and demonstrate the points of differentiation between The Post and Courier's digital offerings and other local media online outlets:

- Google Preferred Media Partner
- Facebook Blueprint Certification
- Pulitzer Prize winning journalism
- Highly trafficked, trusted news site with a local and national reach, averaging **2.54+ million** unique visitors monthly and **4.8+ million** pageviews
- Post & Courier Mobile app **2.89+ million** monthly pageviews

- o E-edition app averages **3.9+ million** pageviews per month
- o Social media audience monthly of **757+ thousand**
- o Subscriber opt-in email database of **66,472** per month
- o Segmented opt-in database of **128,108** per month
- o Informative, engaging daily and weekly e-newsletters Opt-ins **393,324** per month
- o YouTube Videos **51,060** views per month
- o Exclusive Billboard ad appear in a prominent position at the top of the page
- o Sponsored Content/ Native ads (article)
- o Floorboard ads on mobile devices
- o Text notifications available to Opt-in users for Breaking News, Weather and Hurricane Wire
- o On-site, full service digital advertising agency

Source: PC staff, May, 2023 Google Analytics/G4, 2023 Facebook Insights

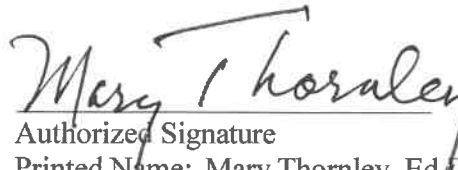
Contract Period:

07/31/23 –
06/30/24

Contract Amount:

Est. \$65,000.00

Com Code: 915

CB 
Authorized Signature
Printed Name: Mary Thornley, EdD
Title: President

Date: 07/19/2023

Blanket sole source: x Yes No

Contract \$50,000 or greater. Drug Free Workplace Act (Section 44-107-30 Code of Laws of SC) applies:
 Yes No *CB* Buyers Initials

Signed Drug Free Workplace Certification form attached:

Yes No *CB* Buyers Initials - requested

Open Trade Certification on file or attached Yes No *CB* Buyers Initials - requested