

ORDINANCE NO.002 -133

AN ORDINANCE DECLARING PUBLIC
BIDDING DISADVANTAGEOUS AND
AUTHORIZING THE ADVERTISEMENT
OF CTA SERVICES IN *THIS WEEK IN
CHICAGO D/B/A KEY MAGAZINE*

WHEREAS, The Chicago Transit Authority desires to maximize Chicago visitor exposure to available CTA services; and

WHEREAS, *This Week in Chicago d/b/a Key Magazine* is the only print medium able to offer CTA weekly coverage geared toward Chicago area hotel and visitor sites; and

WHEREAS, CTA is unable to economically duplicate this level of advertising to the visitor market and has benefited in the past from its relationship with *This Week in Chicago d/b/a Key Magazine*; and

WHEREAS, It is disadvantageous for the CTA to seek competitive bidding for this type of advertising service; and

WHEREAS, Section 54.3-5 of the Regulations Governing Purchase and Sales Transactions provides for the award of contracts in those situations where the Transit Board determines that competitive bidding would be disadvantageous; now, therefore:

BE IT ORDAINED BY THE CHICAGO TRANSIT BOARD
OF THE CHICAGO TRANSIT AUTHORITY:

SECTION 1. That based on the statements set forth in the preamble of this ordinance, the Transit Board hereby determines that competitive bidding for this service is disadvantageous.

SECTION 2. That the Chairman of the Board, or her designee, is hereby authorized to enter into a contract with *This Week in Chicago d/b/a Key Magazine* to provide one full page, four-color advertising for a period of 24 months for a total of ninety- nine thousand nine hundred and ninety-six dollars (\$99,996.00), under Requisition No. B02OP01349.

SECTION 3. This ordinance shall be in full force and effect from and after its passage.

APPROVED:

PASSED:

Chairman

Assistant Secretary

September 11, 2002

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