

**JEFFERSON COUNTY  
BOARD OF COUNTY COMMISSIONERS  
AGENDA REQUEST**

TO: Board of County Commissioners  
FROM: Philip Morley, County Administrator  
Erin Lundgren, Clerk of the Board  
DATE: March 19, 2012  
SUBJECT: **BID AWARD** re: Official County Newspaper

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**STATEMENT OF ISSUE:**

RCW 36.72.075 requires that the County call for bids for the Official County Newspaper each year.

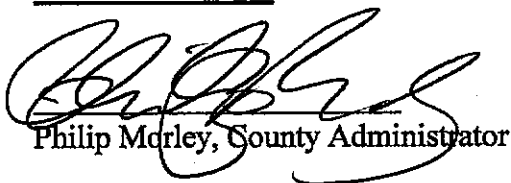
**ANALYSIS:**

A call for bids was published on February 8 and 15, 2012 which resulted in the submission of two bids that were received and opened during the Board of County Commissioners' regular meeting on March 12, 2012. Upon review of the bids, a recommendation for bid award has been prepared and is submitted for approval.

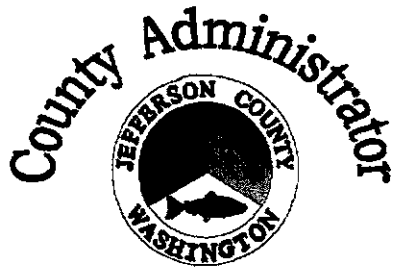
**RECOMMENDATION:**

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

**REVIEWED BY:**

  
Philip Morley, County Administrator

3/15/12  
Date



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

**TO:** Board of County Commissioners  
**FROM:** Philip Morley, County Administrator  
 Erin Lundgren, Clerk of the Board  
**DATE:** March 19, 2012  
**RE:** Recommendation for Bid Award - Official County Newspaper

**Bid Specifics:**

Item	2012 Bid – The Leader	2012 Bid - Peninsula Daily News					
Bid Amount (per column inch)	\$7.75	\$6.00					
Type & Size	Helvetica 7 pt.	Helvetica 7 pt.					
Column Width	1.625"	1"					
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	<b>TOTAL CIRCULATION</b>						
	<b>Copies per Geographical Area:</b>	<b>Port Townsend/Jefferson County Leader</b>			<b>Peninsula Daily News</b>		
		<i>Deliveries</i>	<i>Newstand</i>	<i>Total by ZIP Code</i>	<i>Deliveries</i>	<i>Newstand</i>	<i>Total by ZIP Code</i>
	98368 - Port Townsend	2,191	2,410	4,601	1,071	359	1,430
	98326 - Chimacum	144	265	409	87	39	126
	98339 - Port Hadlock	271	368	639	179	118	295
	98365 - Port Ludlow	505	123	628	214	52	266
	98379 - Quilcene	124	85	209	95	52	147
	98358 - Nordland	126	30	156	64	8	72
	98382 - Gardiner	28	10	38	16	-	16
98320 - Brinnon	68	75	141	74	22	96	
98331 - Forks (WestEnd)	12	-	12	384	217	581	
<b>Total</b>	<b>3,467</b>	<b>3,368</b>	<b>6,833</b>	<b>2,164</b>	<b>885</b>	<b>3,029</b>	

<u>Other Enhancements</u>		Yes - included in bid amount. Will also appear on WNPA website.
Publish on Newspaper website	Yes - included in bid amount	
Quarterly publication of a section map and explanation of how to use the public notices.	Yes - included in bid amount.	Not addressed in bid
Use of County logo to identify where County legal notices begin	Yes - included in bid amount.	Yes - included in bid amount.
Two free newspaper subscriptions	Yes - included in bid amount.	Yes - included in bid amount.
Notarized Affidavit of Publication	Yes - included in bid amount.	Yes - included in bid amount.
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.	Press releases "accepted." Discounted display ad rate of \$12.00 per column inch applied if County chooses to advertise.	Press releases "will be considered for publication". Any non-legal advertisement will be charged an ad rate of \$10.00 per column inch.
Other – Cost per square inch (per formula developed by Bill Woolf to compare prices when the column width is different.)	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 per col. in.) = \$4.76 per square inch.	1" per column Column inch = 1" x 1" = 1 sq. inch per col. inch. Ad rate = (\$6.00/col. in.) / (1 sq. in. per col. in) = \$6.00 per square inch.

**Recommendation:** We recommend that the bid for the publication of legal notices for 2012 be awarded to the Port Townsend - Jefferson County Leader for the following reasons:

- Even though the Leader's column inch rate of \$7.75 is higher than the PDN's column inch rate of \$6.00, the PDN's cost per square inch is 21% higher than the Leader's.
- The circulation of the Leader in Jefferson County is over 2 times greater than the circulation of the PDN (22.7% of County population (OFM 2011 Estimate - 30,050) for the Leader and 10.07% for the PDN)