

REQUEST FOR PROPOSALS FOR OFFICIAL CITY NEWSPAPER

TABULATION

Name	Observer & Eccentric Newspapers	Detroit Newspaper Partnership
Address	Livonia, Michigan	Sterling Heights, Michigan
Years in Business	33 years	16 years
Owner/Publisher	Gannett Co., Inc. McLean, Virginia	Detroit Newspaper Partnership Sterling Heights, Michigan
Name of specific publication	Rochester Eccentric	The Detroit News Neighborhood News & Detroit Free Press Community News
Contact for legal advertising	Kristina Pelzer Retail Advertising Manager	Angela McClendon Business Development Acct Executive
Person working directly with City	Sue Osborn Advertising Office Coordinator	Doreen Tiska Account Executive
Bona fide list of paying subscribers	Yes	Yes
Number of paying subscribers	1,831	Sun-712,658 Daily-580,056
Number of paying subscribers in RH/Roch	1,746	Sun-13,971 Daily-10,534
Circulation in Rochester Hills		
Mailed	66	N/A
New Carrier	1,680	Sun-13,971 Daily-10,534
News Stand	487	Exact figures vary
Other	14,254	N/A
Total Rochester Hills/Rochester Circulation	53	Sun-13,971 Daily-10,534
Published at least 2 yrs w/o interruption at not less than weekly intervals in RH	Yes	Yes
Number of full years published at not less than weekly intervals within RH	Since 1972 - 33 years	174 years

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Address	Livonia, Michigan	Sterling Heights, Michigan
Annually averages at least 25% news/editorial	Yes	Yes
Public Sector client w/ similar services	City of Birmingham City of Southfield City of Lathrup Village Bloomfield Township Rochester Community Schools Springfield Township	Michigan State Hospital Finance Auth Detroit Economic Growth Corp Detroit Public Schools Detroit Transportation Wayne County Airport Authority
Available to attend City Council meeting	Yes	Yes
Column width in inches and fractions thereof on page where legal advertising would appear	1 13/16 inches 11 picas	1 1/8" or 1.125"
Deadline for insertion of a legal notice	Sunday Publication - Wed @ 4:00 pm Thurs Publication - Mon @ 4:00 pm	Friday at noon
Placement of legal advertising	Main News and/or Sports	Community News & Neighborhood News
Placement if legal notice received close to deadline	Main News and/or Sports	If notice is received before deadline it will appear in appropriate section
Average number of pages in a single edition	56 pages	64 pages
Section w/ general news coverage about RH	Main News	Community Neighborhood News Sections
Times per week published	2 times - Sunday and Thursday	7 days
Legal notices published on all days cited above	Yes	Yes, except bid rate is based on running in Wed/Thurs Community Newspapers
Insure complete accuracy	Reviewed by Publication Dept; proofs sent directly to city for approval	Proof can be provided for ads placed before deadline

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Name	Observer & Eccentric Newspapers	Detroit Newspaper Partnership
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Who will proof legal notices	Advertising Office Coordinator	Account Executive
If published incorrectly, republished at no extra cost	Yes	Yes
If published incorrectly and republishing is not necessary, percentage of cost reduction		100% Percentage determined based on error
Proofs of legal notices provided to City prior to publication	Yes by fax or hand delivered	Proofs will be faxed
Acceptance of electronic files	Yes; email address provided	Ads can be emailed in JPEG format
COST PROPOSAL:		
Column inch rates:		
First Year (2006)	\$5.83	\$7.93
Second Year (2007)	\$5.83	\$8.17
Third Year (2008)	\$5.83	\$8.42
Comparable rate in square inches:		
First Year (2006)	\$2.70	\$7.05
Second Year (2007)	\$2.70	\$7.26
Third Year (2008)	\$2.70	\$7.48
Fee for Affidavit of Publication per ad/insertion	No Fee	\$25/per (firm for 3 year period)