

Missouri
Department
of Transportation



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SINGLE FEASIBLE SOURCE PURCHASE POSTING NOTICE

The Missouri Department of Transportation has determined that only one source can provide the products or services described below

Title: Advertising Campaign
SFS-07-021207

Description:

We are targeting the Joplin metropolitan population with an advertising campaign for Arrive Alive. The Joplin Globe is the only daily newspaper serving the city of Joplin and its outlying communities on a daily basis. The Joplin Herald (owned by the Joplin Globe) is the only weekly, free, newspaper dedicated to the Joplin metropolitan area - targeted at young adults, highlighting stories of local interest regarding dining, entertainment, nightclubs, etc. En Foque (owned by the Joplin Globe) is the only Spanish language publication dedication to the Hispanic population of the Joplin metropolitan population. Our area has experienced an increased population shift of Spanish speaking residents and we felt it important to also be sharing information regarding highway safety to this group of residents. The Transportation Profiles edition is a special supplement, printed by the Joplin Globe and inserted into the Joplin Globe. It is dedicated to transportation issues in the Joplin metropolitan area, with the large number of ongoing and recently finished projects in Joplin, this would be an excellent vehicle in which to also provide highway safety messages. Joplin is the only metropolitan area in our 11 county district. During the fiscal year 06-07 we focused on rural areas where we had greater percentages of teen accidents. We felt it important this year to bring some focus back to the largest population group in our district - We chose a newspaper because many generational studies point to the influence parents have on teens and young adults today - adults make up the larger percentage of newspaper readerships.

Contract Period: December, 2007---June , 2008

Agency: Missouri Department of Transportation

Supplier: Joplin Globe

Buyer: Janet Doty

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Response Date: 12/2/07