

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

FINDINGS

1. Authorization:

19 DCMR § 4320.7.

2. Minimum Need:

The District of Columbia Public Library has the need to procure digital online ads to advertise two major campaigns, Summer Reading and Library Card Campaign, as well as the Muslim Poetry program.

3. Estimated Fair and Reasonable Price:

\$5,000

4. Facts That Justify a Sole Source Procurement:

The online provider Blankslate, parent company of the Prince of Petworth blog site will provide digital advertising for various library programs and campaigns in 2013. The Prince of Petworth blog site was established primarily focusing on the lifestyles and the community in which the site was name after. More recently, the site has begun adjusting its focus beyond the Petworth neighborhood to NE, SW and SE Washington DC. This expansion allows the Library to adequately penetrate the entire DC market targeting those readers interested in lifestyle and community related information, which would be ideal for promoting the Library's system-wide programs, services and events for FY13.

Blankslate's Prince of Petworth blog site captures the audience primarily interested **community and lifestyle news**. For these reasons, Blankslate is uniquely qualified to provide the service requested.

5. Certification By the Contract Specialist:

I hereby certify that the above facts are accurate and complete.

Contract Specialist

Date

DETERMINATION

Based on the above findings and in accordance with the DCPL procurement regulations, 19 DCMR § 4320.7 I hereby determine that the award of a sole source contract for the services described herein is in the best interest of the D.C. Public Library.

Contracting Officer

Date