



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

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## *Memorandum*

TO: Administration Committee

DATE: October 7, 2009

FR: Deputy Executive Director, Policy

W.I.: 1153/1112

RE: Purchase Order – Newspaper and Legal Notice Advertising Services:

- i) California Newspaper Services Bureau a division of Daily Journal Corporation
- ii) AC AdClub Advertising Services

### **Background:**

MTC is required to post legal notices, and is likewise obligated to notice the general public of job and procurement opportunities. To facilitate the placement of these ads, MTC contracts for the preparation of classified advertisements and legal notices, and the coordination of timely placement of these ads in multiple publications.

On June 24, 2009, an RFP was released to 25 advertising agencies. Four bids were received:

- 1) California Newspaper Services Bureau (CNSB), a division of Journal Corporation, Los Angeles, CA
- 2) AC AdClub Advertising Services, Modesto, CA
- 3) Creative Media Agency, Mineola, NY and
- 4) Bernard Hodes Group, San Carlos, CA

The panel recommends awarding purchase orders to both CNSB and the AC AdClub, who are competitively priced, accept requests four hours prior to the publication deadline and do not charge administrative fees for their services. Awarding the purchase orders to both firms also ensures that MTC's advertisements and legal notices will be posted as required.

### **Recommendation:**

Staff recommends that the Administration Committee authorize the Executive Director or his designee to issue purchase orders to 1) California Newspaper Service Bureau in the maximum amount of \$32,500 and 2) AC AdClub Advertising Services in the maximum amount of \$32,500 to provide newspaper and legal notice advertising services in FY 2009-10, with an option to renew for four additional consecutive one-year periods ending June 30, 2014, subject to approval of future agency budgets.

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Ann Flemer

AF:AM

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Purchase Order

Work Item No.: 1153/1112

Vendor: California Newspaper Services Bureau, a division of Daily Journal Corporation, Los Angeles, CA

Work Project Title: Newspaper Advertising Services & Support

Purpose of Project: To serve as the primary liaison between MTC and newspaper publishers, posting classified ads and public notices in metropolitan newspapers, community newspapers, minority papers, and trade publications.

Brief Scope of Work: To place public notices and advertisement in various Bay Area newspapers, as needed.

Project Cost Not to Exceed: \$32,500

Funding Sources: TDA

Fiscal Impact: Included in MTC's FY 2009-2010 Adopted Budget

Motion by Committee: That the Executive Director or his designee is authorized to issue a purchase order to California Newspaper Services Bureau to assist with placement of advertisements and public notices, with an option to renew for four additional consecutive one-year periods ending June 30, 2014, subject to approval of future agency budgets, and the Chief Financial Officer is authorized to set aside funds in the amount of \$32,500 for the purchase order in FY 2009-2010.

Administration Committee:

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Tom Bates, Chair

Approved: Date: October 14, 2009

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Purchase Order

Work Item No.: 1153/1112

Vendor: AC AdClub Advertising Services, Modesto, Ca

Work Project Title: Newspaper Advertising Services & Support

Purpose of Project: To serve as the primary liaison between MTC and newspaper publishers, posting classified ads and public notices in metropolitan newspapers, community newspapers, minority papers, and trade publications.

Brief Scope of Work: To place public notices and advertisements in various Bay Area newspapers, as needed.

Project Cost Not to Exceed: \$32,500

Funding Sources: TDA

Fiscal Impact: Included in MTC's FY 2009-2010 Adopted Budget

Motion by Committee: That the Executive Director or his designee is authorized to issue a purchase order to AC AdClub Advertising Services to assist with placement of advertisements and public notices, with an option to renew for four additional consecutive one-year periods ending June 30, 2014, subject to approval of future agency budgets, and the Chief Financial Officer is authorized to set aside funds in the amount of \$32,500 for the purchase order in FY 2009-2010.

Administration Committee:

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Tom Bates, Chair

Approved: Date: October 14, 2009