



**OFFICE OF THE PURCHASING AGENT  
COUNTY OF COOK**

118 NORTH CLARK ST. ROOM 1018  
CHICAGO, ILLINOIS 60602-1375  
(312) 603-5370

THIS PURCHASE ORDER NUMBER  
MUST APPEAR ON ALL PACKAGES,  
INVOICES, SHIPPING PAPERS AND  
DROP SHIPMENTS.

DATE  
5/21/2012  
F.O.B. POINT

**PURCHASE ORDER NO.**  
**181471 - 000- OP**  
**REQUISITION NO.**  
00103333 OC

PURCHASE ORDERED ISSUED TO  
811050

Municipal Media Solutions  
676 N LaSalle St Ste 213  
Chicago IL 60610

**COOK COUNTY FEIN: 36-6006541**  
**ILLINOIS SALES TAX EXEMPT: E-9998-2013-04**  
**FEDERAL EXCISE TAX EXEMPT CERT: 36-75-D038K**

**SHIP TO** Assessor - Administration  
Cook County Building  
118 N. Clark Street - RM 314  
Chicago IL 60602-1304

**DELIVERY INSTRUCTIONS**  
Victoria LaCalamita (312) 603-  
7514

DEPT NO	
0401422	Page 1 of 1

LINE	FURNISH THE FOLLOWING SUPPLIES AND/OR SERVICE	QUANTITY/ UOM	UNIT PRICE	EXTENDED PRICE	ACCOUNT NUMBER
1.00	<p>MARKETING AND SALES OF ADVERTISING INSERTS Municipal Media Solutions (MMS) shall provide advertising sales for print inserts to be included in the Cook County Assessor's Office (CCAO) township mailers. Services include all insert coordination services with the mail-house and related billing/collection and payment to the Assessor's Office per the contracted allotment for the advertising revenue. THIS IS A REVENUE GENERATING REQUEST.</p> <p>TWO YEAR CONTRACT, CONTRACT PERIOD: MAY 22, 2012 THRU MAY 30, 2014.</p> <p>THE PROPOSAL IS BASED ON A 75% REVENUE SHARE TO CCAO AND 25% REVENUE SHARE TO MMS WHEREBY THE CCAO RECEIVES 75% OF ALL REVENUE AFTER THE MAIL HOUSE'S COST FOR INSERTION IS DEDUCTED FROM THE ADVERTISER'S PAYMENT.</p> <p>REFERENCE MUNICIPAL MEDIA SOLUTIONS QUOTE DATED APRIL 18, 2012</p>	1.00 JB	.0000		0401422.520835
		***** Total Order *****		.00	

NOTE: VENDOR AGREES NOT TO EXCEED THE QUANTITY OR DOLLAR AMOUNT OF THIS ORDER WITHOUT WRITTEN AUTHORIZATION FROM THE PURCHASING AGENT

**RECEIPT CERTIFICATION (FOR DEPARTMENT USE ONLY)**

I hereby certify that I have received the goods/services reflected above and that the items referenced are in full conformity with the purchase order/contract.

I hereby certify that this purchase is in agreement with the requisition on file authorizing the expenditure and is properly approved.

**PURCHASING AGENT**

*Mano de Ramon Torres*  
Date: 5/21/12

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

5/21/12

# Purchase Requisition

Office of the Purchasing Agent

Cook County of Illinois

Requisition # OC 103333 Contract #

Ship To: 8000188 Assessor - Administration  
Cook County Building  
118 N. Clark Street - RM 314  
Chicago IL 60602-1304

Supplier: 811050 Municipal Media Solutions  
676 N LaSalle St Ste 213  
Chicago IL 60610

Open Date

One Time Purchase Yes \_\_\_ No \_\_\_ Covers Need for \_\_\_ months. Specific Period of time thru \_\_\_

Expiration Date Emergency No.

Line # Commodity Description

Bal. on Hand Quantity UOM Est. Unit Cost

Extended Cost Business Unit and Object Account

1.000 962 MARKETING AND SALES OF MAILING < > 1.00 JB .0000 0401422.520835

MMS shall provide advertising sales for print inserts to be included in CCAO township mailers. Services include all insert coordination services with the mail-house and related billing/collection and payment to the Assessor's Office per the contracted allotment for the advertising revenue.

NO FUNDS - CONTRACT WILL GENERATE REVENUE

Total of Items Ordered

CERTIFICATION

I hereby certify that the items and/or services above are necessary to this department (or institution) and that the dept. no. account & activity numbers indicated above accurately reflect the specific line item budget allocation approved by the Board of County Commissioners and there is a sufficient unencumbered balance in the account to grant same.

