

REQUEST FOR PROPOSALS FOR OFFICIAL CITY NEWSPAPER
TABULATION

NAME	Observer & Eccentric Newspapers
ADDRESS	Livonia, Michigan
Years in Business	43 years
Owner/Publisher	Peter Neill, 36251 Schoolcraft, Livonia, MI 48150
Name of specific publication	Rochester Eccentric
Contact for Legal Advertising	Frank Cibor, Retail Advertising Manager Char Wilson, Operations Manager
Bona Fide List of Paying Subscribers	Yes, Audit Report provided
Number of Payng Subscribers	2059
Number of Paying Subscribers in Rochester Hills	2059
Circulation in Rochester Hills	
Mailed	87
News Carrier	17,939
News Stand	289
Other	110
Total Rochester Hills Circulation	18,338
Published at least 2 yrs w/o interruption at not less than weekly intervals in Rochester Hills	Yes
Number of full years published at not less than weekly intervals within Rochester Hills	35 years
Publication annual averages at least 25% news/ editorial (non-advertising) content	Yes
Public Sector Clients w/ similar services	Canton Township City of Southfield City of Farmington Hills City of Rochester Hills City of Farmington
Authorized Representation	Frank Cibor, Retail Advertising Manager
Column width in inches and fractions thereof on page where legal advertising would appear	1 column=1 13/16"; 2 columns=3 3/4"; 3 columns=5 3/4"; 4 columns=7 11/16"; 4 columns=9 5/8"; 6 columns=11 5/8"
Deadline for insertion of legal notice	Sunday edition is Wednesday at 5 pm Thursday edition is Friday at 5 pm
Placement of legal advertising	Section A, B or C
Placement if legal notice received close to deadline	No impact on placement

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NAME	Observer & Eccentric Newspapers
ADDRESS	Livonia, Michigan
Average number of pages in a single section	8 pages
Section w/ general news coverage about RH	Section A, B or C
Times per week published	2 times per week (Sunday and Thursday)
Legal notices published on all days cited above	Yes
Insure complete accuracy	All ads are checked in Production Dept plus legal ads have two individuals involved with accuracy
Who will proof legal notices	Legal Assistant
If published incorrectly, republished at no extra cost	Yes
If published incorrectly and republishing is not necessary, percentage of cost reduction	100%
Proofs of legal notices provided to City prior to publication	No proofs will be provided for legal ads
Acceptance of electronic files	Yes, via email. All common formats are accepted
COST PROPOSAL:	
Column Inch Rate	
First Year (2009)	\$5.82 per column inch
Second Year (2010)	\$5.82 per column inch
Third Year (2011)	\$5.82 per column inch
Comparable rate in square inches	
First Year (2009)	\$3.21
Second Year (2010)	\$3.21
Third Year (2011)	\$3.21
Fee for Affidavit of Publication per ad/insertion	No Fee