

County of Passaic

Board of County Commissioners



OFFICE OF COUNTY COMMISSIONERS

Director Cassandra "Sandi" Lazzara
Deputy Director Orlando Cruz
John W. Bartlett
Rodney De Vore
Bruce James
Michael Ramaglia
Christina Schratz

401 Grand Street
Paterson, New Jersey 07505
Tel: 973-881-4402
Fax: 973-742-3746

Matthew P. Jordan, Esq.
Administrator
Nadege D. Allwaters, Esq.
County Counsel
Louis E. Imhof
Clerk Of The Board

Date: May 12, 2026 - 5:30 PM

Agenda: RESOLUTION AUTHORIZING PURCHASE OF DIGITAL ADVERTISING SERVICES THROUGH ADVANCE MAGAZINE PUBLISHERS INC., FOR NJ.COM AND GOOGLE EXTENDED ADVERTISING FOR CALENDAR YEAR 2026, PURSUANT TO N.J.S.A. 40A:11-5(k)

THIS RESOLUTION WAS REQUESTED BY:
CULTURAL AND HISTORIC AFFAIRS

REVIEWED BY:

Matthew P. Jordan, Esq.
COUNTY ADMINISTRATOR

APPROVED AS TO FORM AND LEGALITY:

Nadege D. Allwaters, Esq.
COUNTY COUNSEL

Public Works

COMMITTEE NAME

Official Resolution#	
Meeting Date	5/12/2026
Introduced Date	4/30/2026
Adopted Date	
Agenda Item	54.
CAF#	G-01-41-785-025-201
Purchase Req. #	R6-09840
Result	

RESOLUTION AUTHORIZING PURCHASE OF DIGITAL ADVERTISING SERVICES THROUGH ADVANCE MAGAZINE PUBLISHERS INC., FOR NJ.COM AND GOOGLE EXTENDED ADVERTISING FOR CALENDAR YEAR 2026, PURSUANT TO N.J.S.A. 40A:11-5(k)

WHEREAS, the County of Passaic (the “County”) is a government body incorporated pursuant to N.J.S.A. 40:18-1, et seq. and vested with all rights contained therein; and

WHEREAS, pursuant to N.J.S.A. 40:20-1 the Board of County Commissioners for the County of Passaic (hereinafter the “Board”) are vested with decision making powers on behalf of the County; and

WHEREAS, pursuant to N.J.S.A. 40A:11-5(k), contracts may be negotiated and awarded by the Board without public advertising for bids and bidding thereof and shall be awarded by resolution of the Board if it is for the acquisition of artifacts or other items of unique intrinsic, artistic, or historical character; and

WHEREAS, the Department of Cultural & Historic Affairs (hereafter “Department”) desires the services of a technology company to provide destination marketing services to promote destinations within the County; and

WHEREAS, Advance Magazine Publishers Inc., provided a quote to publish advertisements on NJ.com, in a total amount not to exceed sixty thousand dollars (\$60,000.00), which is being recommended for approval by the Director of the Department of Cultural & Historical Affairs; and

WHEREAS, the Director of the Department of Cultural & Historical Affairs desires to award a contract to Advance Magazine Publishers Inc. to publish advertisements on NJ.com, in a total amount not to exceed sixty thousand dollars (\$60,000.00); and

WHEREAS, Advance Magazine Publishers Inc., executed and notarized the County’s Business Entity Disclosure Certification for non-fair and open contracts required pursuant to N.J.S.A. 19:44A-20.8, which is attached to and made part of this resolution; and

WHEREAS, funds are available in Account No. G-01-41-785-025-201 or any other account that may be deemed appropriate by the Chief Financial Officer or his designee, and the availability of funds has been contingently certified by the Chief Financial Officer subject to sufficient funds being appropriated by the Board in the 2026 and/or subsequent years’ County budget(s), which is attached to and made part of this Resolution; and

WHEREAS, this project is being funded through the County’s Destination Marketing Organization FY26 grant.

WHEREAS, this matter was discussed at the April 29, 2026, meeting of the Public Works Committee and is being recommended to the Board for approval; and

NOW, THEREFORE, LET IT BE RESOLVED, pursuant to N.J.S.A. 40A:11-6.1(a), the Board of County Commissioners of the County of Passaic authorizes an award of contract to Advance Magazine Publishers Inc., to publish advertisements on NJ.com, in a total amount not to exceed sixty thousand dollars (\$60,000.00).

LET IT BE FURTHER RESOLVED, the Clerk to the Board shall publish on the Public Notices page of the County’s website, a brief notice stating the nature, duration, service, and amount of the contract to Advance Magazine Publishers Inc., and maintain a copy of the resolution on file and available for public inspection in the Office of the Clerk to the Board.

LET IT BE FURTHER RESOLVED, that the Clerk to the Board, County Counsel, and the Director of the Board are authorized to take any other steps necessary to carry out the purpose of this resolution.