



MEMO

To: Common Council
From: Debbie Galeazzi, City Clerk
Subject: Official City Newspaper
Date: May 15, 2013

The Post-Crescent was the only quote received for publishing council proceedings and other city advertising for the ensuing year.

Attached to this memo are the 2013 and 2012 rate quotes for comparison. The rate quoted for 2013 is slightly lower from 2012 and is based on the Post Crescents' most recent certification from the state of Wisconsin.

Wis. Stats. 985.06 states that the eligible newspaper making the lowest effective bid for the city's legal notices shall be awarded the contract. Eligibility is determined pursuant to Wis. Stats. 985.03.



Classified Display rate for a font other than Arial 6-point Font:

1st Insertion - \$11.23; Subsequent Insertion(s) - \$8.82

Retail Display rate for a font other than Arial 6-point Font:

1st Insertion - \$18.72; Subsequent Insertion(s) - \$14.70

When electronic copy for the entire notice or substantial areas thereof is provided, eliminating typesetting, enlargements or reduction, or other changes by the newspaper, the maximum rate is the same as the maximum rate established for subsequent insertions.

Our rates/fonts have changed since last year's bid based on our most recent certification from the state of Wisconsin. Going forward, if the State of Wisconsin changes their legal rate certifications, a 30 day notice will be sent accordingly. We can discuss a change at that point if that specific rate change is suggested to take affect outside the normal bidding timeframe/guidelines

Thank you for the opportunity to serve your community.

Sincerely,

Nicole Mertes
Advertising Manager
Appleton Post Crescent

THE POST-CRESCENT

April 30, 2012

Deborah A. Galeazzi
City Clerk
City of Menasha
140 Main St.
Menasha, WI, 54952

Dear Ms. Galeazzi,

In accordance with the legal advertising rates established by the State of Wisconsin as well as the May 1st, 2012 legal bid deadline, we are pleased to quote you the following legal advertising rates for the publication of council proceedings and other city legal advertising for the upcoming year.

Classified 10 Column Per Line charge – Arial 6-point Font:

Number of Columns	First Insertion	Subsequent Insertion(s)
1	\$0.7217	\$0.5670
2	\$1.3935	\$1.0948
3	\$2.1689	\$1.7040
4	\$2.9443	\$2.3132
5	\$3.7197	\$2.9224
6	\$4.4875	\$3.5256
7	\$5.2629	\$4.1348
8	\$6.0383	\$4.7440
9	\$6.8061	\$5.3472
10	\$7.5815	\$5.9564

Retail 6 Column Per Line charge – Arial 6-point Font:

Number of Columns	First Insertion	Subsequent Insertion(s)
1	\$1.1017	\$0.8656
2	\$2.3992	\$1.8849
3	\$3.6967	\$2.9043
4	\$4.9942	\$3.9237
5	\$6.2840	\$4.9370
6	\$7.5815	\$5.9564

RECEIVED
MAY 01 2012
CITY OF MENASHA
BY dg

THE POST-CRESCENT

Classified Display rate for a font other than Arial 6-point Font:

1st Insertion - \$11.28; Subsequent Insertion(s) - \$8.82

Retail Display rate for a font other than Arial 6-point Font:

1st Insertion - \$18.80; Subsequent Insertion(s) - \$14.70

When electronic copy for the entire notice or substantial areas thereof is provided, eliminating typesetting, enlargements or reduction, or other changes by the newspaper, the maximum rate is the same as the maximum rate established for subsequent insertions.

Our rates/fonts have changed since last year's bid based on our most recent certification from the state of Wisconsin. Going forward, if the State of Wisconsin changes their legal rate certifications, a 30 day notice will be sent accordingly. We can discuss a change at that point if that specific rate change is suggested to take affect outside the normal bidding timeframe/guidelines

Thank you for the opportunity to serve your community.

Sincerely,



Jennifer Maertz
Advertising Manager
Appleton Post Crescent