

## **Bid Award Work Sheet**

### **DEPARTMENT**

All Clark County Departments

### **BID NAME**

Bid #2614 – Annual Legal Advertising

### **BID DESCRIPTION**

In accordance with RCW 36.72 and 65.16, the County Board of Commissioners is called upon annually to select from among qualified legal newspaper bidders the "best and lowest responsible bidder," considering not only price, but general circulation.

### **SOURCE OF FUNDS**

Funding for this bid will come from various department operating budgets.

### **BUDGET IMPACT**

There is no budget impact; funds are already included in the adopted budget.

### **ALTERNATIVES CONSIDERED**

No alternatives were considered since this is mandated by the RCW's.

### **RECOMMENDATION**

Purchasing intends to award this bid to the best and lowest responsive bidder, giving consideration to the question of circulation and the widest publication options.



*proud past, promising future*

**CLARK COUNTY**  
WASHINGTON

**TO: Board of County Councilors**

**FROM: Michael Westerman, Purchasing Manager**

**DATE: March 17, 2015**

**SUBJECT: Award of Bid #2614 – 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>, 2015.

The Bid responses compare as follows:

	Camas-Washougal Post Record (Weekly Paper)	The Columbian Your Week & North County News (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: 2,890 - Paid	Total: 86,121-Unpaid	600-Paid 28,120-Unpaid Total: 28,720	Total 26,528 - 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 determine whether they met 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.
- Your Week & 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 Columbian is a daily publication that is a responsive and responsible bidder with a large circulation and a wide publication. It is a daily paper delivered directly to the subscriber within the Vancouver urban growth 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.

		OPENING DATE:		10-Mar-15	AWARD DATE:		17-Mar-15	BID NUMBER		2614		
Annual Legal Advertising		Camas-Washougal POST-RECORD 425 N.E. Fourth Avenue Camas, Washington 98607		The Reflector 20 NW 20th Ave Battle Ground, WA 98604		The Columbian - Unpaid PO Box 180 Vancouver, WA 98666		The Columbian - Paid PO Box 180 Vancouver, WA 98666				
DESCRIPTION	QTY	UNIT PRICE	TOTAL	QTY	UNIT PRICE	TOTAL	QTY	UNIT PRICE	TOTAL	QTY	UNIT PRICE	TOTAL
Circulation Paid, as of 2/15/14		weekly	2,890			600			N/A			26,528
Circulation Unpaid, as of 2/15/14			N/A			28,120		weekly	86,121			N/A
<b>TOTAL CIRCULATION, as of 2/15/14</b>			2,890			28,720			86,121			26,528
Number of lines per column-inch			10			10			10			10
Number of EMS per line or Number of Picas per line			9p4.5			8 picas			9p4.5			9p4.5
Cost per Line, First Insertion			\$0.505			\$1.02			\$1.45			\$1.77
Cost per Line, Additional Insertions			N/A			\$0.84			N/A			\$1.45