

December 19, 2012

To: Mayor, Council, & Administrator, City of Ramsey

From: John M. Kysylyczyn, Owner & Publisher, *Anoka County Record*



RE: Legal newspaper bidding information

Anoka County Record is a local community legal newspaper of general circulation that was founded on “new media” principles. All legal newspapers of general circulation, like the *Anoka County Record*, are required to meet certain publication standards set in state law. What delineates “new media” from “traditional media” though is what a publication does to go beyond these standards.

Traditional media is driven by *print* advertising dollars. That requires printing and distributing thousands of paper copies regardless of whether they are actually read or wanted. The amount of paper, chemicals, fuel, and auto emissions generated in production and distribution of the newspaper is a secondary concern. Also, there is little incentive to improve or expand online distribution under this business model.

Anoka County Record is a new media newspaper. We recognize that libraries, county, city, and township buildings are within reasonable distance of all residents, and that internet access is available throughout the entire county. We also recognize that local government and residents have limited budgets. We recognize that many local governments have their own newsletters and simply advertise in legal newspapers because it is a requirement of state law.

Anoka County Record operates under a different set of principles than traditional media.

- Our price for publication of government contract legal notices is \$5.94 per inch (9 lines per inch) which is half of what is commonly charged by traditional media. Note that our column width, font, point size, and leading are the same as the Anoka County Union.
- The entire newspaper layout process is 100% computerized, allowing emailed legal notices to be submitted with a deadline of noon Wednesday, one day prior to the Thursday publication date.
- The newspaper is published every two weeks on a Thursdays, with the first edition in 2013 to be published on January 4, 2013.

- The newspaper is an official legal newspaper (MN Stat. 331A.02) and the “known office of issue” is 7956 Main Street NE, Fridley, MN 55432.
- The primary newspaper distribution method is online, which allows us to achieve a potential delivery rate or market penetration of almost 90% directly into the home or work place of the residents of your community.
- The entire newspaper is available free of charge on the website.
- The website version of the newspaper is identical to the print version.
- The entire newspaper can be downloaded in a simple to read Adobe PDF document format that is compatible with PC, Mac, Smartphone, iPad, etc.
- The newspaper is available in one of three formats. (Original 11x17 format, regular 8.5x11 letter format, legal notices only letter format)
- Readers can sign up online, free of charge, to be notified of new issues through Facebook, Twitter, or in January 2013, an online email notification system.
- We impose no copyright restrictions on readers who wish to print, copy, or email our newspaper in its entirety to anyone else for personal use.
- The secondary newspaper distribution method is by print.
- The print edition of the newspaper is available free of charge, and currently is available at the Anoka County Courthouse and the Blaine Service Center. We currently distribute an average of 423 print copies throughout Anoka County.
- In 2013, we propose making print copies available free of charge at libraries, county, city, and township buildings with locations selected based partially upon successful bids for the publication of government contract legal notices.
- The number of newspapers printed is based upon the requirements set in law and actual demand, which is more environmentally friendly and lowers costs.
- Our subscription rate for the print edition of the newspaper (\$50/yr) simply covers our costs for first-class postage and handling. It is offered as a public service rather than to generate extra revenue. Bulk subscriptions are also available.

I would be pleased to meet with members and staff to discuss our bid, answer any questions, and discuss the differences between traditional media and new media along with the benefits that would come to your residents.

John M. Kysylyczyn, Owner & Publisher, *Anoka County Record*
 (763) 220-0411
 editor@anokacountyrecord.com

Anoka County **RECORD**

PO Box 21014 • Columbia Heights MN 55421-0014 • (763) 220-0411
E-Mail: editor@anokacountyrecord.com Website: www.anokacountyrecord.com

Fact sheet for Publication of Legal Notices - 2013

Price per column inch = \$5.94 (electronic or print submission)

Deadline for submission is Noon Wednesday, one day prior to publication.

Frequency of publication is Bi-weekly

Free distribution by print or online through website, email, Facebook, Twitter

Electronic version compatible with PC, Mac, Smartphone, iPad, etc.