*Victoria M. Calomata*  
BUREAU or DEPARTMENT HEAD

REQUISITIONER

CCA

APPROVED BUDGETARY ACCOUNT

ACCT #

DATE

BY

RECEIVED  
OFFICE OF THE  
PURCHASING AGENT  
2012 APR 20 PM 2:04  
PROCUREMENT

84 BK new  
Purchase Order Number  
181471

Buyer Number 299999 TEAM LEAD MAILBOX  
Bid/Sole Src Code SSP 0401422  
Business Unit 2040 0038  
Internal Req Number 4/20/2012  
Board Apr Date & Item 4/20/2012  
Requisition Date 4/20/2012  
Date Needed



April 18, 2012

Ms. Victoria LaCalamita  
Director of Human Resources  
Cook County Assessor's Office  
Room 320  
118 N. Clark Street  
Chicago, IL 60602

Re: Proposal to be the CCAO's Direct Mail Advertising Broker

Dear Ms. LCalamita:

Municipal Media Solutions, LLC (MMS) is very happy to provide the following proposal for becoming the broker for the sale of advertising inserts to be mailed in conjunction with mailings from the Cook County Assessor's Office. Our approach is to provide this brokerage service on a revenue sharing basis so that your Office does not incur any cost and is isolated from risk since MMS will have the contracted relationship for inserts with both the advertisers and the mail house.

Our proposal is based on a 75%/25% revenue share agreement whereby the CCAO receives 75% of ALL revenue after the mail house's cost for insertion is deducted from the advertiser's payment. For example, the advertiser agrees to pay \$3.00 for the placement of 1000 inserts inside a CCAO mailing and the mail house charges \$.50 for the insertion of those 1000 ads. The CCAO would receive 75% of the remaining \$2.50 and MMS would receive 25% from which we would pay for all costs for sales, marketing, billing and collections. If the CCAO is acting as its own mail house for smaller mailings we assume there would be no charge for ad insertion.

It would be MMS responsibility to insure that every advertisement meets the CCAO's guidelines for size, weight and ad content standards and that the inserts be made available to the mail house in a timely manner so as to not delay the targeted mailing. The CCAO may want the right to review and approve samples of the ad inserts in advance and we are willing to agree to this requirement with the hope that said requirement can be waived in the future as experience validates our competence. The CCAO would be solely responsible for scheduling mail dates for its specific mailings and for staying as close to those scheduled dates as possible however, the CCAO will not have any liability should mailing dates be missed.

We propose a minimum two year contract in order to insure that we sufficient time to recoup our upfront investment cost for launching this program.



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MMS Qualifications

Our Company was established for the sole purpose of working with governments and quasi-governmental agencies to help them generate revenue through the brokerage of advertising on their media. In addition to being the advertising broker for the CCAO's website, we work with Metra, Pace, the RTA, the Washington State Department of Transportation and the Alachua, County Florida Property Appraiser. In all cases we have consistently maintained our partner's advertising standards. While there may be other firms selling advertising programs for physical assets such as water towers and buses, we are not aware of any competitors focusing on mail and website advertising projects.

Below, please find the details of our proposal:

DIRECT MAIL ADVERTISING RESTRICTIONS

- a. The advertising shall be physically separate from the official notice included in the envelope. Advertising will not appear anywhere on the official document or envelope and must fit easily in the same envelope as was originally envisioned for the mailing. While there may be multiple, separate inserts, total advertising WILL NOT increase the weight of the mailing so as to cause the CCAO to be required to increase its postage or envelope costs. The advertising shall be configured in such a way so that it can be inserted together with the mailed notice in the same envelope.
- b. Each advertisement shall carry a header identifying the document as an advertisement.
- c. The CCAO, at its sole discretion, shall determine the timing of each mailing. MMS shall not prevent the mailing from being timely mailed.
- d. The CCAO can enter directly into contracts or agreements with entities that desire to place advertising in its mailings. MMS will not be a party to those contracts.
- e. Under no circumstances shall MMS be entitled to collect any monies from the CCAO or the County for any expenses, costs, damages, or liabilities arising out of this Contract.



