

**WHATCOM COUNTY
CONTRACT INFORMATION SHEET**

Whatcom County Contract Number:
202103015 – 3

Originating Department:	85 Health
Division/Program: (i.e. Dept. Division and Program)	8510 Administration / 851000 Administration
Contract or Grant Administrator:	Jennifer Moon
Contractor's / Agency Name:	Lewis Publishing Company, Inc. (formerly the Ferndale Record)

Is this a New Contract?	If not, is this an Amendment or Renewal to an Existing Contract?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	If Amendment or Renewal, (per WCC 3.08.100 (a)) Original Contract #:	202103015	

Does contract require Council Approval?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	If No, include WCC:	3.08.100
Already approved? Council Approved Date:	(Exclusions see: Whatcom County Codes 3.06.010, 3.08.090 and 3.08.100)		

Is this a grant agreement?	If yes, grantor agency contract number(s):	CFDA#:	93.268 / 93.323
Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>			

Is this contract grant funded?	If yes, Whatcom County grant contract number(s):	201801023
Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		

Is this contract the result of a RFP or Bid process?	If yes, RFP and Bid number(s):	Sole Source	Contract Cost Center:	627221 / 660480
Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>				

Is this agreement excluded from E-Verify?	No <input type="checkbox"/> Yes <input checked="" type="checkbox"/>
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If YES, indicate exclusion(s) below:

<input type="checkbox"/> Professional services agreement for certified/licensed professional.	<input type="checkbox"/> Contract for Commercial off the shelf items (COTS).
<input checked="" type="checkbox"/> Contract work is for less than \$100,000.	<input type="checkbox"/> Work related subcontract less than \$25,000.
<input type="checkbox"/> Contract work is for less than 120 days.	<input type="checkbox"/> Public Works - Local Agency/Federally Funded FHWA.
<input type="checkbox"/> Interlocal Agreement (between Governments).	

Contract Amount:(sum of original contract amount and any prior amendments):	<p>Council approval required for; all property leases, contracts or bid awards exceeding \$40,000, and professional service contract amendments that have an increase greater than \$10,000 or 10% of contract amount, whichever is greater, except when:</p> <ol style="list-style-type: none"> 1. Exercising an option contained in a contract previously approved by the council. 2. Contract is for design, construction, r-o-w acquisition, prof. services, or other capital costs approved by council in a capital budget appropriation ordinance. 3. Bid or award is for supplies. 4. Equipment is included in Exhibit "B" of the Budget Ordinance 5. Contract is for manufacturer's technical support and hardware maintenance of electronic systems and/or technical support and software maintenance from the developer of proprietary software currently used by Whatcom County.
\$ 40,000	
This Amendment Amount:	
\$ 27,000	
Total Amended Amount:	
\$ 67,000	

Summary of Scope: This contract provides funding for COVID-19 related print and digital advertisements.

Term of Contract:	1 Year	Expiration Date:	12/31/2022
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Contract Routing:	1. Prepared by:	JT	Date:	12/06/2021
	2. Health Budget Approval	KR/JG	Date:	12/10/2021
	3. Attorney signoff:	RB	Date:	12/14/2021
	4. AS Finance reviewed:	M Caldwell	Date:	12/14/2021
	5. IT reviewed (if IT related):		Date:	
	6. Contractor signed:		Date:	
	7. Executive Contract Review:		Date:	
	8. Council approved (if necessary):		Date:	
	9. Executive signed:		Date:	
	10. Original to Council:		Date:	

WHATCOM COUNTY CONTRACT AMENDMENT

PARTIES:

Whatcom County
Whatcom County Health Department
509 Girard Street
Bellingham, WA 98225

AND CONTRACTOR:
Lewis Publishing Company, Inc. (formerly contracted as The Ferndale Record)
PO Box 153
Lynden, WA 98264

CONTRACT PERIODS:

Original: 03/15/2021 – 09/30/2021
Amendment #1: 05/01/2021 – 09/30/2021
Amendment #2: 10/01/2021 – 12/31/2021
Amendment #3: 01/01/2022 – 12/31/2022

THE CONTRACT IDENTIFIED HEREIN, INCLUDING ANY PREVIOUS AMENDMENTS THERETO, IS HEREBY AMENDED AS SET FORTH IN THE DESCRIPTION OF THE AMENDMENT BELOW BY MUTUAL CONSENT OF ALL PARTIES HERETO

DESCRIPTION OF AMENDMENT:

1. Extend the duration and other terms of this contract for 1 year, as per the original contract “General Terms, Section 10.2 Extension”.
2. Amend Exhibit A – Scope of Work, to include Health Department approval of advertisements.
3. Replace Exhibit B – Compensation, to reflect the 2022 budget.
4. Revise Exhibit C – Bundle and Save Rates to include 2022 pricing.
5. Funding for this contract period (01/01/2022 – 12/31/2022) is not to exceed \$27,000.
6. Funding for the total contract period (03/15/2021 – 12/31/2022) is not to exceed \$67,000.
7. All other terms and conditions remain unchanged.
8. The effective start date of the amendment is 01/01/2022.

