

PENINSULA DAILY NEWS

January 1, 2020

Official Newspaper of Record for 2020

Attention: Sara McMillion

City Clerk

City of Sequim

152 W. Cedar St.

Sequim, WA 98282

The following information is provided for considering the Peninsula Daily News as the “Official Newspaper of Record for the City of Sequim” for publication of the City of Sequim legal notices for the period of one year on commence on the first day of January 2020 and ending on the 31st day of December 2020.

Affidavit of Publication:

The Peninsula Daily News will furnish affidavits of publication within fourteen (14) days after the last publication date of any advertisement certifying the date of publication. If the City requires an affidavit of publication with a shorter time period after publication for any reason, it will be provided upon request.

Award Criteria:

The Peninsula Daily News is published Sunday-Friday.

In the specifications of the Invitation to Bid, it states “Extent of the Publication’s circulation with City of Sequim, number of daily and weekly subscribers, number of daily or weekly newsstand patrons, and no-paid daily or weekly distribution using the average sales distribution for the month of July 2019”.

Daily-Paid:

Based on average sales distribution for the month of July 2019, with the City of Sequim, the Peninsula Daily News has a paid circulation of approximately 896 newspapers on Monday, Tuesday, Wednesday and Thursday. (667 paid subscribers and 229 single copy newsstand sales). Friday and Sunday numbers are roughly 300-400 higher.

Based on averages from July 2018, legal notices appearing in the Peninsula Daily News reach between 3,700 and 4,600, depending on the day of the week, paid subscribers in the Sequim-Dungeness Valley.

The Peninsula Daily News distribution is confirmed by an annual circulation audit conducted by Audit Bureau of Circulation, an independent auditing service. The Peninsula Daily News is owned and operated by Sound Publishing and is adjudicated legal newspaper (RCW 65.16.020).

P.O. BOX 1330 • 305 W. FIRST ST. • PORT ANGELES, WA 98362

The normal copy deadline for legal notices is three (3) business days prior to publication at 2 pm. Holiday's can impact and move the deadline back at the most by one business day.

The Peninsula Daily News can receive legal notices via email (Word document, PDF, Excel file) to the attention of the classified department, legals@peninsuladailynews.com or can be faxed to (360-417-3507, 24 hours per day/7 days per week. If pick of a legal is required, arrangements can be made by contacting Eran Kennedy, Advertising Director, at (360) 452-2345 or ekennedy@peninsuladailynews.com.

Copy of legal notices may also be delivered to 147 W. Washington in Sequim or 305 West First Street in Port Angeles during the business hours of 8:30 am – 5:00 pm). Copy may also be mailed to P.O. Box 1330, Port Angeles, WA 98362 or 147 W. Washington, Sequim, 98382.

The Peninsula Daily News guarantees the following legal notice publication rate for the term the contract beginning at date of award of bid (January 1, 2020).

\$9.25 Per Column Inch

The rate for duplicate legal notices which first appear in the Peninsula Daily News, appearing in the Sequim Gazette will be \$7.40.

Should the Peninsula Daily News be awarded the bid to be the official newspaper of the City of Sequim, all city legal notices are uploaded on our website, www.peninsuladailynews.com (the largest news website on the Olympic Peninsula) under the heading of legal notices at no additional charge.

In addition, all legal notices are posted on a weekly basis at the www.publicnoticeads.com which is a statewide website for all public notices.

The City of Sequim logo will be published at the top of each city legal at no extra charge to the city whenever requested and always if required.

In addition, The Sequim Gazette as part of this agreement will continue to publishing the City utilities newsletter at the rate of \$355 per issue through December 31, 2020.

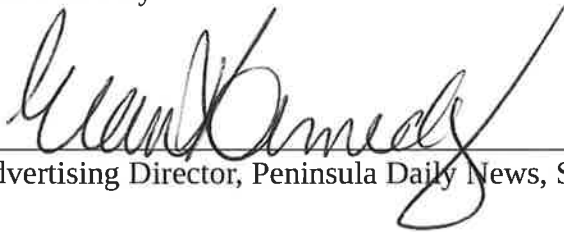
References:

Business that have had advertng billing in excess of \$5,000 in the year 2019 include Jamestown S'Klallam Tribe, Seven Cedars Casino, Olympic Medical Center and Wilder Auto Group.

Additional references available upon request.

Submitted by:

Eran Kennedy



Advertising Director, Peninsula Daily News, Sequim Gazette

Accepted by:



Sara McMillon, City Clerk, City of Sequim (Printed)



Sara McMillon, City Clerk, City of Sequim (Signature)

Date:

1/6/2020

