

18-28MAR14 - NEWSPAPER ADVERTISING

RESPONDENT NAME		COLUMBIA MISSOURIAN	COLUMBIA DAILY TRIBUNE
4.7.	<b>Group A, Classified-Legal Ads: Single Column Ads</b>	<b>Unit Cost</b>	<b>Unit Cost</b>
4.7.1	Price Per Line- Monday thru Saturday	Tues-Fri \$0.65/line/day	\$3.67
4.7.2.	Price Per Line- Sunday	\$0.65/line/day	\$3.67
4.7.3.	Probate Notices (run in either 2 or 4 consecutive insertions)	\$50.00	
a.	Quote Flat fee for 2 consecutive insertions:		\$70.00
b.	Quote Flat fee for 4 consecutive insertions:	\$100.00	\$125.00
4.7.4.	Trustees' Sales (run 21 consecutive days); <b>Quote Rate Per Line-</b>	\$0.45/line/day	\$0.53
4.7.5.	Election Notices, quote as 'per line/word'. Ref: Exhibit B in RFB	\$0.65/line/day * see note	\$0.91
4.7.6.	Provide 'total cost' for the election notice ad in Exhibit B in RFB (election notices with polls) using 'price per line/word' pricing in Item 4.7.5.	<b>Total Cost</b> Not eligible	<b>Total Cost</b> \$1,092.00
4.8.	<b>Group B, Non-Classified, General-</b>	<b>Unit Cost</b>	<b>Unit Cost</b>
4.8.1.	Price Per Column Inch- Wednesday	\$7.90	\$15.44
4.8.2.	Price Per Column Inch- Sunday	\$7.90	\$14.90
4.8.3.	Price per Column Inch- Monday, Tuesday, Thursday, Friday	\$7.90	\$12.44
4.9.	<b>Group C, Classified Section- Multiple Column Ads</b>	<b>Unit Cost</b>	<b>Unit Cost</b>
4.9.1.	Price per Column Inch- Wednesday	\$7.90	\$15.44
4.9.2.	Price Per Column Inch- Sunday	\$7.90	\$14.90
4.9.3.	Election Notices, price as display type ad, 'price per column/inch'. See Exhibit B in RFB as example of previously run ads	\$7.90	\$8.77
4.9.4.	Provide 'total cost' for the election notice ad in Exhibit B in RFB (election notices with polls) using 'price per column/inch' pricing in Item 4.9.3.	<b>Total Cost</b> \$1,137.60	<b>Total Cost</b> \$1,262.88
4.9.5.	Additional: Preparation Fee for Election Notice PDF to be used in other papers.	<b>Unit Cost</b> \$0.00	<b>Unit Cost</b> \$0.00
4.9.6.	Tax Sale Ad- per Primary Specifications, Section 2.2.2. in RFB. <b>Price per column inch-</b>	\$7.90	\$8.77

4.7.5. Election Notices, line/word NOTE:

\* Any notices over 600 lines not eligible for line rates

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RESPONDENT NAME		COLUMBIA MISSOURIAN	COLUMBIA DAILY TRIBUNE
4.10.	Maximum Percentage Increase for Renewal Periods		
	1st Renewal, quote Percentage:	2.50%	2.00%
	2nd Renewal, quote Percentage:	2.50%	2.00%
	3rd Renewal, quote Percentage:	2.50%	2.00%
	4th Renewal, quote Percentage:	2.50%	2.00%
4.11.	List/describe extra circulation papers and list any associated costs:	Not Applicable	Sunday Extra (26,000 add'tl) \$5.00
4.12.	Circulation: Number of Subscribers Daily Edition	6,033	15,786
4.13.	Circulation: Number of Subscribers Sunday Edition	6,033	18,607
4.14.	Circulation: Number of Subscribers Wednesday Edition	6,033	15,786
4.15.	Describe any days that bidder offers free circulation and the circulation number for each day:	Not Applicable	Wednesday (26,000 add'tl)
4.16.	Dedicated Customer Service Representative for Advertising. List name, phone and fax numbers:	Susan Richison	Ruby Wheeler
4.17.	Dedicated Customer Service Representative for Billing Inquiries. List name, phone and fax numbers:	Susan Richison	E. Irvin
4.18.	Will bidder honor submitted prices for purchase by other entities in Boone County who participate in cooperative purchasing with Boone County, Mo?	Yes	No