

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

FINDINGS

1. **Authorization:**

19 DCMR § 4320.7.

2. **Minimum Need:**

Purchase digital advertising services to promote the Mayor's Early Literacy Campaign.

3. **Estimated Fair and Reasonable Price:**

\$5,000.00

4. **Facts That Justify a Sole Source Procurement:**

The Washington Post has an expansive circulation rate of over 5 million distribution channels, which allows the Library to adequately penetrate the DC market for the Mayor's Early Literacy Campaign for FY13 in English and Spanish on the Post's website and affiliate sites. It is critical to the Library's success and operation of this important local campaign that advertisements are placed with the Washington Post to successfully disseminate information to the majority of District of Columbia residents, as well as our target audience for this campaign.

For these reasons, The Washington Post 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