

Letter of Information

Mr. Napier and Mr. Lunne,

Two years ago, the information that was sent on legal notices arrived while I was on my first vacation in 7 years, a beautiful vacation in a cabin in the mountains over Christmas with my wife and children. At the time, I was the only executive (non-sales) employee of my company.

Last year, regardless of clearly winning the bid, we lost on a 7-0 vote for reasons unknown.

This year, circumstances have arrived again. Most small businesses in the area as a result of the local boom and the many franchises coming in to the area are currently starving for reliable employees. This will be the case until our population catches up with our business growth.

This year, my bid is late. I had let go of an employee for neglect of work at the beginning of the month. While going through her paperwork yesterday I found the official letter with the deadline to turn in bids.

I jumped up right away and got the bid done and turned in within 24hrs of my discovery.

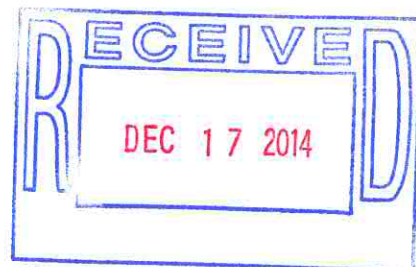
When the decision was made two years ago to not let my bid even be voted on because it arrived late based on circumstances beyond my control, I believed that was a decision based on bureaucratic deadlines and policies that were simply unwilling to be bent and allowed for the citizens of Gillette to not have a viable competition to the higher priced agent.

I see no cause to not except this bid this year, regardless of being past said deadline based on these circumstances and would respectfully request that this bid, presented to you today December 17, 2014, being submitted in plenty of time before the January 06 City Council Meeting, be allowed.

Thank You



Nicholas De Laat



Affidavit of Circulation

I, Candice D. De Laat, Co-Publisher of the Campbell County Observer, do hereby sign my oath that the Campbell County Observer qualifies under State law to carry State, County, and Municipal Legal Notices.

Wyoming State Statute:

18-3-519. Requirements as to newspaper publishing legal notices.

(a) The publication of any legal notice, printing or advertising required by law is without force or effect unless published in a newspaper which has been regularly issued at least once each week for a period of fifty-two (52) consecutive weeks prior to the date of the first publication of the notice or advertisement, has a paid circulation of at least five hundred (500) and each page is not less than ten (10) inches by twelve and one-half (12.5) inches in size.

(b) The provisions of this section shall not apply in counties where no newspaper has been regularly issued for fifty-two (52) consecutive weeks, where there is only one (1) newspaper in the county, or in any county where no newspaper meets the requirements of this section.

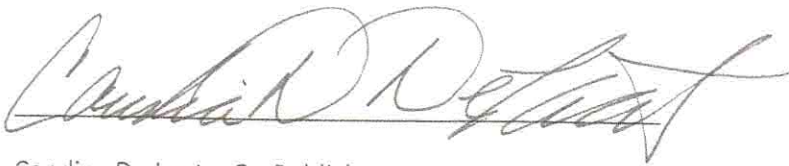
Campbell County Observer Specs:

-Has been published at least once per week with record since April, 2011; constituting over the State requirement of 52 weeks.

-Has a paid circulation of over 500 (five hundred)

-Has measurements of 21.3" by 13.05" of actual printable space; well within the requirements of state law.

Signed:



Candice De Laat – Co-Publisher
Campbell County Observer

1001 S. Douglas Hwy. (B-6)
Gillette, WY 82716
(307) 670-8980

Notary:

State of: Wyoming

County of: Campbell

Notary Printed Name: Kalli Cathey

Notary Named Signed: Kalli Cathey

Date: 12/17/14 Seal:



Letter of Proposal

The Campbell County Observer would like to respectfully submit a bid to become the City of Gillette's official Newspaper, and to receive its legal notices.

The Observer has grown since it's inception in April of 2011, providing positive and informational news to our great community. As you can see from the affidavit attached, the Observer continues to meet all state requirements as according to Wyoming State Statute 18-3-519.

BID

\$5.00 PER COLUMN INCH.

5% of Legal Notices shall be donated back locally to vetted local non-profit veteran organizations.

