



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
DIVISION OF PROCUREMENT SERVICES
 STATE OF MAINE

PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Division of Procurement Services.

INSTRUCTIONS: Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Division of Procurement Services intranet site (Forms page) for additional instructions.

PART I: OVERVIEW				
Department Office/Division/Program:		Department of Education/Communications		
Department Contract Administrator or Grant Coordinator:		Kendra Carter		
(If applicable) Department Reference #:				
Amount: (Contract/Amendment/Grant)		\$ 117,300.00	Advantage CT / RQS #:	2024080500000000233
CONTRACT	Proposed Start Date:	8/19/2024	Proposed End Date:	12/28/2024
AMENDMENT	Original Start Date:		Effective Date:	
	Previous End Date:		New End Date:	
GRANT	Project Start Date:		Grant Start Date:	
	Project End Date:		Grant End Date:	
Vendor/Provider/Grantee Name, City, State:		Maine Trust for Local News South Portland, ME		
Brief Description of Goods/Services/Grant:		Marketing campaign		

PART II: JUSTIFICATION FOR VENDOR SELECTION			
Check the box below for the justification(s) that applies to this request. (Check all that apply.)			
<input type="checkbox"/>	A. Competitive Process	<input type="checkbox"/>	G. Grant
<input type="checkbox"/>	B. Amendment	<input type="checkbox"/>	H. State Statute/Agency Directed
<input checked="" type="checkbox"/>	C. Single Source/Unique Vendor	<input type="checkbox"/>	I. Federal Agency Directed
<input type="checkbox"/>	D. Proprietary/Copyright/Patents	<input type="checkbox"/>	J. Willing and Qualified
<input type="checkbox"/>	E. Emergency	<input type="checkbox"/>	K. Client Choice
<input type="checkbox"/>	F. University Cooperative Project	<input type="checkbox"/>	L. Other Authorization

Please respond to ALL of the questions in the following sections.

PART III: SUPPLEMENTAL INFORMATION

1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.

This campaign with MTLN will meet the DOE's need to "effectively tell the story of Maine's use of federal emergency relief funding," center our priorities of inspiring "trust in our organization, and our public education system," and fulfill our missions "to promote the best learning opportunities for all Maine students" and inspire "trust in our schools."

This campaign will utilize the authority of Maine Trust for Local News, which carries with the DOE's constituents, to achieve these goals, resulting in an increase of goodwill for Maine's public school system. The six sponsored articles MTLN will publish on their websites and publications will speak to Maine being "a great place to teach and learn" by sharing the success stories of Federal Emergency Funded programs. MTLN will promote these articles on their websites through native display ads created by the Maine Trust for Local News Content Studio.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.

The Maine Trust for Local News is the largest news publication in Maine. Its 19 publications cover more areas than any other news organization and, combined with its three websites, have a larger Maine-based audience than any comparable outlet. They also offer a media package that no other print or online media source can match. There is not another organization in Maine that can create a campaign of this size or nature.

3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

Print – Discounted Pick-up rates were used for KJ/MS, Sun Journal, Times Record, Southern Maine Weeklies, and Western Maine Weeklies. Additional discount of \$303.06 from the total (rounded down) to brought the cost down to \$13,100 across the board. (Color charges vary by publication and are not part of the per column inch rate).

Wallpaper Display Ads – \$1,500.00 is our standard rate
 100,000 native impressions \$10.00 CPM
 100,000 standard and premium impressions \$13.50 CPM (blended rate – premium impressions rack rate is \$17.00 CPM)
 Editing \$100.00
 Hosting - No Charge
 Partner Well – No Charge
 Special Section – Flat rate \$15,000

- Includes all production and distribution cost.

4. Describe the plan for future competition for the goods or services.

PART III: SUPPLEMENTAL INFORMATION

There will be no future competition for the goods or services because we will not be rerunning this campaign. Even if we were, there would be no one to compete with them.

PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)

Does this request utilize ARPA/MJRP funds?

Yes, MJRP funds (023) – If Yes, please attach the approved Business Case(s).

Yes, ARPA funds (025) – If Yes, please be aware of the requirements from awarding federal agencies.

No – If No, proceed to Part V.


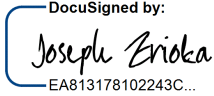
PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE

Maine law contains Conflict of Interest statutes directed to State Departments, State Officers, and Employees Generally under MRS [Title 5, §18](#) and [§18-A](#), in harmony with MRS [Title 17, §3104](#).

The requesting department signatory understands and acknowledges Maine’s Conflict of Interest statutes.

PART VI: APPROVALS

The signatures below indicate approval of this procurement request.

Signature of requesting Department’s Commissioner (or designee):			
Typed Name:	Daniel A. Chuhta	Date:	8/29/2024
Signature of DAFS Procurement Official:			
Typed Name:	Joseph Zrioka, IT Procurement Director	Date:	8/29/2024


Certificate Of Completion

Envelope Id: 48A8D0FAFB794FB3BC07617C5D1A08EA	Status: Completed
Subject: Please DocuSign This Document	
Source Envelope:	
Document Pages: 26	Signatures: 2
Certificate Pages: 1	Initials: 0
AutoNav: Enabled	Envelope Originator: Daniel A. Chuhta Daniel.Chuhta@maine.gov
Envelopeld Stamping: Disabled	IP Address: 64.207.219.137
Time Zone: (UTC-05:00) Eastern Time (US & Canada)	

Record Tracking

Status: Original 8/29/2024 10:38:53 AM	Holder: Daniel A. Chuhta Daniel.Chuhta@maine.gov	Location: DocuSign
Security Appliance Status: Connected	Pool: StateLocal	
Storage Appliance Status: Connected	Pool: Maine Department of Education	Location: DocuSign

Signer Events

Signer Events	Signature	Timestamp
Daniel A. Chuhta Daniel.Chuhta@maine.gov Deputy Commissioner Maine Department of Education Security Level: Email, Account Authentication (None)	 Signature Adoption: Drawn on Device Using IP Address: 72.231.250.95	Sent: 8/29/2024 10:38:54 AM Viewed: 8/29/2024 10:39:05 AM Signed: 8/29/2024 10:39:40 AM Freeform Signing

Electronic Record and Signature Disclosure:
Not Offered via DocuSign

In Person Signer Events

Signature

Timestamp

Editor Delivery Events

Status

Timestamp

Agent Delivery Events

Status

Timestamp

Intermediary Delivery Events

Status

Timestamp

Certified Delivery Events

Status

Timestamp

Carbon Copy Events

Status

Timestamp

Witness Events

Signature

Timestamp

Notary Events

Signature

Timestamp

Envelope Summary Events

Status

Timestamps

Envelope Sent	Hashed/Encrypted	8/29/2024 10:38:54 AM
Certified Delivered	Security Checked	8/29/2024 10:39:05 AM
Signing Complete	Security Checked	8/29/2024 10:39:40 AM
Completed	Security Checked	8/29/2024 10:39:40 AM

Payment Events

Status

Timestamps