

# JEFFERSON COUNTY BOARD OF COMMISSIONERS

## Agenda Item

FOR THE WEEK OF: March 14, 2011

### I. *Description*

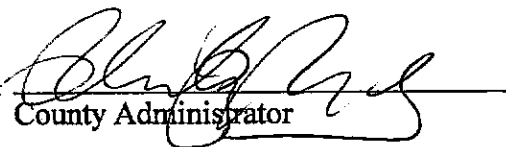
Recommendation for award of contract for the Official County Newspaper. RCW 36.72.075 requires that the County call for bids for the Official County Newspaper each year.

### II. *Issues*

The bids received were opened at the Commissioners regular meeting on March 7, 2011. Please see attached memo "Recommendation for Bid Award - Official County Newspaper."

### III. *Action*

Award the bid for the official County newspaper to the Port Townsend/Jefferson County Leader so that a contract can be developed for approval at the first meeting in April as required by RCW 36.72.075.

  
County Administrator

3/9/11  
(date)



**Philip Morley**  
**1820 Jefferson Street**  
**PO Box 1220**  
**Port Townsend, WA 98368**

TO: Board of County Commissioners  
 FROM: Philip Morley, County Administrator  
 Lorna Delaney, Clerk of the Board  
 DATE: March 14, 2011  
 RE: Recommendation for Bid Award - Official County Newspaper

**Bid Specifics:**

Item	2011 Bid - The Leader	2011 Bid - Peninsula Daily News																																																																																																
Bid Amount (per column inch)	\$7.75	\$6.00																																																																																																
Type & Size	Helvetica 7 pt.	Helvetica 55 Roman 7.2 pt																																																																																																
Column Width	1.75"	1.125"																																																																																																
Frequency of publication	1 time per week on Wednesday	6 days a week (not on Saturday)																																																																																																
Publications Submitted: time days before publication	3:00 p.m. 2 days prior	2:00 p.m. 3 business days prior																																																																																																
Total delivery & news stand sales in Jefferson County	<table border="1"> <thead> <tr> <th colspan="2"></th> <th colspan="3">Port Townsend/Jefferson County Leader</th> <th colspan="3">Peninsula Daily News</th> </tr> <tr> <th>Zip Code</th> <th>Geographic Area</th> <th>Delivery</th> <th>News Stand</th> <th>Total by Zip Code</th> <th>Delivery</th> <th>News Stand</th> <th>Total by Zip Code</th> </tr> </thead> <tbody> <tr> <td>98368</td> <td>Port Townsend</td> <td>2,161</td> <td>2,588</td> <td>4,750</td> <td>1,123</td> <td>246</td> <td>1,369</td> </tr> <tr> <td>98325</td> <td>Chimacum</td> <td>162</td> <td>295</td> <td>447</td> <td>90</td> <td>17</td> <td>107</td> </tr> <tr> <td>98339</td> <td>Port Hadlock</td> <td>278</td> <td>458</td> <td>736</td> <td>185</td> <td>95</td> <td>280</td> </tr> <tr> <td>98365</td> <td>Port Ludlow</td> <td>541</td> <td>157</td> <td>698</td> <td>238</td> <td>23</td> <td>261</td> </tr> <tr> <td>98376</td> <td>Quilcene</td> <td>133</td> <td>80</td> <td>213</td> <td>96</td> <td>22</td> <td>118</td> </tr> <tr> <td>98382</td> <td>Gardiner</td> <td>38</td> <td>10</td> <td>48</td> <td>18</td> <td>2</td> <td>20</td> </tr> <tr> <td>98320</td> <td>Brinnon</td> <td>69</td> <td>100</td> <td>169</td> <td>76</td> <td>17</td> <td>93</td> </tr> <tr> <td>98331</td> <td>Forks (West End)</td> <td>17</td> <td>-</td> <td>17</td> <td>625</td> <td>293</td> <td>818</td> </tr> <tr> <td>98358</td> <td>Nordland</td> <td>133</td> <td>30</td> <td>163</td> <td colspan="3">No information provided</td> </tr> <tr> <td colspan="4"><b>Total Circulation</b></td> <td><b>7,239</b></td> <td colspan="3"><b>3,068</b></td> </tr> </tbody> </table>				Port Townsend/Jefferson County Leader			Peninsula Daily News			Zip Code	Geographic Area	Delivery	News Stand	Total by Zip Code	Delivery	News Stand	Total by Zip Code	98368	Port Townsend	2,161	2,588	4,750	1,123	246	1,369	98325	Chimacum	162	295	447	90	17	107	98339	Port Hadlock	278	458	736	185	95	280	98365	Port Ludlow	541	157	698	238	23	261	98376	Quilcene	133	80	213	96	22	118	98382	Gardiner	38	10	48	18	2	20	98320	Brinnon	69	100	169	76	17	93	98331	Forks (West End)	17	-	17	625	293	818	98358	Nordland	133	30	163	No information provided			<b>Total Circulation</b>				<b>7,239</b>	<b>3,068</b>		
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Publish on Newspaper website	Yes - included in bid amount	Yes - included in bid amount will also appear in "Sequim This Week" and on WNPA website.																																																																																																

<p><u>Other Enhancements</u>  Quarterly publication of a section map and explanation of how to use the public notices.</p> <p>Use of County logo to identify where County legal notices begin</p> <p>Two free newspaper subscriptions</p>	<p>Yes - included in bid amount.</p> <p>Yes - included in bid amount.</p> <p>Yes - included in bid amount.</p>	<p>Not addressed in bid</p> <p>Yes - included in bid amount.</p> <p>Yes - included in bid amount.</p>
<p>Optional Bid Item: Publication of up to 12 Press Releases (no more than one per month) in a section other than the Legal Notice section of the newspaper.</p>	<p>Press releases "accepted."  Discounted display ad rate of \$12.00 per column inch applied if County chooses to advertise.</p>	<p>Press releases "will be considered for publication." Discounted display ad rate of \$11.50 per column inch applied if County chooses to advertise with a display ad. Ad would be placed in appropriate section of PDN.</p>
<p>Other –  Cost per square inch (per formula developed by Bill Woolf to compare prices when the column width is different.)</p>	<p>1.625" per column  Column inch = 1" x 1.625" = 1.625 sq. inch per col. inch.  Ad rate = (\$7.75/col. in.) / (1.625 sq. in./col. in.) = <b>\$4.76 per square inch.</b></p>	<p>1.125" per column  Column inch = 1" x 1.125" = 1.125 sq. inch per col. inch.  Ad rate = (\$6.00/col. in.) / (1.125 sq. in per col. in.) = <b>\$5.33 per square inch.</b></p>

**Recommendation:** We recommend that the bid for the publication of legal notices for 2011 be awarded to the Port Townsend Jefferson County Leader for the following reasons:

- Even though the Leader's column inch rate went from \$7.50 in 2010 to \$7.75 in 2011, the PDN's cost per square inch is 11% higher than the Leader's.
- The circulation of the Leader in Jefferson County is over 2 times greater than the circulation of the PDN (24.9% of County population for the Leader and 10.6% for the PDN)