



# MANAGER'S MEMO ITEM

**ITEM:** Contract for Village Corner and the publication of Legal Notices  
**WORKSHOP DATE:** June 28, 2005  
**PREPARED BY:** Douglas Kozlowski  
**BID AMOUNT:** \$ \_\_\_\_\_ **ACCOUNT:** 001.840.0000.5407 - \$17,316  
**BUDGET AMOUNT:** \$ \_\_\_\_\_ 001.111.0000.5382 -  
 \$8000.00

**PURPOSE:** To obtain approval for a one year contract for the publication of the weekly Village Corner Ad and all Village Legal Notifications in the Downers Grove Reporter

## BACKGROUND:

As you may know, quotes have been received from both the Sun Downers Grove and Downers Grove Reporter regarding placement of the Village's weekly newspaper advertisement, the *Village Corner*. Since July 2003, this ad has been running in the Sun Downers Grove. The current cost for this full page, one color advertisement is \$333 per week or \$17,316 for 52 weeks.

The Village requested pricing from both newspapers for a weekly full page (4) four color ad, as well as the regular (1) one color advertisement, for a guaranteed 52 week period. Pricing for legal notices was also requested. The Village runs about 30 legal notices of varying lengths per year, and the cost for this service is typically quoted per column inch.

The Downers Grove Reporter submitted the lowest quote for the *Village Corner* at \$325 per week for (4) four color, which is \$60 less than the Sun's proposed new rate of \$385 per week for a (4) four color ad. The difference between the two over a 52 week period is approximately \$3,000. Additionally, the proposed rate being offered by the Reporter for (4) four color is less than the rate currently paid to the Sun for a (1) one color ad (see table below).

With regard to legal notices, the estimated annual difference between the Sun's \$8.65 per column inch price and the Reporter's \$11.50 per inch would be about \$2,500. In budget year 2004/05 the Village published approximately 903 column inches in legal notices (see table below).

	SUN	REPORTER
Circulation	20,428 homes no businesses or retail locations	21,500 homes, 500 businesses, 450 copies to newsstands and boxes
Village Corner 4 color 52 weeks	\$385 pr/wk (52) = \$20,020 pr/yr	\$325 pr/wk (52) = \$16,900 pr/yr
Village Corner 1 color 52 weeks	\$350 pr/wk (52) = \$18,200 pr/yr	\$305 pr/wk (52) = \$15,860 pr/yr
Legal Advertising per column inch	\$8.65 pr column inch (903) = \$7,810.95	\$11.50 per column inch (903) = \$10,384.50

**ATTACHMENTS:**

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Advertising Contract

**STAFF RECOMMENDATION:**

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Although there is a difference in the price for legal notices between the two vendors, it is important that the Village Corner Advertisement and Village Legal Notices appear in the same publication. Often times the subject of legal notices are also agenda items for meetings that are referenced in the Village Corner. It makes sense to run both items in the same publication for the convenience of readers who may be tracking an issue. Overall, the combined price for both items, as offered by the Reporter, is \$500.00 less than the quote from the Sun Downers Grove.

Pending Council approval and proper notification to the Sun, the Public Information Office will make the change to the Downers Grove Reporter in mid July. Please contact me, if I may provide any additional information of clarification.

# Liberty Suburban Chicago Newspapers

Press Publications Life Newspapers Press-Republican Glen News Printing Reporter/Progress Newspapers

**Corporate Office: 709 Enterprise Drive, Oak Brook, IL 60523-8814**

**630-368-1100 • Fax 630-368-1188 • www.libertysuburban.com**

## **Advertising Authorization**

**Legal Business Name:** Village of Downers Grove

**Billing Address**

**Street:** 801 Burlington Avenue

**City:** Downers Grove, IL 60515

**Phone:** (630) 434-5500

**Fax:** (630) 434-5571

**E-mail:** dkozlowski@downers.us

The Village of Downers Grove agrees to place one full page advertisement every Friday in the Downers Grove Reporter beginning July 15, 2005 and ending July 14, 2006.

