

JUSTIFICATION FOR SOLE SOURCE PROCUREMENT

Agency: Trident Technical College

Sole source Vendor: Post & 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

Description of market research Agency performed to determine the availability of products or services that would meet the Agency's needs: TTC Marketing staff reviewed online media outlet providers

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

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 2.3 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.

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

The Post and Courier is the only daily newspaper that covers the Tri-county area, allowing TTC to push messages to its service area stakeholders 7 days a week. Additionally, The Post and Courier is the newspaper with the largest circulation in the Tri-county area.

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:

- o Google Preferred Media Partner
- o Pulitzer Prize winning journalism
- o Highly trafficked, trusted news site with a local and national reach, averaging 2.3M unique visitors monthly and 8.5M pageviews
- o Post & Courier Mobile app 1.8M monthly pageviews
- o E-edition app averages 3.5M pageviews per month
- o Social media audience monthly of 751,431
- o Subscriber opt-in email database of 68,938 per month

- o Segmented opt-in database of 45,056 per month
- o Informative, engaging daily and weekly e-newsletters Opt-ins 345,650 per month
- o YouTube Videos 32,771 views per month
- o Parallax – Ad appears in the middle of the screen and scrolls with the user
- o Sponsored Content/ Native ads
- o Text notifications available to Opt-in users for Breaking News and Weather
- o On-site, full service digital advertising agency

Contract Period: 07/01/22 – 06/30/23

Contract Amount: \$52,000.00

Com Code: 915

CB Mary Thornley
 Authorized Signature
 Printed Name: Mary Thornley, Ed.D
 Title: President

Date: 06/06/22

Blanket sole source: 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

Rev: 09-02-2021

PROTESTS:

If you are aggrieved in connection with the intended award or award of the contract, you may be entitled to protest, but only as provided in Section 11-35-4210. To protest an award, you must (i) submit notice of your intent to protest within five (5) business days of the date this notice is posted, and (ii) submit your actual protest within fifteen days of the date this notice is posted. Days are calculated as provided in Section 11-35-310(13). Both protests and notices of intent to protest must be in writing and must be received by the appropriate Chief Procurement Officer within the time provided. The grounds of the protest and the relief requested must be set forth with enough particularity to give notice of the issues to be decided. Any protest or notice of intent to protest must be addressed to the Chief Procurement Officer, Information Technology Management Office, and submitted in writing

(a) by email to: protest-itmo@itmo.sc.gov, or

(b) by post or delivery to: 1201 Main Street, Suite 600, Columbia, SC 29201.