



## **SINGLE FEASIBLE SOURCE PURCHASE POSTING NOTICE**

**The Missouri Department of Transportation has determined that only one source can provide the products or services described below**

- Title:** SFS 7-060120 - Television ads for awareness and education of the “non-use of seatbelts in pickups.”
- Description:** The Missouri Department of Transportation and The Educational Subcommittee of the Northwest Region's Blueprint for Safety Work Group have determined that one of the biggest issues facing Northwest Missouri is the non-use of seatbelts in pickup trucks. The decision was made to utilize various sources of information distribution to "get the word out." A 30-second television ad for awareness and education of this subject (pre-produced by Highway Safety) is to run during a five-week period including the Super Bowl. (Reach: 80.61, Frequency 4.28), for a total cost of \$6,750. KQTV-2 (40th & Faraon, St. Joseph, Missouri 64508) is the only network television station in northwest Missouri that can distribute this information.
- Contract Period:** January 23, 2006 through February 28, 2006
- Renewal Options:** None
- Agency:** Missouri Department of Transportation
- Supplier:** KQTV-2, St. Joseph, MO
- Buyer:** Terry Hartman
- Phone Number:** 573-751-2044
- E-Mail:** Terry.Hartman@modot.mo.gov
- Posting Date:** January 18, 2006
- Response Date:** January 20, 2006