


**b.** Procurement of Advertising Placement Services – Westbrook Media



City Manager/General Manager | 334 Front Street, Ketchikan AK 99901 | (907)228-5603

TRANSMITTAL MEMORANDUM

5b

TO: The Honorable Mayor & City Council Initials:   
FROM: Lacey G. Simpson, Acting General Manager File #: MGR25-166  
DATE: March 14, 2025 Mtg. #: 03/20/25 CAB  
RE: **Authorizing the Procurement of Advertising Placement Services – Westbrook Media**

The motion detailed below was prepared at the request of KPU Sales, Marketing & Customer Services Division Manager Kim Simpson, who asked that it be placed before the City Council for consideration at its meeting of March 20, 2025. If adopted, the motion provides for authorizing the purchase of advertising placement services from Westbrook Media in an amount not to exceed \$69,500.

The rationale for continuing services with Westbrook Media, who has successfully provided these services for the division for many years, is outlined in Ms. Simpson's transmittal memorandum. Staff anticipates that the purchase may exceed \$50,000 for the fiscal year and is now seeking Council approval pursuant to section 3.12.050(a)(6) to avoid incompatibility issues and with respect to Westbrook Media's expertise and familiarity with KPU's operations and needs.

As the funding was allocated to the division's 2025 operating budget, continued work with Westbrook Media will result in the most desirable outcome for KPU, and they maintain relevant expertise under KMC 3.12.050(a)(6)(b), I concur with Ms. Simpson's recommendation.

A motion has been prepared for City Council consideration.

**Recommended Motion:**

Pursuant to Subparagraph 6 of Section 3.12.050(a) of the Ketchikan Municipal Code, I move the City Council authorize the procurement of video advertising placement services from Westbrook Media in the amount of \$69,500 and authorize funding in the amount of \$69,500 from the KPU Sales, Marketing & Customer Service Division's 2025 Management & Consulting Services account (Account No. 640.04).



**KPU Sales, Marketing &  
Customer Service**  
2417 Tongass Avenue, Ste  
119D  
Ketchikan, AK 99901  
Phone (907) 225-1000

## Memorandum

**To:** Lacey Simpson, Acting KPU General Manager

**From:** Kim Simpson, KPU Sales, Marketing & Customer Service Division Manager

**Date:** March 10, 2025

**Subject:** **City Council Procurement Westbrook Media**

The purpose of this memorandum is to request that the General Manager seek City Council authorization for exempting the procurement of services provided by Westbrook Media from the competitive bidding / written quotation requirements of the Ketchikan Municipal Code.

### Background

KPU has utilized Westbrook Media for advertising placement since 2009. Westbrook is an Alaskan based company who has been placing radio and TV ads on local Alaskan radio and network TV stations for decades. Westbrook has relationships with all commercial Alaska radio stations as well as with ABC, NBC, CBS and Fox Alaska networks. They understand key play times for commercials and as part of the service they monitor and audit their clients ad spots playtimes and frequency of plays. Westbrook also works with web streaming vendors, and is able to negotiate affordable packages for clients to stream their ads on YouTube, Roku, and other platforms.

KPU Customer Service utilizes Westbrook for video advertising placement only, not radio. Westbrook places KPU's 15 second and 30 second video spots on YouTube, NBC, CBS, and Fox both on the air and via streaming platforms. They also place KPU's ads on GCI's Yukon TV streaming service. For 2025, Westbrook will also place KPU ads on Hulu and Amazon Prime streaming. These ads are for the Ketchikan service area only. KPU researched other ad placement companies, but those vendors required KPU to place the ad in the entire Alaska or the SE Alaska market, which required substantially more funding than KPU could afford or need. They also required a large time block and would not place the ads when KPU wanted them which was during key shows and key times of the year.

KPU does not have any annual contract with Westbrook, ad placement services can be cancelled at any time, however KPU does run video commercials year-round, with fewer ads playing in June and July, when fishing is at its peak. Ads are increased once football preseason begins.

Westbrook's services under the KMC section 3.12.050 (a) (5) Services of a professional nature such as engineering, architectural, legal, medical or consulting services, as well as 3.12.050 (a) (6) "services which should be purchased from a specific source in order to prevent incompatibility

with previously purchased supplies, materials, equipment or contractual services. For purposes of this subparagraph, the term "incompatibility" is defined as:

- (a) The inability to interconnect, combine, interchange, or join; or
- (b) That which causes substantial duplication in maintenance, expertise or training or in the stocking of parts, materials, supplies or replacements. Any purchase which is to be excluded from competitive bidding by authority of this subparagraph which exceeds \$10,000, must first be approved by council."

It is projected that the total dollars billed to KPU will exceed \$50,000, therefore authorization is being requested from council.

The services from Westbrook are budgeted under the following account in the Sales, Marketing and Customer Service Budget: 520-5110-4000-650.04 Management services.

Since Westbrook is the sole ad placement vendor that focuses exclusively on Alaska, Westbrook is able to target placement to specific markets and since placement can be canceled and changed at will by KPU, Westbrook is the only logical ad placement agency for KPU to use. I recommend seeking approval from City Council to exempt this procurement from the competitive bid/written quotation requirements of the KMC.

**Recommended Motion:**

Pursuant to Subparagraph 6 of Section 3.12.050 (a) of the Ketchikan Municipal Code, I move the City Council exempt the procurement of the Westbrook video ad placement services in the amount of \$69,500 for annual budget account 520-5110-4000-650.04.

cc:

Michelle Johansen, City Finance Director

Joe Graham, KPU Telecommunications Accountant