

**UNIVERSITY OF HAWAI'I  
NOTICE OF EXEMPTION FROM CHAPTER 103D, HRS**

The President, University of Hawai'i, is in the process of reviewing the request from (Department/Campus)  
UNIVERSITY OF HAWAII WEST OAHU for  
exemption from Chapter 103D, HRS, for the following goods, services, or construction:

ADVERTISING ON STAR BULLETIN FOR THE MONTHS OF SEPTEMBER, OCTOBER, NOVEMBER 2009  
AND JANUARY, FEBRUARY, MARCH 2010.

**Vendor:** STAR BULLETIN  
(If known)

**Address:** RESTAURANT ROW, 7 WATERFRONT PLAZA, SUITE 210, 500 ALA MOANA,  
HONOLULU, HI 96813.

<b>Term of Contract:</b> (If known)	From: SEPT 2009	To: MARCH 2010	Cost: \$2513.09 (EST.)
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**Direct any inquiries to:**

Department: UNIVERSITY OF HAWAII WEST OAHU

Contact Name/Title: LORI FOO, ADMINISTRATIVE OFFICER

Address: 96-129 ALA IKE, PEARL CITY, HI 96782

Phone Number:  
454-4742

Fax Number:  
453-6176

Date Posted: SEPT 8, 2009

Submit written objections to this notice to issue an exemption from Chapter 103D, HRS, within seven (7) calendar days from the date posted to:

Office of Procurement and Real Property Management  
1400 Lower Campus Road, Room 15  
Honolulu, Hawai'i 96822

OPRPM Form 138  
(Rev.01/2009)

**REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS**

TO: OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

FROM: **University of Hawaii - West Oahu**

(Department/Program)

Pursuant to APM Section A8.220, the Department requests a procurement exemption to purchase the following:

**Description of goods, services, or construction:**

Advertising on StarBulletin.com for the months of September, October, November 2009 and January, February, March 2010

Big Box Ad (300 x 250 pixels)  
Average 3,500 impressions/day, approximately 100,000/month  
Visitors from hawaii.edu IP addresses

We are placing advertising during this period to capitalize on the peak time period for recruiting new health care administration distance learning neighbor island and Oahu students accessing the internet through hawaii.edu IP addresses for the spring and fall 2010 semesters.

Estimated Cost: \$ 2,513.09

**(1) Explanation describing how procurement by standard competitive means is either not practicable or not advantageous to the University;**

The use of Superquote is not practical. The HonoluluStarBulletin.com website was selected because it boasts 4.8 million page views a month with 700,000 unique visitors. It is the online edition of the Honolulu Star-Bulletin that has the second largest circulation of any daily publication in the state. The UH West Oahu online ad is highly targeted and will have an average of 3,500 impressions a day specifically from visitors accessing the StarBulletin.com website from hawaii.edu IP addresses. This is significant because the Health Care Administration distance learning program primary target audience is neighbor island and Oahu residents currently taking courses at on-island community colleges or University Centers who are looking to complete a Health Care Administration bachelor's degree online from UH West Oahu.

**(2) Details of the process or procedures to be followed in selecting the vendor to ensure as fair and open competition as practicable;**

The StarBulletin.com is the most effective website for reaching current University of Hawaii Community College and University Center neighbor island and Oahu students because the website is able to display the ad to all visitors accessing the site through hawaii.edu IP addresses. The online edition of the Honolulu Star-Bulletin aligns well with neighbor island and Oahu residents who are already comfortable with accessing information online and most readily accepting of distance learning instruction.

(Attach Additional Sheets if Necessary)

(3) A description of the Department's internal controls and approval requirements for the exempted procurement; and

These requests are routed via the Vice Chancellor for Academic Affairs and Vice Chancellor for Administrative Affairs for approval.

(4) A list of Department personnel, by position title, who will be involved in the approval process and administration of the contract:

Linda Randall, vice chancellor for academic affairs  
Ann Nishimoto, vice chancellor for administrative affairs  
Lori Foo, fiscal officer

Direct questions to: Lori Foo

Phone: 454-4748

I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS TO THE BEST OF MY KNOWLEDGE, TRUE AND CORRECT.

Linda Randall

Full Name of Principal Investigator, Department Head, or Administrator

*Linda M. Randall* 8/25/09  
Signature Date

Lori Foo

Full Name of Fiscal Officer

*Lori Foo*

Signature

09.03.09

Date

APPROVED:  
Gene I. Awakuni

Full Name of Vice President or Chancellor

*Gene I. Awakuni* AUG 28 2009  
Signature Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

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APPROVED  DENIED

*Gene I. Awakuni*  
PRESIDENT, UNIVERSITY OF HAWAII

9-30-09  
DATE