SERVICES TO BE PROVIDED BY MMS

MMS agrees to perform the following services: ("Services"):

- a. MMS will enter into contracts or agreements with entities that desire to place advertising in the CCAO's mailings using MMS personnel and online commerce tools and other advertising technology tools to achieve such placement. MMS is responsible for negotiating and structuring the terms of all such contracts.
- b. MMS, at its sole cost and expense, will provide all necessary resources, required to implement the placement of advertising in the CCAO's mailings. MMS may need to enter into contracts with third parties to facilitate the implementation of such contracts and will not be required to obtain CCAO authorization to proceed.
- c. Any and all expenses and costs arising out of this Contract, with the exception of the insertion cost, including but not limited to additional material costs, postage costs, printing costs, insertion of advertising costs, labor costs, attorneys fees or damages incurred by MMS and/or the Mailing Contractor shall be borne solely by MMS
- d. MMS shall utilize, retain and/or hire qualified competent personnel as necessary and at its own expense, to perform all work required in connection with this Agreement. Given the variable timing of potential CCAO mailings, the personnel used may be part-time or seasonal
- e. All records associated with MMS' billings and collections of advertising revenue as well as all costs associated with ad insertion are subject to CCAO audit.
- f. MMS shall pay CCAO its portion of the revenue share within 45 days of receipt of payment from the advertiser. Payments will be made on the 22<sup>nd</sup> of every month for receipts through the 12<sup>th</sup> of that month. MMS will use the same reporting system as it uses for online advertising brokerage.

We are excited about the opportunity to re-launch the insert advertising program and await directions as to your decision and next steps.

A handwritten signature in black ink, appearing to read "Robert C. Hoyler".

Robert C. Hoyler  
President & CEO  
Email: [bob.hoyler@municipalmedia.com](mailto:bob.hoyler@municipalmedia.com)  
Cell: 847-922-1584

JOSEPH BERRIOS  
ASSESSOR



COOK COUNTY  
ASSESSOR'S OFFICE  
VICTORIA LACALAMITA  
DIRECTOR OF HUMAN RESOURCES  
118 NORTH CLARK STREET  
ROOM 320, COUNTY BUILDING  
CHICAGO, ILLINOIS 60602  
TEL: (312) 603-7514  
FAX: (312) 603-2494  
vlacalamita@cookcountyassessor.com

April 20, 2012

Ms. Maria De Lourdes Coss  
Chief Procurement Office  
118 N. Clark – Room 1018  
Chicago, IL 60602

Dear Ms. Coss:

The Cook County Assessor's Office is submitting the attached Requisition 2040 0038, System Requisition No. 103333 for Municipal Media Solutions, LLC (MMS). **THIS IS NOT A PURCHASE. THIS IS A REVENUE GENERATING AGREEMENT. THEREFORE, THERE IS NO FISCAL IMPACT.**

MMS shall provide a brokerage service for the sale of advertising inserts to be mailed in conjunction with mailings from the Cook County Assessor's Office. Their approach is to provide this service on a **REVENUE SHARING BASIS** so that the Assessor's Office does not incur any cost and is isolated from risk since MMS will have the contracted relationship for inserts with both the advertisers and the mail house. The agreement will be based on a 75%/25% revenue shared agreement whereby the Cook County Assessor's Office receives 75% of **ALL** revenue after the mail house's cost for insertion is deducted from the advertiser's payment.

MMS is proposing a minimum two year contract in order to ensure that they have sufficient time to recoup their upfront investment cost for launching this program. The Assessor's Office would like to request three (3) one year renewal periods.

Please see attached a copy of the vendor's proposal, sole source justification form, and requisition. If you should need more information, please contact me at (312) 603-7514.

Sincerely,

  
Victoria LaCalamita  
Deputy of Human Resources





## Cook County Office of the Purchasing Agent

### Sole Source Justification

<b>General Information</b>	Date: 4/20/2012
Unit/Department: Cook County Assessor's Office	Phone No: (312) 603-7514
Contact Name: Victoria LaCalamita Deputy of Human Resources	Email: vlacalamita@cookcountyassessor.com

<b>Vendor Information</b>	Requisition No. 103333
Name: Municipal Media Solutions	Purchase Order No.
Address: 676 North LaSalle, Suite 213 Chicago, IL 60654	Contract No.

**Description.** Please provide a description of the goods or services required, the duration or frequency of the requirement, and where will the services or goods be delivered.

Municipal Media Solutions, LLC (MMS) will become the broker for the sale of advertising inserts to be mailed in conjunction with mailings from the Cook County Assessor's Office. Their approach is to provide this brokerage service on a **REVENUE SHARING BASIS** so that our office does not incur any cost and is isolated from risk since MMS will have the contracted relationship for inserts with both the advertisers and the mail house.

