

Boone County Purchasing

Melinda Bobbitt, CPPO, CPPB
Director of Purchasing



613 E. Ash St., Room 110
Columbia, MO 65201
Phone: (573) 886-4391
Fax: (573) 886-4390

MEMORANDUM

TO: Bid File – Award Recommendation
FROM: Melinda Bobbitt, CPPO, CPPB
DATE: September 14, 2022
RE: Bid Award Recommendation: *10-30JUN22 – Radio Advertising.*
This is a multi-vendor award with Cumulus Media Inc. and Zimmer Radio of Mid-Missouri Inc. County-wide contracts with primary use by Joint Communications and the Sheriff's Office.

Request for Bid *10-30JUN22 – Radio Advertising* closed on June 30, 2022. Two bids were received from Cumulus Media, Inc. of Columbia, Missouri and Zimmer Radio of Mid-Missouri, Inc. of Columbia, Missouri.

Chad Martin, Director of Joint Communications recommends award to both vendors. Zimmer and Cumulus together cover our prime recruitment area, and by awarding to both, it broadens our options to all the possible listeners to broadcast radio in the Central Missouri area.

These are County-Wide Term and Supply contracts. Primary user will be Joint Communications, and invoices will be paid from department 2711 – BOCO Joint Communications Administration, account 84300 – Public Notice/Advertising Services. \$122,000 is budgeted for 2022.

ATT: Bid Tab

cc: Bid File
Chad Martin, Joint Communications; Major Gary German, Sheriff's Office

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TO: Chad Martin
Director of Joint Communications

Major Gary German
Major, Sheriff's Office

FROM: Melinda Bobbitt, CPPO, CPPB
Director of Purchasing

DATE: July 6, 2022

RE: Bid Award Recommendation -- 10-30JUN22 -- Radio Advertising

Attached is the bid tabulation for the two responses received for the above referenced bid. Please return this cover sheet with your recommendation by e-mail after you have completed the evaluation of this bid. If you have any questions, let me know.

DEPARTMENT REPLY: 2711/84300
Department / Account: (FE) 2701/47179 Budgeted: \$ 122,000

Award Bid to: Both Zimmer and Cumulus

For the following reasons:

Zimmer and Cumulus together cover our prime recruitment area and by awarding to both, as we have in the past, it broadens our options to all the possible listeners to broadcast radio in the Central Missouri area.

Recommend rejecting bids for reasons detailed on attached page. (Attach department recommendation).

Administrative Authority Signature: [Signature]

Date: 7/6/2022

BID TABULATION		ZIMMER RADIO AND MARKETING GROUP			CUMULUS		
10-30JUN22 - RADIO ADVERTISING							
4	PROPOSED PRICING						
	Description	Cost/ad for 15 Seconds	Cost/ad for 30 Seconds	Cost/ad for 60 Seconds	Cost/ad for 15 Seconds	Cost/ad for 30 Seconds	Cost/ad for 60 Seconds
4.6.1.	Name of Radio Station(s) for cost outlined below:	KATI			KBPM-FM		
4.6.2.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$33.00	\$42.00	\$3.00	\$8.00	\$10.00
4.6.3.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$33.00	\$42.00	\$5.00	\$8.00	\$10.00
4.6.4.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$33.00	\$42.00	\$5.00	\$8.00	\$10.00
4.6.5.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$9.00	\$12.00	\$2.00	\$4.00	\$5.00
4.6.8.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$2.00	\$2.00	\$1.00	\$1.00	\$1.00
4.6.7.	6:00 - 10:00 a.m. Saturday or Sunday	No Response	\$13.00	\$17.00	\$2.00	\$4.00	\$5.00
4.6.8.	10:00 a.m. - 3:00 p.m. Saturday or Sunday	No Response	\$13.00	\$17.00	\$2.00	\$4.00	\$5.00
4.6.9.	3:00 - 7:00 p.m. Saturday or Sunday	No Response	\$13.00	\$17.00	\$2.00	\$4.00	\$5.00
4.6.10.	7:00 p.m. - Midnight Saturday or Sunday	No Response	\$6.00	\$8.00	\$1.00	\$2.00	\$2.00
4.6.11.	Midnight - 6:00 a.m. Saturday or Sunday	No Response	\$2.00	\$2.00	\$1.00	\$1.00	\$1.00
4.6.11							
	Description	Cost/ad for 15 Seconds	Cost/ad for 30 Seconds	Cost/ad for 60 Seconds	Cost/ad for 15 Seconds	Cost/ad for 30 Seconds	Cost/ad for 60 Seconds
4.6.12.	Name of Radio Station(s) for cost outlined below:	KCLR			KXBR-FM		
4.6.13.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$58.00	\$72.00	\$10.00	\$15.00	\$18.00
4.6.14.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$58.00	\$72.00	\$10.00	\$15.00	\$18.00
4.6.15.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$58.00	\$72.00	\$10.00	\$15.00	\$18.00
4.6.16.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$13.00	\$16.00	\$4.00	\$6.00	\$6.00
4.6.17.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$5.00	\$6.00	\$2.00	\$2.00	\$2.00
4.6.18.	6:00 - 10:00 a.m. Saturday or Sunday	No Response	\$23.00	\$29.00	\$8.00	\$10.00	\$12.00
4.6.19.	10:00 a.m. - 3:00 p.m. Saturday or Sunday	No Response	\$23.00	\$29.00	\$8.00	\$10.00	\$12.00
4.6.20.	3:00 - 7:00 p.m. Saturday or Sunday	No Response	\$23.00	\$29.00	\$4.00	\$8.00	\$12.00
4.6.21.	7:00 p.m. - Midnight Saturday or Sunday	No Response	\$10.00	\$12.00	\$2.00	\$4.00	\$5.00
4.6.22.	Midnight - 6:00 a.m. Saturday or Sunday	No Response	\$5.00	\$6.00	\$1.00	\$1.00	\$1.00

