

DEPARTMENT: Administration BY: Mike Coffield PHONE: 966-3222
County Administrative Officer

RECOMMENDED ACTION AND JUSTIFICATION: (Policy Item: Yes___ No_x)

Resolution Awarding Bid for County's Legal Advertising

BACKGROUND AND HISTORY OF BOARD ACTIONS:

At its meeting of January 24, 1995, the Board directed the County Administrative Officer by Resolution 95-43 to invite the two legally adjudicated newspapers in the County to submit bids for legal advertising in 8 point type. Both newspapers have responded and a summary of the quotations received is attached.

Staff recommends that the bid for the County's legal advertising be awarded to the Mariposa Gazette at the cost per column-inch of \$1.90 for Legal Advertising/Public Notices in 8-point type, reserving the right to specify two or more column format at no additional charge, and at a rate of \$1.75 per column-inch for second and subsequent insertions. The cost per column-inch for additional insertion in publication of "forced" or "saturated" distribution is \$1.75. The bid also specifies a 20% discount to the initial column-inch cost of \$1.90 if copy is submitted "camera ready" or if the copy is submitted on a 3.5" or 5.25" diskette in DOS word processing format.

This is the lowest of the two bids as shown on the attached summary of quotations.

LIST ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:

- 1. The Board may award the bid by another criteria other than lowest price.

COSTS: () Not Applicable
A. Budgeted current FY \$ 3.20/column-inch
B. Total anticipated costs \$ 0
C. Required additional funding \$ 0
D. Internal transfers \$ 0

SPECIAL INSTRUCTIONS:
List the attachments and number the pages consecutively:

Attachment A: Summary of Quotations


SOURCE: () 4/5ths Vote Required
A. Unanticipated revenues \$
B. Reserve for contingencies \$
C. Source description:
Balance in Reserve for Contingencies, if approved: \$

CLERK'S USE ONLY:
Res. No.: 95-83 Ord. No. _____
Vote - Ayes: _____ Noes: _____
Absent: _____ Abstained: _____
() Approved () Denied
() Minute Order Attached () No Action Necessary

ADMINISTRATIVE OFFICER'S RECOMMENDATION:

This item on agenda as:
 Recommended
 Not Recommended
 For Policy Determination
 Submitted with Comment
 Returned for Further Action

The foregoing instrument is a correct copy of the original on file in this office.
Date:
ATTEST: MARGIE WILLIAMS, Clerk of the Board
County of Mariposa, State of California
By: Deputy

Comment: _____
A.O. Initials: 

Attachment A

SUMMARY OF QUOTATIONS - LEGAL ADVERTISING/PUBLIC NOTICES

	Gazette and Miner	Mariposa Tribune
1. Minimum charge per insertion	\$0.00	\$5.00
2. Cost per column-inch for Legal Advertising/Public Notices as specified: County reserves the right to specify two or more column format at no additional charge.	\$1.90	\$3.75
3. Cost per column-inch for second and subsequent insertions:	\$1.75	\$3.50
4. Cost per column-inch for additional insertion in publication of "forced" or "saturated" distribution:	\$1.75	\$1.75
5. Based on the quoted cost in #2 above, your cost for publication of the attached sample Ordinance:	\$35.15	\$67.50

OPTIONS

6. % discount offered to quotes in #2 if copy is submitted "Camera-ready" and does not have to be reset, scanned, or proofed:	20.00%	10.00%
7. % discount offered to quotes in #2 if copy is submitted on 3.5" or 5.25" diskette in DOS word processing format:	20.00%	10.00%
8. Option to extend for calendar year 1996? (Yes / No)	Y	N
9. Option to extend for calendar year 1997? (Yes / No)	Y	N