**Single Color Rate:** \$305 per page

**Full Color Rate:** \$325 per page

*Legal Publications - \$11.50 per column inch*

**Right to Cancel** The advertiser has the right to terminate this agreement without consequence at any time with a written notice.

**Payment Terms** Payment is required before publication, unless prior approval from credit department. A \$20 charge will be assessed on each returned check. Create, Print & Delivers require 50% of the price at the time of the order, regardless of credit terms.

**Ad Cancellation** Display ads can be cancelled at any time up to the published ad reservation deadline without charge. Any cancellations after that time will be charged 25% of the cost of the ad. Create, Print & Delivers may be cancelled at any time up to two weeks prior to insertion without charge. Between that time and one week prior to insertion, you may cancel a Create, Print & Insert, but will incur 50% of the total price. Preprinted inserts may be cancelled at any time prior to five days before insertion.

**Position Reservation** An advertiser may request a specific position within a paper for an additional 25% of the price of the ad. The ad must be a 1/4 page or larger. Reservations are based on a first-come, first-served basis.

**Other Publications** Liberty Suburban Chicago Newspapers maintains ownership of any advertisement that it creates. A camera-ready or electronic version of your advertisement can be obtained for submission to another publication for \$25 plus the cost of media.

**Tearsheets** Tearsheets can be provided for proof of publication upon request.

**Proofs** Proofs are for error corrections only. Layout revisions from the proof may result in an additional charge.

**Ad Approval** All advertising is accepted subject to approval by the Publisher. Liberty Suburban Chicago Newspapers reserves the right to refuse or cancel any advertisement at any time, including that which, in its sole opinion, is not in the best interest of its readers or public decency.

**Editorial Style Advertisement** Ads submitted in an editorial format will be marked "Advertisement" at the top and will be separated from Liberty Suburban Chicago Newspaper editorial copy by rules.

**Rate Policy** All rates listed are net. No discounts will be applied with the exceptions of circulation and contract discounts. The publisher reserves the right to change advertising rates at any time with a 30-day notice in writing. All agreements are accepted with provision. If such revisions are not acceptable to the advertiser, the advertiser shall have the right to terminate the agreement in writing prior to the date of change.

**Billing and Credit Payment** is due with acceptance of advertising unless credit has been established. Payments are due on billed accounts within 30 days of receipt of invoice. A 1.5% monthly finance charge will be added to all past due balances.

**Political Advertising** All political advertising requires cash with copy and must comply with all regulations pertaining to such advertising.

**Liability** Liberty Suburban Chicago Newspapers will not be liable for slight changes or typographical errors that do not lessen the value of the advertisement. Ad errors must be reported within 30 days of publication. Liberty Suburban Chicago Newspapers will not be liable or responsible for any error in advertisement except to give the Advertiser credit for so much of the space occupied by the advertisement as is materially affected by the error. Credit shall be by refund or re-publication of the advertisement at the election of Liberty Suburban Chicago Newspapers. Such credit shall not be given for more than one incorrect insertion unless the Publisher is given written notice of the error before the repetition of the insertion. Every advertisement requires signature approval of the content by the Advertiser stating either "Approved As Is" or "Approved with Indicated Copy Changes." Liberty Suburban Chicago Newspapers will not be liable for errors on approved ads not otherwise indicated.

**Indemnity Agreement** The advertiser represents and warrants that all statements contained in copy submitted by advertiser are true, and advertiser agrees that it will indemnify and hold harmless publisher from liability, including reasonable attorney's fees and other costs of defense, arising from any actions or claims of libel, slander, disparagement, trade libel, invasion of privacy, or other causes of action resulting from the publication of advertiser's copy.

**Fax & E-mail Authorization** The advertiser authorizes Liberty Chicago Suburban Newspapers to send fax or e-mail communications to me at the above listed fax number(s) and e-mail addresses.

We agree to the terms and conditions stated in this agreement.

Village of Downers Grove:

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Downers Grove Reporter:

Signature Neil Shannon Title Assoc. Pub. Date 6-13-05  
Neil Shannon Associate Publisher