BID TABULATION							
10-30JUN2233-29JUN17 - RADIO ADVERTISING		ZIMMER			CUMULUS		
PROPOSED PRICING							
	Description	Cost/ad for 15 Seconds	Cost/ad for 30 Seconds	Cost/ad for 60 Seconds	Cost/ad for 15 Seconds	Cost/ad for 30 Seconds	Cost/ad for 60 Seconds
4.6.12.	Name of Radio Station(s) for cost outlined below:	KCMQ			KFRU-AM/FM		
4.6.13.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$41.00	\$52.00	\$10.00	\$20.00	\$24.00
4.6.14.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$41.00	\$52.00	\$10.00	\$20.00	\$24.00
4.6.15.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$41.00	\$52.00	\$10.00	\$20.00	\$24.00
4.6.16.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$16.00	\$20.00	\$5.00	\$4.00	\$10.00
4.6.17.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$3.00	\$4.00	\$2.00	\$2.00	\$2.00
4.6.18.	6:00 - 10:00 a.m. Saturday or Sunday	No Response	\$22.00	\$28.00	\$4.00	\$8.00	\$12.00
4.6.19.	10:00 a.m. - 3:00 p.m. Saturday or Sunday	No Response	\$22.00	\$28.00	\$4.00	\$8.00	\$12.00
4.6.20.	3:00 - 7:00 p.m. Saturday or Sunday	No Response	\$22.00	\$28.00	\$4.00	\$8.00	\$12.00
4.6.21.	7:00 p.m. - Midnight Saturday or Sunday	No Response	\$10.00	\$13.00	\$2.00	\$4.00	\$6.00
4.6.22.	Midnight - 6:00 a.m. Saturday or Sunday	No Response	\$3.00	\$3.00	\$2.00	\$2.00	\$2.00
	Description	Cost/ad for 15 Seconds	Cost/ad for 30 Seconds	Cost/ad for 60 Seconds	Cost/ad for 15 Seconds	Cost/ad for 30 Seconds	Cost/ad for 60 Seconds
4.6.23.	Name of Radio Station(s) for cost outlined below:	KSSZ			KOQL-FM		
4.6.24.	6:00 - 10:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$27.00	\$34.00	\$18.00	\$32.00	\$35.00
4.6.25.	10:00 a.m. - 3:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$27.00	\$34.00	\$18.00	\$32.00	\$35.00
4.6.26.	3:00 - 7:00 p.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$27.00	\$34.00	\$18.00	\$32.00	\$35.00
4.6.27.	7:00 p.m. - Midnight Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$7.00	\$8.00	\$10.00	\$18.00	\$20.00
4.6.28.	Midnight - 6:00 a.m. Monday, Tuesday, Wednesday, Thursday, or Friday	No Response	\$3.00	\$4.00	\$4.00	\$5.00	\$5.00
4.6.29.	6:00 - 10:00 a.m. Saturday or Sunday	No Response	\$10.00	\$12.00	\$15.00	\$22.00	\$25.00
4.6.30.	10:00 a.m. - 3:00 p.m. Saturday or Sunday	No Response	\$10.00	\$12.00	\$15.00	\$22.00	\$25.00
4.6.31.	3:00 - 7:00 p.m. Saturday or Sunday	No Response	\$10.00	\$12.00	\$15.00	\$22.00	\$25.00

	10:00 a.m. - 3:00 p.m. Saturday or Sunday	No Response	\$12.00	\$15.00
	3:00 - 7:00 p.m. Saturday or Sunday	No Response	\$12.00	\$15.00
	7:00 p.m. - Midnight Saturday or Sunday	No Response	\$8.00	\$8.00
	Midnight - 5:00 a.m. Saturday or Sunday	No Response	\$2.00	\$2.00
4.11.	COOP TYES OR NO	Yes		Yes
4.12.	MAXIMUM % INCREASE FOR ANY RENEWAL PRICES FROM THE PREVIOUS YEAR	10%		5%
4.	Metro Cumulative Number for each radio station.			KYYT: 28,500; KCLR: 28,200; KCMQ: 20,000; KSSZ: 10,800; KATI: 6,800; KTRR: 5,000; KVAL: 2,100; KWDG: 1,400
1.	Contact authorized to sign contract			Carrie Beckwith, Jr. carrie@malheur.com
2.	Dedicated customer service rep for radio advertising			Carrie Beckwith, Jr. carrie@malheur.com; Phone: 572-875-1099
3.	Dedicated customer service rep for billing inquiries			Becky James, becky@malheur.com; Phone: 572-875-1099
				Mark Mills, Office: 572-803-1369, Cell: 572-851-2493; mark.mills@cumulus.com
				Mark Mills, Office: 572-803-1369, Cell: 572-851-2493; mark.mills@cumulus.com