



MEMO

To: Administration Committee  
From: Debbie Galeazzi, City Clerk  
Subject: Official City Newspaper  
Date: May 15, 2014

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 2014 and 2013 rate quotes for comparison. The rate quoted for 2014 is slightly higher from 2013 and is based on the Post Crescents' most recent certification from the State of Wisconsin. The 2014 rate quotes are still lower than what was charged in 2012.

New this year will be a charge of \$1.00 for an Affidavit of Publication. Not all publications require an Affidavit of Publication.

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.







POST-CRESCENT  
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A GANNETT COMPANY

PostCrescent.com

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

1<sup>st</sup> Insertion - \$11.23; Subsequent Insertion(s) - \$8.82

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

1<sup>st</sup> 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