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CLARK COUNTY  
WASHINGTON

GENERAL SERVICES  
Office of Purchasing

**TO: Board of County Councilors**

**FROM: Michael Westerman, Purchasing Manager** 

**DATE: April 5, 2016**

**SUBJECT: Award of Bid #2634 – Annual Legal Advertising**

Four responses were received for the annual legal advertising bid that establishes the Clark County Newspaper of record for all legal notifications beginning July, 1<sup>st</sup>, 2016.

The Bid responses are as follows:

	Camas-Washougal Post Record (Weekly Paper)	North County News (Columbian-weekly Paper)	The Reflector (Weekly Paper)	The Columbian (Daily Paper)
Line Cost 1 <sup>st</sup> Insertion	50.5¢	\$1.45	\$1.02	\$1.77
Line Cost 2 <sup>nd</sup> Insertion	No Charge	No Charge	\$0.84	\$1.45
Circulation	Total: 2,720 - Paid	Total: 22,435-Unpaid	593-Paid 27,625-Unpaid Total: 28,218	Total 27,152 - Paid

In accordance with Washington State Statute (RCW 36.72.075), the legal advertising bid shall be awarded to the best and lowest responsible bidder, giving consideration to the question of circulation in awarding the contract, with a view to giving publication of notices the widest publicity.

The bid responses were checked for accuracy, content, compliance to specifications and to satisfy the legal newspaper qualifications, as defined in RCW 65.16.020.

Upon review of the legal advertising bid responses, the following was determined:

- Camas-Washougal Post Record has been rejected since it does not meet the minimum requirements for providing the required Superior Court decision as a legal newspaper; circulation base and the widest publication.
- North County News (Published by The Columbian), has been rejected since it does not meet the minimum requirements for providing the required Superior Court decision as a legal newspaper and widest publication (excludes The Columbian Newspaper subscribers).
- The Reflector is a weekly publication that is the lowest responsive bidder with a large weekly circulation. They have a direct paper delivery within the North County / Battle Ground boundary and are mailed to subscribers outside the boundary. They also maintain an online web site with a dedicated legal ad section.
- The Columbian is a daily publication, is a responsive and responsible bidder with a large circulation and a wide daily publication. It is delivered directly to the subscribers within the Vancouver Urban boundary and mailed to subscribers outside the boundary; there is an online web site with a dedicated legal ad section and access is also provided through a smartphone/tablet application.



The past selection of The Reflector, with their weekly publication, has compromised the County's ability to meet publishing deadlines and scheduled changes. Their boundary limitation does not serve the largest population and has required duplicate postings in both The Reflector and The Columbian. Therefore giving consideration to circulation including daily publications and a wide publication boundary, Purchasing recommends awarding The Columbian as the Newspaper of Record for all legal notifications, in the amounts listed above.

In addition, it should be noted that Clark County will continue the use of area specific newspapers such as The Reflector, The Camas-Washougal Post Record and Vancouver Business Journal. These papers should be used in addition to The Columbian when the legal notice being made pertains to a specific locale within the general circulation area of the newspaper.

		OPENING DATE: 15-Mar-16			AWARD DATE: 5-Apr-16			BID NUMBER: 2634					
Annual Legal Advertising		The Camas Washougal Post Record 425 N 4th Avenue Camas, WA 98607			The Reflector PO Box 2020 Battle Ground, WA 98604			The Columbian 701 W 8th Street Vancouver, WA 98660			The Columbian 701 W 8th Street Vancouver, WA 98660		
DESCRIPTION	QTY	UNIT PRICE	TOTAL	QTY	UNIT PRICE	TOTAL	QTY	UNIT PRICE	TOTAL	QTY	UNIT PRICE	TOTAL	
Circulation Paid, as of 2/15/16		weekly	2,720		weekly	593		N/A		daily		24,152	
Circulation Unpaid, as of 2/15/16			N/A		weekly	27,625		weekly	22,435			N/A	
<b>TOTAL CIRCULATION, as of 2/15/16</b>			2,720			28,218			22,435			24,152	
Number of lines per column-inch			10			10			10			10	
Number of EMS per line or Number of Picas per line			9 p 4.5			8 picas			9 p 4.5			9 p 4.5	
Cost per Line, First Insertion			55.5¢			\$1.02			\$1.45			\$1.77	
Cost per Line, Additional Insertions			N/A			\$0.84			N/A			\$1.45	

