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CLARK COUNTY
WASHINGTON

TO: Board of County Councilors
FROM: Priscilla Ricci - Senior Buyer PR
DATE: April 4, 2017
SUBJECT: Award of Bid #2650 – Annual Legal Advertising

Two responses were received for the annual legal advertising bid that establishes the Clark County Newspaper of record for all legal notifications beginning July, 1st, 2017.

The Bid responses are as follows:

	The Reflector (Weekly Paper)	The Columbian (Daily Paper)
Line Cost 1 st Insertion	\$1.07	\$1.70
Line Cost 2 nd Insertion	\$.87	\$1.40
Circulation	194 - Paid 27,715 – Unpaid Total: 27,909	Total 22,237 Paid

In accordance with Washington State Statute RCW 36.72.075, the legal advertising bid shall be awarded to the best and lowest responsible bidder, giving consideration to the question of circulation in awarding the contract, with a view to giving publication of notices the widest publicity.

The bid responses were checked for accuracy, content, compliance to specifications and to satisfy the legal newspaper qualifications, as defined in RCW 65.16.020.

Upon review of the legal advertising bid responses, the following was determined:

- The Reflector is a weekly publication that is the lowest responsive and responsible bidder with a large weekly circulation. They have direct paper delivery within the North County / Battle Ground boundary and they direct mail to subscribers outside the boundary. They also maintain an online web site with a dedicated legal ad section.
- The Columbian is a daily publication, is a responsive and responsible bidder with a large circulation and a wide daily publication. They have direct paper delivery to the subscribers within the Vancouver Urban boundary and they direct mail to subscribers outside the boundary. They also maintain an online web site with a dedicated legal ad section, and they provide access through a smartphone/tablet application.

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In the past, the selection of The Reflector as the Newspaper of Record, with their weekly publication has compromised the County's ability to meet publishing deadlines and scheduled changes. Their boundary limitation does not serve the largest population and has required duplicate postings in both The Reflector and The Columbian. Therefore giving consideration to circulation including daily publications and a wide publication boundary, Purchasing recommends awarding to The Columbian defining them as the Newspaper of Record for all legal notifications, in the amounts listed above.

In addition, it should be noted that Clark County will continue the use of area specific newspapers such as The Reflector, The Camas-Washougal Post Record and Vancouver Business Journal. These papers should be used in addition to The Columbian when the legal notice being made pertains to a specific locale within the general circulation area of the newspaper.