

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

FINDINGS

1. Authorization:

19 DCMR § 4320.7.

2. Minimum Need:

The District of Columbia Public Library (DCPL) has the need to procure digital online ads to advertise two major campaigns, Summer Reading and Library Card Campaign, as well as the DC by the Book and Muslim Poetry programs.

3. Estimated Fair and Reasonable Price:

\$8,658.00

4. Facts That Justify a Sole Source Procurement:

The online provider Gothamist will provide digital advertising on their DCist web page. DCist reaches beyond the District, and to an audience interested in news and information of a political nature. Reaching this audience allows DCPL to adequately penetrate the DC market for the Library's system-wide programs, services and events for FY13. It is critical to the Library's success and operation that advertisements are with Gothamist's DCist to successfully disseminate information to the majority of District of Columbia residents.

Gothamist's DCist web page targets and captures an audience interested primarily in **political news**, which is a great resource for DCPL to promote many of our events and programs. For these reasons, Gothamist (DCist) 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