

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

FINDINGS

1. Authorization:

19 DCMR § 4320.7.

2. Minimum Need:

The DC Public Library (DCPL) has the need to procure digital 30 second online ads to advertise various digital download services provided by the DC Public Library.

3. Estimated Fair and Reasonable Price:

\$3,210.40

4. Facts That Justify a Sole Source Procurement:

The online provider Spotify, a streaming service will provide digital 30 second advertising for various digital download services provided by DCPL. This expansion to this provider allows the Library to adequately penetrate the entire DC market targeting those interested in materials they can download through our systems, which would increase circulation for FY13.

Spotify is second largest provider of online music streaming service. Spotify also offers affordable advertising, reaching millions of listeners daily. Even though Spotify is an online music streamer, our intention is to only advertise our digital services. Advertising with Spotify allows the Library to reach over 33 million listeners/users that live in urban areas, and more educated and affluent than the general population, which is Washington, D.C. We want to bring awareness to mentioned audiences about the libraries digital services. For these reasons, Spotify 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.

Chief Procurement Officer

Date