

**MEMORANDUM  
COUNTY OF PLACER  
ADMINISTRATIVE SERVICES DEPARTMENT  
PROCUREMENT SERVICES DIVISION**

TO: Honorable Board of Supervisors

FROM: David Seward, Purchasing Manager 

DATE: January 9, 2007

SUBJECT: Approve the First Renewal of Three Blanket Purchase Orders (BPO) to Dulin Advertising, Inc. for Recruitment Advertising Services for Various County Departments in the Maximum Aggregate Amount of \$175,000.00

**RECOMMENDATION**

Approve the first renewal of three BPOs to Dulin Advertising, Inc. of Redwood City, CA to provide recruitment advertising services for various County departments, and authorize the Purchasing Manager to sign the resulting blanket purchase orders in the maximum aggregate amount of \$175,000.00.

**BACKGROUND**

Placer County has approximately 2,850 positions located in 21 different departments. Job vacancy announcements are distributed to each County Department on a weekly basis and are posted on the Personnel Department's job board and web site. On November 8, 2005, your Board approved the award of RFP 9483 to provide professional advertising services for various County departments for the placement of recruitment (job opening/civil service test announcement, outreach) advertisements in a variety of publications. These publications include, but are not limited to, local and national newspaper classified, trade journals, business publications, radio, professional/periodical internet websites, flyers, and related media.

The Personnel Department has requested the first one-year renewal of the Countywide BPO in the amount of \$125,000.00, which they will manage for all departments except Sheriff and CDRA. The Sheriff Department and CDRA have also requested the first one-year renewal of their BPOs with Dulin in the amounts of \$30,000.00 and \$20,000.00 respectively. Dulin Advertising has agreed to the one-year renewals at the exact same pricing and terms included in their original response to RFP No. 9483.

**FISCAL IMPACT**

The blanket purchase orders resulting from this recommendation will be on an as needed, if needed basis. The estimated amount of usage, and associated maximum aggregate amount of the blanket purchase orders is \$175,000.00. All departments budget independently for these expenditures.

cc: Lori Walsh, Personnel Department  
Nancy Dewey, Personnel Department  
Amy Ritchie, CDRA  
Barbara Besana, Sheriff Department

