

REQUEST FOR PROPOSALS FOR OFFICIAL CITY NEWSPAPER

PROPOSALS TABULATION

NAME	Detroit Media Partnership	C&G Publishing Inc.
ADDRESS	Sterling Heights, MI	Warren, MI
Years in Business		28 years
Full Name of Owner	Gannett Corporation 7950 Jones Branch Drive McLean, VA 22107	Jeffrey Demers 13650 Eleven Mile Rd Warren, MI 48089
Name of Publication	The Detroit Free Press & The Detroit News 615 W. Lafayette Blvd Detroit, MI 48226	Rochester Post 13650 Eleven Mile Rd Warren, MI 48089
Contact for Legal Advertising	DMP Legal Notice Team	Elaine Myers, Advertising Manager
Person working directly with City	DMP Legal Notice Team	Elaine Myers, Advertising Manager
Bona fide list of paying subscribers	Yes	No, free subscription newspaper
Number of Paying subscribers	1,126,085 (March 2008)	Under 100, free subscription newspaper
Number of Paying subscribers in Rochester Hills	6,957 (March 2008)	N/A
Circulation within corporate limits of Rochester Hills Mailed:		48306-9493; 48307-17235; 48309-11135; 48363-1859
News Carrier	Plus Mail - 6,866	None
News Stand	1,239 News Stand	None
Other	91 - Electronic	Available for purchase at C&G home office
Total Rochester Hills Circulation	8,196 (March 2008)	39,722
Published for at least 2 yrs w/o interruption at not less than weekly intervals in Rochester Hills	Yes	Yes
Full yrs published for at least 2 yrs w/o interruption at not less than wky intervals in Rochester Hills	177 years	3 full years
Does publication annually average at least 25% news/editorial (non-advertising) content	Yes	Yes
Public Sector Clients	SEMCOG Detroit Transportation City of Inkster Wayne County Airport Authority MDCH/MSA/FEE (Lansing)	City of Royal Oak City of Mount Clemens Grosse Pointe Shores City of Centerline City of Sterling Heights
Authorized Representative	Lynn Curtis-Misner, Director Inside Vertical Sales	Elaine Myers, Advertising Manager
Column width in inches & fractions thereof	1.125	One column width: 1.775" Two column width: 3.706"
Column inch rate of legal advertising		
	2009 \$248.85	\$12.00 per column inch
	2010 TBD	\$12.00 per column inch
	2011 TBD	\$12.00 per column inch
Square Inch		
	2009 \$228.90	\$6.32
	2010 TBD	\$6.32
	2011 TBD	\$6.32
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ADDRESS	Sterling Heights, MI	Warren, MI
Fee to supply Affidavit/Certification of Publication		
2009		\$25.00 No Charge
2010	TBD	No Charge
2011	TBD	No Charge
Deadline for insertion of legal notice	Mon-Fri - 1:45 pm Sat - 11:45 am on Friday Sun - 4:00 pm on Friday	Space reservation by Mon 5pm; Camera-ready copy by Tues 2pm for that week's publication
Section where legal advertising would appear	Classified unless otherwise requested	Main section-considered Sect A; table of contents not on front page
If legal notice is received close to deadline, but before the deadline or on the morning of the deadline, section of newspaper legal notice will be placed	Classified unless otherwise requested	Main section of paper-considered Sect A
Average number of pages in single edition	Mon, Tues, Wed, Sat - 32 pages Thurs & Fri - 96 pages Sun - 102 pages	24 or 28 pages
Section of publication for general news coverage about Rochester Hills	Local news	Main Section considered Sect A
Times per week published	7 days	One time per week
Can legal notices be published on all days	Yes	Yes
What will newspaper do to insure accuracy	All ads are copy edited prior to publication	Newspaper proof reads all copy and sends proof to City
Who will proff legal notices	Varies by schedules & business needs	Production Manager designates
If published incorrectly, will legal notices be republished at no extra cost to City	Determined on case by case basis	Yes
If notice published incorrectly & deemed not necessary to republish, will a reduction in cost be provided	Determined on case by case basis	Yes, if requested. Percentage would be negotiable up to & including full amount
Will proofs of legal notices be provided to City prior to publication	Yes, if requested via email or fax	Production Dept will email proof to sender of legal notice or to whomever designated
Do you accept files electronically	Yes, email	City can email proof
Exceptions/alternates to specifications	Additional rate information provided. Liner Rates-3 line print ad+7 days online 1x \$69-each add line \$16.35 2x \$119-each add line \$14.00 per day 5x \$349-each add line \$10.00 per day Display Rates-does not include online 1x \$16.35 per line 2x \$14.00 per line per day 3-7x \$10.00 per line per day	Easy to work with and will go out of our way to make this process easy