

**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 18, 2013  
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.

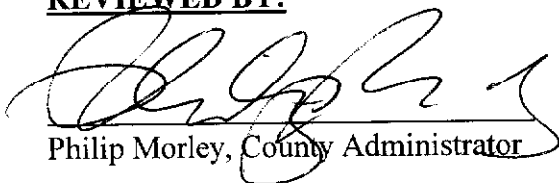
**ANALYSIS:**

A call for bids was published on January 30 and February 6, 2013 which resulted in the submission of two bids that were received and opened during the Board of County Commissioners' regular meeting on March 11, 2013. 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

3/13/13  
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 18, 2013

RE: Recommendation for Bid Award - Official County Newspaper

**Bid Specifics:**

Item	2013 Bid – The Leader	2013 Bid - Peninsula Daily News																																																																																												
Bid Amount (per column inch)	\$7.75	\$6.00																																																																																												
Type & Size	Helvetica 7 pt.	Helvetica 7.2 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	<table border="1"> <thead> <tr> <th rowspan="2">TOTAL CIRCULATION</th> <th colspan="3">Port Townsend-Jefferson County</th> <th colspan="3">Peninsula Daily News</th> </tr> <tr> <th colspan="2">Leader</th> <th rowspan="2">Total by ZIP Code</th> <th colspan="2">Peninsula Daily News</th> <th rowspan="2">Total by ZIP Code</th> </tr> <tr> <th>Copies per Geographical Area:</th> <th>Deliveries</th> <th>Newstand</th> <th>Deliveries</th> <th>Newstand</th> </tr> </thead> <tbody> <tr> <td>98368 - Port Townsend</td> <td>2,168</td> <td>2,066</td> <td>4,234</td> <td>1,123</td> <td>246</td> <td>1,369</td> </tr> <tr> <td>98325 - Chimacum</td> <td>145</td> <td>265</td> <td>410</td> <td>90</td> <td>17</td> <td>107</td> </tr> <tr> <td>98339 - Port Hadlock</td> <td>286</td> <td>348</td> <td>634</td> <td>185</td> <td>95</td> <td>280</td> </tr> <tr> <td>98365 - Port Ludlow</td> <td>476</td> <td>113</td> <td>589</td> <td>238</td> <td>23</td> <td>261</td> </tr> <tr> <td>98376 - Quilcene</td> <td>130</td> <td>85</td> <td>215</td> <td>96</td> <td>22</td> <td>118</td> </tr> <tr> <td>98358 - Nordland</td> <td>122</td> <td>35</td> <td>157</td> <td>Not listed</td> <td>Not listed</td> <td>-</td> </tr> <tr> <td>98382 - Gardiner</td> <td>25</td> <td>10</td> <td>35</td> <td>18</td> <td>2</td> <td>20</td> </tr> <tr> <td>98320 - Brinnon</td> <td>74</td> <td>60</td> <td>134</td> <td>76</td> <td>17</td> <td>93</td> </tr> <tr> <td>98331 - Forks (West End)</td> <td>11</td> <td>-</td> <td>11</td> <td>525</td> <td>293</td> <td>818</td> </tr> <tr> <td><b>Total</b></td> <td><b>3,437</b></td> <td><b>2,982</b></td> <td><b>6,419</b></td> <td><b>2,351</b></td> <td><b>715</b></td> <td><b>3,066</b></td> </tr> </tbody> </table>						TOTAL CIRCULATION	Port Townsend-Jefferson County			Peninsula Daily News			Leader		Total by ZIP Code	Peninsula Daily News		Total by ZIP Code	Copies per Geographical Area:	Deliveries	Newstand	Deliveries	Newstand	98368 - Port Townsend	2,168	2,066	4,234	1,123	246	1,369	98325 - Chimacum	145	265	410	90	17	107	98339 - Port Hadlock	286	348	634	185	95	280	98365 - Port Ludlow	476	113	589	238	23	261	98376 - Quilcene	130	85	215	96	22	118	98358 - Nordland	122	35	157	Not listed	Not listed	-	98382 - Gardiner	25	10	35	18	2	20	98320 - Brinnon	74	60	134	76	17	93	98331 - Forks (West End)	11	-	11	525	293	818	<b>Total</b>	<b>3,437</b>	<b>2,982</b>	<b>6,419</b>	<b>2,351</b>	<b>715</b>	<b>3,066</b>
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<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.) = <b>\$4.77 per square inch.</b>	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.) = <b>\$6.00 per square inch.</b>

**Recommendation:** We recommend that the bid for the publication of legal notices for 2013 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 (21% of County population (OFM 2011 Estimate - 30,050) for the Leader and 10% for the PDN)