

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

In-story/Square ad (250 x 250 pixel)
30,000 impressions/month

We are placing advertising during this period to capitalize on the peak time period for recruiting new health care administration distance learning Hilo and Kona area students for the spring and fall 2010 semesters.

Estimated Cost: \$ 4,781.22

- (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 HawaiiTribuneHerald.com and WestHawaiiToday.com are the online versions of the two largest circulation daily print newspapers on the island of Hawaii. The websites were selected due to the superior reach to Kona and Hilo area island residents who access information via the internet. The HawaiiTribuneHerald.com had more than 2.6 million visitors while WestHawaiiToday.com had more than 3.1 million visitors last year. Advertisements on these sites are designed to reach potential Hilo and Kona area health care administration distance learning students who are already comfortable with accessing information online.

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

The HawaiiTribuneHerald.com and WestHawaiiToday.com are the most effective websites for reaching Hilo and Kona area residents with more than 75% of circulation readers accessing both sites and no other dominant online media specifically targeted to Big Island residents. The Sunday circulation for the Hawaii Tribune-Herald and West Hawaii Today are 21,085 and 14,281 respectively with a 99% Hawaii island resident readership. The online editions of both print publications align well with Hilo and Kona area 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 8/26/09
Signature Date

Lori Foo

Full Name of Fiscal Officer

Lori Foo 09.03.09
Signature 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:

APPROVED DENIED

Mal Greenwald 9-30-09
PRESIDENT, UNIVERSITY OF HAWAII DATE