



GENERAL SERVICES
PURCHASING

1300 Franklin Street, Suite 650
PO Box 5000
Vancouver, WA 98666-5000
360.397.2323

TO: Clark County Council
FROM: Priscilla Ricci, Senior Buyer
DATE: April 7, 2020
SUBJECT: Award of Bid #2707 – 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, 2020.

The Bid responses are as follows:

	The Columbian (Daily Paper)	Harper Distribution
Line Cost 1 st Insertion	\$1.70	\$17.91
Line Cost 2 nd Insertion	\$1.40	\$15.90
Circulation	Total: 17,882 Paid	51,560 - Paid 45,288 - Unpaid Total: 96,848

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:

- Harper Distribution is located in the state of Texas. To be eligible for this bid a newspaper shall have been established, published and circulated in Clark County for at least six months and shall have general and bonafide circulation throughout the County. Additionally, a bidding newspaper shall have been approved as a legal newspaper by order of the Superior Court of Clark County and shall submit with its bid, documented proof that such a Superior Court order has been issued. Harper Distribution did not provide this and therefore their bid is rejected.
- The Columbian is a daily publication, is a responsive and responsible bidder with a large daily circulation. It is delivered directly to the subscribers within the Vancouver Urban boundary and mailed to subscribers outside the boundary. They also maintain an online web site with a dedicated legal ad section, and access through a smartphone/tablet application.

Therefore, giving consideration to circulation including daily publications and a wide publication boundary; Purchasing recommends awarding to, The Columbian making them 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.