

Gillette News Record

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Dec. 9, 2014

Carter Napier, City Administrator
City of Gillette, 201 East Fifth Street
Gillette, WY 82716

Dear Mr. Napier and City Council Members:

Please accept this bid from the News Record for the City of Gillette's public notices for 2015 at \$5.75 per column inch.

We meet all qualifications for consideration as your official newspaper, including our circulation and rate:

* **Statutory requirements:** Daily newspapers are required by law to charge no more than their lowest published rate. At \$5.75 a column inch, our rate to you is below the \$8.25 we typically charge our most frequent advertisers, and is less than we charge others for public notices. That rate is the same as the past two years. It is also the lowest rate of any official newspaper in Wyoming — daily or weekly — except one in Dubois.

* **Circulation:** Our circulation averages 8,500 a day in print and digital forms — well above the minimum required by law. That makes the News Record the most visible medium in Gillette by a huge margin. And at a rate of \$5.75 a column inch, your per-piece cost is roughly .0006 cents per inch per reader.

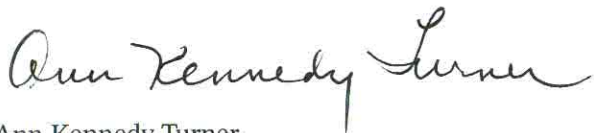
* **Added Value:** The rate also guarantees you two added advantages:

- ✓ While the law requires cities to publish public notices in print, we also publish them in our online product. We have done that for years — for free — because we believe public notices should get the widest possible exposure.
- ✓ We also upload Gillette's public notices every day to two websites, WYOPUBLICNOTICES.COM and PUBLICNOTICEADS.COM/WY, which features all public notices published in Wyoming Press Association newspapers in either pdf or text form. That way, people from across the state (or the nation, for that matter) can access those notices to look for bids that are being solicited, or to see a public hearing notice on an sensitive topic, or to look for foreclosures, or to compare budgets — or whatever they would see in each newspaper each day. We also offer that service for free. We are the **only** media outlet in Gillette that can offer that service.

We applaud the City of Gillette's effort to notify citizens of important governmental action. We believe public notices are a vital aspect of an informed public. That's why we have kept our rates far below other Wyoming newspapers.

I would be happy to answer any questions that might arise.

Sincerely,



Ann Kennedy Turner
Editor and Publisher
Gillette News Record