ALL OTHER TERMS AND CONDITIONS OF THE ORIGINAL CONTRACT AND ANY PREVIOUS AMENDMENTS THERETO REMAIN IN FULL FORCE AND EFFECT. ALL PARTIES IDENTIFIED AS AFFECTED BY THIS AMENDMENT HEREBY ACKNOWLEDGE AND ACCEPT THE TERMS AND CONDITIONS OF THIS AMENDMENT. Each signatory below to this Contract warrants that he/she is the authorized agent of the respective party; and that he/she has the authority to enter into the contract and bind the party thereto.

DEPARTMENT HEAD APPROVAL: _____
Erika Lautenbach, Health Department Director Date

APPROVAL AS TO FORM: _____
Royce Buckingham, Prosecuting Attorney Date

FOR THE CONTRACTOR:

	Jan Brown, Advertising Manager	
Contractor Signature	Print Name and Title	Date

FOR WHATCOM COUNTY:

_____	_____
Satpal Singh Sidhu, County Executive	Date

CONTRACTOR INFORMATION:

Lewis Publishing (formerly contracted as The Ferndale Record)
PO Box 153
Lynden, WA 98264
360-384-1411
jan@ferndalerecord.com

EXHIBIT "A" – Amendment #3

(SCOPE OF WORK)

Digital and print media advertisements provide effective means of communicating public health information to target populations. The Health Department will provide completed content and design to the Contractor and the Contractor will designate space for varying size digital and print media advertisements for COVID-19 related messaging through The Ferndale Record, The Lynden Tribune, Sudden Valley Views, and El Periodico. The Health Department will approve in writing, the details of each advertisement including, dates, size, publication, and color.

EXHIBIT "B" – Amendment #3
(COMPENSATION)

- I. **Budget and Source of Funding:** Funding for this contract period (01/01/2022 – 12/31/2022) may not exceed \$27,000. Funds under this contract are made available by a grant awarded by the US Department of Treasury and subject to Section 601(a) of the Social Security Act, as amended by section 5001 of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act), and Title V and VI of the CARES Act, passed through the Washington State Department of Health Vaccine Services-CARES and Epidemiology & Laboratory Capacity Grants (CFDA 93.268, 93.323).

The Contractor will bill the County according to the rates listed in Exhibit C – Bundle & Save Rates.

II. **Invoicing**

1. The Contractor shall submit itemized invoices on a monthly basis in a format approved by the County. Monthly invoices must be submitted by the 15th of the month following the month of service.
2. The Contractor shall submit invoices to *(include contract/PO #)* HL-BusinessOffice@co.whatcom.wa.us.
3. Payment by the County will be considered timely if it is made within 30 days of the receipt and acceptance of billing information from Contractor. The County may withhold payment of an invoice if the Contractor submits it more than 30 days after the expiration of this contract.

4. Invoices must include the following statement, with an authorized signature and date:

I certify that the materials have been furnished, the services rendered, or the labor performed as described on this invoice.

5. Duplication of Billed Costs or Payments for Service: The Contractor shall not bill the County for services performed or provided under this contract, and the County shall not pay the Contractor, if the Contractor has been or will be paid by any other source, including grants, for those costs used to perform or provide the services in this contract. The Contractor is responsible for any audit exceptions or disallowed amounts paid as a result of this contract.

BUNDLE & SAVE RATES

Incredible Coverage - One Low Price



Weekly
(every Wednesday)



Weekly
(every Wednesday)



Monthly
(first of the month)

**Over 20,000
Whatcom County
Readers!**

Choose two or more of the publications listed below to get the low Combo Rate

<u>Publication</u>	<u>Regular Rate</u> (per issue)	<u>Combo Rate</u> (per issue)
Lynden Tribune	\$21.50 per column inch (pci)	\$14 _{pci}
Ferndale Record	\$16 _{pci}	\$7 _{pci}

Add full color for \$99 per publication.

Pick up your ad into our monthly Spanish-language publication, El Periodico, for **30% off** regular rates

Inserted into the Lynden Tribune and Ferndale Record every third Wednesday of the month with additional local distribution locations.



Reserve your space today!

Mitze, Mary Jo, Laurie • 360-354-4444

Jan • 360-384-1411



2022 Advertising Rates & Information

The **SUDDEN VALLEY VIEWS** is the official publication of the Sudden Valley Community Association. Published monthly in cooperation with the Lynden Tribune, it has a circulation of 4,000 and is distributed via mail and local outlets in Sudden Valley. The publication is also available online at www.suddenvalley.com/sudden-valley-views.