**Type.** Please select one of the options and explain below.

Single Source     
  Proprietary/Copyright Restrictions     
  Equipment Compatibility  
 Patented Product     
  Exclusive or Unique Capability     
  Other, please explain

**Explanation:** Why is this product or service the only one that would satisfy the requirement(s)?

**WHILE THERE MAY BE OTHER FIRMS SELLING ADVERTISING PROGRAMS FOR PHYSICAL ASSETS SUCH AS WATER TOWERS AND BUSES, WE ARE NOT AWARE OF ANY COMPETITORS FOCUSING ON MAIL AND WEBSITE ADVERTISING PROJECTS.**

**Due Diligence.** Describe the due diligence performed that led to the conclusion that this is a sole source.

After a thorough Google search, the Assessor's Office concurs with Municipal Media Solutions in that they do not have competitors that focus on mail and advertising projects. We also found that they are the only local company to offer the proposed services. Therefore, this requisition must be a sole source.

<b>Department Recommendation</b>	
Requestor:	Date:
Department Head: <i>Victoria LaCalamita</i>	Date: <i>4-20-12</i>

<b>Purchasing Agent Approval</b>	
Signature: <i>Janis de la Cruz</i>	Date: <i>5/22/12</i>

*BK'*

**THE BOARD OF COMMISSIONERS  
TONI PRECKWINKLE, PRESIDENT**

Earlean Collins	1 <sup>st</sup> Dist.	Bridget Gainer	10 <sup>th</sup> Dist.
Robert Steele	2 <sup>nd</sup> Dist.	John P. Daley	11 <sup>th</sup> Dist.
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William M. Beavers	4 <sup>th</sup> Dist.	Lawrence Suffredin	13 <sup>th</sup> Dist.
Deborah Sims	5 <sup>th</sup> Dist.	Gregg Goslin	14 <sup>th</sup> Dist.
Joan P. Murphy	6 <sup>th</sup> Dist.	Timothy O. Schneider	15 <sup>th</sup> Dist.
Jesus G. Garcia	7 <sup>th</sup> Dist.	Jeffrey R. Tobolski	16 <sup>th</sup> Dist.
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Peter N. Silvestri	9 <sup>th</sup> Dist.		



**COUNTY OF COOK  
BUREAU OF FINANCE  
OFFICE OF THE CHIEF PROCUREMENT OFFICER**

**MARIA DE LOURDES COSS  
CHIEF PROCUREMENT OFFICER**

County Building  
118 North Clark Street, Room 1018  
Chicago, Illinois 60602-1304  
TEL: (312) 603-5370

**Date:** May 22, 2012

**To:** File for PO 181471

**From:** Brandie Knazze, Deputy Procurement Officer

**Re:** Explanation for Not Issuing a Contract with PO181471

Please be advised that at the discretion of the Chief of Staff and the Chief of Staff for the Assessor's Office, the department needed to enter into a revenue generating contract for the sale of ads in the Assessor's tax bills. The department wanted to extend an expired contract and was told by Procurement that such action was not a viable option as that action would cause an audit finding.

Additionally, the department did not want to do an RFP as they felt they would not be able to meet their 2012 budget commitments. Initially, it was discussed that the contract would generate \$1,000,000 a year. However, after further discussion with the President's Office (Kesner Bienvenu) it was determined that the revenues would only generate \$6,000 per year at most. With this being small dollar procurement, a decision to issue only a PO was made by the CPO.



## Brandie Knazze (Purchasing)

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**From:** Kurt Summers (Presidents Office)  
**Sent:** Tuesday, May 22, 2012 9:11 AM  
**To:** Kesner Bienvenu (Presidents Office); Lourdes Coss (Purchasing); Brandie Knazze (Purchasing)  
**Subject:** Fw: Purchasing

I need these 2 issues resolved today.

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**From:** Robert L. Kruse [<mailto:RKruse@cookcountyassessor.com>]  
**Sent:** Tuesday, May 22, 2012 08:54 AM  
**To:** Kesner Bienvenu (Presidents Office); Kurt Summers (Presidents Office)  
**Cc:** Khang P Trinh (Assessor)  
**Subject:** Purchasing

Good morning gentlemen,

Well, it's Tuesday and I have not gotten any communication from the purchasing department. I'm beyond concerned that we will be unable to show any revenue for the budget year 2012. The issue is simple, extend the MMS contract. For 2013, RFP again and see if anyone else answers the call. Keep in mind that MMS had been approved as a vendor back in 2010. If we make a terrible mistake by engaging them again, we can only make it for six months. I vote that we take a little risk and sacrifice process for results. If this doesn't work, I don't see how we can take revenue generation as a serious subject for the 2013 budget.

