



proud past, promising future

CLARK COUNTY
WASHINGTON

GENERAL SERVICES
Office of Purchasing

TO: Board of County Commissioners
FROM: Michael Westerman, Purchasing Manager
DATE: March 13, 2014
SUBJECT: Award of Bid #2603 – Annual Legal Advertising

Two responses were received on Clark County's Request for Bids #2603 to provide legal advertising for 2014. The bids were checked for accuracy, content, and compliance to specifications. The following bidders qualify as legal newspapers under the requirements of R.C.W.65.16.020: The Columbian, and The Reflector.

The Bids compared as follows:

	The Columbian	The Reflector
Line Cost 1 st Insertion	\$1.87	\$0.97
Line Cost 2 nd Insertion	\$1.55	\$0.80
Circulation	27,601-Paid Daily 84,758-Unpaid (TTL: 112,359/Wed) Weekly/Wednesday	608-Paid / 26,826-Unpaid (TTL: 27,434) Weekly/Wednesday

An analysis of the line cost for 1st and 2nd insertion shows that The Reflector has a lower cost than The Columbian. However, considering the The Columbian is the only paper that meets the bid requirement of having a County wide circulation and includes as part of their service a dedicated online legal ad page (with the added benefit of Rich Site Summery (RSS) and a Smart Phone App for both Apple and Android) and is delivered daily, to paid subscriber and weekly to unpaid subscribers demonstrates that The Columbian provides a greater level of service and overall value.

In addition, Washington State statutes suggest that the legal advertising bid be awarded with consideration given to the widest circulation. A 1984 legal opinion regarding this statute is furnished by the Clark County Prosecuting Attorney's Office, and a 1995 expansion of this opinion, both are attached. Both the 1984 opinion and the 1995 expansion of that opinion support the position that The Columbian's level of service is the "right product for the job."

When considering both paid and unpaid circulation, The Columbian clearly out performs The Reflector and provides a the greater source of information to the public in a single location. Considering WA State Statues and the attached opinions, Purchasing recommends that Bid #2603 be awarded to The Columbian of Vancouver, Washington for the bid amounts listed above.

It should be noted that on March 13, 1999 the County Administrator, at the direction of the Clark County Board of Commissioner, issued a Community Outreach Policy which stated in part..."In an effort to promote better community outreach, the Clark County Board of Commissioners feels it is appropriate and would like to encourage the use of area specific weekly newspaper such as The Reflector, The Camas Post 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 weekly newspaper. This policy remains in effect today.

