1. **AUTHORIZATION**

   DC Official Code Section § 2-218.44 and 2-218.45

2. **MINIMUM NEED**

   The District of Columbia Public Library (DCPL) has a need to run digital ads in the Washington Family Magazine for Hispanic Heritage Month, Library Card Month and DC Reads.

3. **CONTRACTOR**

   Washington Family Magazine

4. **ESTIMATED REASONABLE PRICE**

   $1,170.00

5. **FACTS WHICH JUSTIFY AWARD TO OTHER THAN A CERTIFIED SMALL BUSINESS ENTERPRISE (SBE) OR CERTIFIED BUSINESS ENTERPRISE (CBE) CONTRACTOR**

   This service is competition exempt in accordance with D.C. Code § 2-354.13(12): “Purchases of advertising in all media, including electronic, print, radio, and television; provided, that they are purchased directly from the media outlet.”

6. **CERTIFICATION BY THE CONTRACT SPECIALIST**

   I have reviewed the above findings and certify that they are sufficient to justify the procurement of goods and services from other than a SBE or CBE contractor in accordance with DC Official Code Section 2-218.44 and 2-218.45 and recommend that the Chief Procurement Officer approve this proposed action.

   
   
   
   Date: 9/14/2016
   
   Darryn A. Martin
   Contract Specialist
DETERMINATION

Based on the above findings and in accordance with the DCPL Procurement Regulations, DC Official Code Section 2-218.44 and 2-218.45, I hereby determine that the award of this procurement action for the goods or services described herein is in the best interest of the District of Columbia Public Library.

[Signature]

Date

Diane Wooden
Chief Procurement Officer