I'm really embarrassed and very sorry we have to keep revisiting this simple issue.

On a happier note, the 2<sup>nd</sup> installment process, (a very tricky and important part of what we do), is proceeding on schedule with no problems. All County offices and even the State have been wonderfully cooperative.

Warmest regards,

Bob

## Brandie Knazze (Purchasing)

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**From:** Victoria LaCalamita <VLaCalamita@cookcountyassessor.com>  
**Sent:** Friday, April 20, 2012 11:43 AM  
**To:** Brandie Knazze (Purchasing)  
**Subject:** RE: Marketing Project

Hi Brandie  
Mr. Kruse read your email and is requesting a meeting with Lourdes.  
Please get back to me ASAP.  
Thanks Vickie

*Victoria LaCalamita*  
Deputy of Human Resources  
Cook County Assessor's Office  
118 N. Clark Street/Room 314  
Chicago, Illinois 60602

Phone 312-603-7514/ Fax 312-603-2494  
Email [VLaCalamita@cookcountyassessor.com](mailto:VLaCalamita@cookcountyassessor.com)



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**From:** Brandie Knazze (Purchasing) [<mailto:Brandie.Knazze@cookcountyil.gov>]  
**Sent:** Thursday, April 19, 2012 8:55 PM  
**To:** Victoria LaCalamita  
**Subject:** Marketing Project

Hi Vicky,

I was able to speak with Lourdes regarding our conversation. It was her initial understanding that the request was for approximately \$8k and thus it would be under the bid threshold. This is why we advised your office to submit a request for a small purchase.

After further discussion with you yesterday, it appears the request may be for approximately \$80k. This creates a dilemma because the request is over the bid threshold. Questions that we need to consider include, "Is the request truly a sole source (unique and exclusive) or can other vendors provide the service?"

I know you mentioned that this is a sole source; our suggestion is that you put together a strong sole source request for the Chief Procurement Officer's review.

Based on the facts I provided her yesterday, she is uncomfortable with the request, but is willing to consider it based on your sole source justification.

If you intend to submit a sole source, we will need:

1. requisition
2. scope of services from the vendor
3. sole source justification form

Let me know if you need anything else.

Brandie

## Brandie Knazze (Purchasing)

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**From:** Victoria LaCalamita <VLaCalamita@cookcountyassessor.com>  
**Sent:** Thursday, March 01, 2012 4:30 PM  
**To:** Brandie Knazze (Purchasing)  
**Cc:** Joseph Berrios (Assessor); Robert L Kruse (Assessor); Khang P Trinh (Assessor)  
**Subject:** RFP, Direct Mail Advertising  
**Attachments:** RFPProposal, 2012 mailing, for PA.DOC

Dear Brandi,

Re: request for update on proposed RFP for direct mail advertising

The Assessor and Bob Kruse have asked me to follow up on the referenced RFP.

This Office previously submitted draft language for an RFP for direct mail advertising. Separately our Office attempted to have your Office renew an expired direct mail advertising contract. We further attempted to pursue an amendment to the ad ordinance to allow for a more expedited process to contract for direct mail advertising. The aforementioned three prong effort was initiated in conjunction to expedite the County's ability to obtain advertising revenues to offset operating costs of the County.

At this juncture, the President's Office has requested that our Office set aside the attempts to push the amendment to the ad ordinance and efforts to renew the expired direct mail advertising contract have also been for naught. The President's Office explained that its opposition concerns transparency issues and suggested a Purchase Order (PO) instead, even though the amendment provided for an RFP process. As you may know, a PO would not deal with your Office's transparency concerns, amongst many other issues especially considering the unique nature of advertising which we believe in good faith is not within the nature of a PO.

As such, the reasonable method left is the RFP, which we previously submitted to you on January 5, 2012 at 10:51 A.M. Please see attached. We respectfully request your Department's assistance to vigorously pursue the RFP. Please contact me at your earliest convenience to set up a meeting with our legal counsel and Bob Kruse.

Thank you.

*Victoria LaCalamita*  
Director of Human Resources  
Cook County Assessor's Office  
118 N. Clark Street/Room 314  
Chicago, Illinois 60602

Phone 312-603-7514/ Fax 312-603-2494  
Email [VLaCalamita@cookcountyassessor.com](mailto:VLaCalamita@cookcountyassessor.com)

