

NOTICE

SOLE/SINGLE SOURCE – INTENT TO AWARD

FLORIDA VIRTUAL SCHOOL

October 31, 2024

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Notice of Intended Action: Sole/Single Source Purchase

The products and/or services listed below or on the attached pages are believed to be of a unique or proprietary nature and therefore only available from one source. This Notice is to inform the public that FLVS intends to enter into a non-competitive Agreement to purchase a product/service.

Posting Start Date/Time	Product/Service	Source	Posting End Date/Time
October 31, 2024 at 2:00 PM EST	Google Ads: search engine marketing (online advertising) through the Google search engine using keywords.	Google LLC	November 12, 2024 2:00 PM EST

Description: Google is the most widely used search engine in the world. Market statistics have shown Google at approximately 90% of the desktop search engine market since 2010. Google Ads is used by 98.5% of all the websites of known advertising networks or 47.1% of all websites. Google Ads is an advertising service exclusively available through Google LLC for its search engine to drive potential customers to subscriber's web pages. The total not to exceed spend for these services is \$299,000.00 per year.

The description of products or services intended for purchase from a single/sole source is posted in accordance with Florida Administrative Rule 6A-1.012(12)(d) and will remain posted for a period of seven (7) business days. If you believe you have a "like" product or service to offer, submit descriptive literature and detailed technical specifications via mail or email to the attention of the buyer listed above no later than the Posting End Date/Time noted above. Descriptive literature and detailed technical specifications received after this date/time will not be considered.

NOTICE OF INTENT TO AWARD SOLE/SINGLE SOURCE

Posting Start Date/Time	Notice	Source	Posting End Date/Time
November 12, 2024 at 2:30 PM EST	Intent to Award	Google LLC	November 15, 2024 at 2:30 PM EST

Failure to file a protest within the time prescribed in Section 120.57(3) Florida Statutes shall constitute a waiver of proceedings under Chapter 120 Florida Statutes.

Web:
www.flvs.net

www.flvs.net/about/procurement

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