

**KITTITAS COUNTY
BOARD OF COUNTY COMMISSIONERS
AGENDA STAFF REPORT**

AGENDA DATE: April 5, 2016

ACTION REQUESTED: Award a Bid & Contract to Serve as the Official County Newspaper from 7/1/16 – 6/30/17

BACKGROUND: Staff published a Notice of Call for Bids to serve as the Official County Newspaper beginning July 1, 2016 through June 30, 2017. Staff published the Call for Bids and sent a letter with a copy of the notice to the Daily Record and the Northern Kittitas County Tribune.

Sealed Bids were received from the Daily Record and the Northern Kittitas County Tribune and opened on Friday March 25, 2016 at 12:00 p.m. in the Commissioner's office.

According to RCW 36.72.075, "the county legislative authority shall let the contract to the best and lowest responsible bidder, giving consideration to the question or circulation in awarding the contract, with a view to giving publication of notices the widest publicity".

INTERACTION:

Daily Record bid:

Legal Advertising – based on a 6" column format: \$8.65 per column inch.
Display Advertising – based on a 6" column format: \$7.55 per column inch.

According to the Daily Record they have the highest reach and circulation of newspapers in Kittitas County. Their average paid daily circulation is 5,776. They publish legal notices six days a week Monday – Saturday. Legal notices appear online at no additional charge and their website averages 160,000 page views a month and is updated daily.

Northern Kittitas County Tribune bid:

\$8.50 per column inch for the first insertion date.
\$7.50 per column inch for subsequent insertions of the same legal notice.
Single-column width measures 1.66 inches with 6-columns across per page.

According to the NKCT the average paid circulation is 3,000. Of that 2,400 are purchased within Kittitas County, primarily Upper County each week (ex. mailed to subscribers, local business news stands and vending boxes). Thus public notices would be viewed by over 7,500 loyal readers each week. They publish once a week on Thursdays. Paid legal notices are posted online as well through their community network's searchable database each week.

RECOMMENDATION: Consider approving a Resolution Awarding a Bid for the Official County Newspaper for the term beginning July 1, 2016 through June 30, 2017 and to authorize the Board to sign a Contract between Kittitas County and the Daily Record.

HANDLING: Staff has prepared a Resolution & Contract for your consideration.

ATTACHMENTS: Bid from the Daily Record
Bid from the Northern Kittitas County Tribune
Resolution to Award Official County Newspaper
Contract between Kittitas County and the Daily Record

LEAD STAFF: Julie Kjorsvik, Clerk of the Board