New Ads: \$13⁵⁰ per column inch

Sample Advertising Rates:

Ad Size	Regular Rate
Business card (3.9" x 2).....	\$54
1/8 page (3.9" x 5").....	\$135
1/4 page (3.9" x 10").....	\$270
1/2 page (10" x 8").....	\$540
Full page (10" x 16").....	\$1,080

Full Color: Add **\$50⁰⁰**

2022 Publication Dates & Deadlines:

Publication	Space Reservation Deadline
February.....	Friday, Jan. 21
March.....	Friday, Feb. 18
April	Friday, March 18
May.....	Friday, April 22
June.....	Friday, May 20
July.....	Friday, June 17
August	Friday, July 22
September.....	Friday, Aug. 19
October.....	Friday, Sept. 23
November.....	Friday, Oct. 21
December.....	Friday, Nov. 18
January 2023.....	Friday, Dec. 16

ADVERTISING POLICY:

Publisher reserves the right to refuse, edit or limit any advertising submitted for publication. No position is sold or guaranteed.

CANCELLATION: Ads which are ordered and set, but cancelled before publication, will be billed at 25% of open rate.

Proof to the advertiser removes all responsibility for errors in prices or copy from the newspaper when advertiser or agent approves it. If customer desires to see ad proof, the copy must be available no later than 5 p.m. Friday.

PUBLISHER'S LIABILITY FOR ERRORS: The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

INDEMNIFICATION: The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

Page Size & Column Widths:

Full Page = 10" wide x 16" tall	
1 columns.....	1.9"
2 columns.....	3.92"
3 columns.....	5.95"
4 columns.....	7.98"
5 columns.....	10"

**For advertising specials and contract rate opportunities,
Call 360-510-6464 or email mitze@lyndentribune.com**

SUDDEN VALLEY VIEWS

SUDDEN VALLEY COMMUNITY ASSOCIATION

The **Sudden Valley Views** is the official publication of the Sudden Valley Community Association. Published monthly in cooperation with the Lynden Tribune, it has a circulation of 4,000 and is distributed via mail and local outlets in Sudden Valley. You can view the full publication at www.suddenvalley.com/sudden-valley-views.

Business Builder SAVINGS!*



Business Card ad - 2 col. (3.92" wide) x 2" tall	\$40/mo. reg. \$54
1/8-page ad - 2 col. (3.92" wide) x 5" tall.....	\$99/mo. reg. \$135
1/4-page ad - 3 col. (5.95" wide) x 6.5" tall	\$195/mo. reg. \$260
1/2-page ad - 5 col. (10" wide) x 8" tall	\$375/mo. reg. \$540
Full Page ad - 5 col. (10" wide) x 16" tall	\$700/mo. reg. \$1080

Add full color for only \$50.

*Must run 3 or more months in calendar year. Offer valid through December 2022.

Call or email by the 15th of the month to be included in the next edition!

Contact Mitze at 360-510-6464 or mitze@lyndentribune.com

All rates include graphic design assistance. Invoices will be generated and payable to Sudden Valley Community Association.



Affordable Ads With Great Exposure!

If there's one thing you need to know about advertising in El Periódico it's that your ad will be seen by thousands of readers each issue. In addition to being included once a month in both the Lynden Tribune and Ferndale Record, you can find El Periódico at local businesses and schools across Whatcom County; over 6,000 copies are distributed each month. El Periódico is published in Spanish and available online at lyndentribune.com. Your ad includes professional graphic design services, full color, and a four-week shelf life. We offer translation services for a small fee.

What are you waiting for? Call today to get started!

2022 Publication Dates & Deadlines:

Publication Date	Ad Deadline
January 19.....	January 12
February 16.....	February 9
March 16.....	March 9
April 20.....	April 13
May 18.....	May 11
June 15.....	June 8
July 20.....	July 13
August 17.....	August 10
September 21.....	September 14
October 19.....	October 12
November 16.....	November 9
December 21.....	December 7

To advertise in this newspaper OR to carry El Periódico in your business, please call **(360) 384-1411**

ALL ADS INCLUDE FULL COLOR!

Basic Setup

11" high

12" wide

AD SIZE (width by height)	RATE (per issue)
Back Cover (10" x 9.6")	\$500
Full Page (10" x 9.6")	\$400
Half Page (10" x 4.79" or 4.92" x 9.6")	\$250
Premium Front Page Banner (4.92" x 2.4")	\$250
Quarter Page (4.92" x 4.79")	\$150
Eighth Page (4.92" x 2.4" or 2.38" x 4.79")	\$75
Sixteenth Page (2.42 x 2.4")	\$50

Ask about discounts into the Ferndale Record and Lynden Tribune too!

Jan at Ferndale Record • (360) 384-1411