All legal notices and advertising will be printed once per week, with in State Requirements, which will save the taxpayers of Gillette compared to multiple prints throughout the same week.

We would like to thank the City of Gillette for the opportunity to submit our bid, and to inform you that we have decided that 5% (five percent) of all legal notices and advertising obtained from the City of Gillette will be donated to vetted local veterans charities through the American Legion Post 42 (hometown veterans fund) and the VFW Post 7756, whom donated more too state and local programs than any other VFW in the state in 2013 and 2014.

Please feel free to contact us with any questions you may have, we are here for your convenience.

Signed:



Nicholas De Laat – Co-Publisher

Campbell County Observer

1001 S. Douglas Hwy. (B-6)
Gillette, WY 82716
(307) 670-8980

Letter of Information

This year, Candice and I thought we would bring up some interesting points for your information.

1: We are 100% Locally Owned.

We hire local employees and are 100% locally owned only by my wife, Candice, and I. We also live in Campbell County, have children in our great school district, and operate all of our businesses in the City of Gillette, including our growing syndicated radio show. As a result, both our newspaper and personal money is spent local helping the local economy.

2: Only circulation with consistent increases

With the common knowledge of the industry's circulation decline, we are proud to say the Observer the only newspaper, to our knowledge, in the State and region that is consistently growing in circulation and readership.

3: Locally Written

All of our writers and photographers are right here in the Powder River Basin and Campbell County. It is a rare occasion that we buy an article from another news source or newspaper, and only when we want to pay for that intellectual content. We do not print AP, or other common news sources readers will find in most other newspapers.

4: Readership

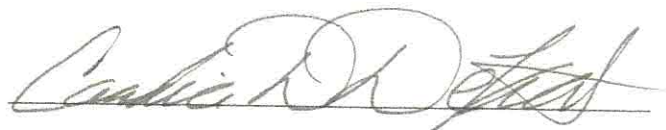
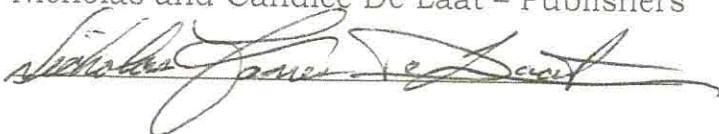
What is readership is compared to circulation? Many call "readership" of a newspaper a "pass along rate."

According to the National Newspaper Association (2013 numbers), the readership of a free newspaper is .016 readers per copy and daily circulated paid-for newspapers have a 0.68 readership. There are many reasons. If you charge for your newspaper you will of course have a higher readership rate, but most people in today's busy lives don't have the time to read the newspaper every day. This is why weekly newspapers have a readership of 3.10 per distributed copy. It sits around the house, or coffee shop, restaurants, breakfast places, bars, break rooms, libraries, and elsewhere for the entire week for more readers to enjoy.

On the back page, we have put some interesting numbers from the National Newspaper Association's research department.

Thank you very much for you time and consideration of making our community newspaper the official newspaper of the City of Gillette.

Nicholas and Candice De Laat – Publishers



National Newspaper Association Daily/Community Weekly Newspaper Breakdown

Community/Weekly newspaper pass-along rate (number of readers per copy circulated) or Readership:	3.10
Daily Newspapers:	0.68
<i>(This means that if a daily and weekly paper has 1000 copies distributed, than the daily has an average of 680 readers and the weekly community newspaper has an average of 3,100 readers.)</i>	
Percentage of community/weekly newspaper readers who say more than one other person read their copy of the paper:	84%
Daily Newspapers:	38%
Percentage of community/weekly newspaper readers who keep their copy of the paper for 6-9 days:	58.1%
Daily Newspapers:	4.3%
Percentage of community/weekly newspaper readers who say they read every or almost every issue of their paper:	83%
Daily Newspapers:	29%
Percentage of community/weekly newspaper readers subscribe to their paper:	69%
Daily Newspapers:	29%
Percentage of community/weekly market who adults rely on newspapers as their primary source for local news:	59% – more than any other single medium
Percentage of community/weekly newspaper readers who are registered to vote	91%