Electronic version identical to print version

Electronic version available in one of three formats (Tabloid, Letter, Legal notices only)

Conforms with MN Stat. 331A.02 - Newspaper of "general circulation"

Potential market penetration of 90% into home/workplace through electronic distribution

No personal use or distribution copyright restrictions

Print edition currently available at Anoka County Courthouse and Blaine Service Center

Additional distribution locations to be introduced in 2013 based upon demand

Subscription rate for print edition (\$50/yr) simply covers first-class postage and handling

Known office of issue is 7956 Main Street NE, Fridley, MN 55432

Legal Advertising Government Contract Rates

Anoka County RECORD

Legal Advertising

\$5.94/column inch
.66/line

Column width:
(inches): 1.58
(points): 114
(picas): 9 1/2

Lines: 9 per column inch
Font: Lucida Sans
Point size: 7
Leading: 8 pt

Publication Date:

Thursdays bi-weekly
(see reverse side)

**Legal advertising
deadline:**

Wednesday Noon,
day before
publication date

All other submissions:

Monday before
publication date

**PUBLIC NOTICE
CITY OF ST. FRANCIS
ST. FRANCIS, MN
ANOKA COUNTY**

PUBLIC HEARING NOTICE

**CITY OF ST. FRANCIS
ST. FRANCIS, MN
ANOKA COUNTY**

NOTICE IS HEREBY GIVEN, that on November 5, 2015 the St. Francis City Council will meet at 4115 Ambassador Blvd. NW St. Francis, MN , to pass upon the proposed 2012 Miscellaneous Assessments for abatement of code violations, securing and monitoring fees for vacant property, mowing of weeds and any other unpaid fees. The properties to be assessed are all within the corporate limits of the city of St. Francis, Anoka County, Minnesota. Minnesota Statutes provides no appeal may be taken as to the amount of any assessment unless a written objection signed by the affected property owner is filed with the City Clerk prior to the assessment hearing or presented to the presiding officer at the hearing. If you would like to contest your assessment, please put it in writing and address it to the City Clerk, 23340 Cree Street NW, St. Francis MN 55070. The amount to be specially assessed against your particular lot, piece, or parcel of land has been sent to you in writing. Written or oral objections will be considered at the hearing. You may at any time prior to certification of the assessment to the county auditor, pay the entire assessment on such property, with interest accrued to the date of payment, to the St. Francis City Clerk. No interest shall be charged if the entire assessment is paid on or before November 5, 2012. If you decide not to prepay the assessment before the date given, the rate of interest that will apply is 10% per year.

Barbara I. Held
City Clerk

**Anoka County Record
PO Box 21014
Columbia Heights MN 55421-0014
Phone (763) 220-0411**

E-mail: editor@anokacountyrecord.com

**All editions are online at
www.anokacountyrecord.com**

**SAMPLE AD
6.5 inches = \$38.61**



2013 PUBLICATION SCHEDULE

JANUARY

S	M	T	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
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FEBRUARY

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MARCH

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APRIL

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JUNE

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JULY

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AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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22	23	24	25	26	27	28
29	30	31				

Anoka County **RECORD**

Established: 2011
Issues Per Year: 26
Issues This Report: 26

ANOKA COUNTY RECORD
PO BOX 21014
COLUMBIA HEIGHTS, MN 55421
(763) 220-0411
EDITOR@ANOKACOUNTYRECORD.COM
www.anokacountyrecord.com

PUBLICATION DESCRIPTION

The Anoka County Record is a bi-weekly free publication of government news from Anoka County, Minnesota. It covers the county board, twenty cities, nine school districts, one township, one conservation district, and surrounding areas. It also covers actions of the Minnesota Legislature that may affect the Anoka County area. Also included in each issue is a listing of all government and quasi-government meetings being held throughout the county. The Anoka County Record is available by paid subscription via first-class U.S. Mail, and complete editions are posted on the website, www.AnokaCountyRecord.com.

AVERAGE FREQUENCY: BI-WEEKLY CIRCULATION: OCTOBER 1, 2011 – SEPTEMBER 30, 2012

QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Individual Subscription	303	-	303
Association/Group/Directory Lists	-	-	-
Rotated	-	-	-
Bulk Distribution	116	-	116
Single Copy Sales	-	-	-
TOTAL QUALIFIED CIRCULATION	419	-	419
TOTAL NON-QUALIFIED CIRCULATION			4
TOTAL PRINTED			423