

REQUEST FOR BOARD ACTION

HENDERSON COUNTY

BOARD OF COMMISSIONERS

MEETING DATE: 2 May 2016

SUBJECT: Request for Proposals on Legal Advertisements

PRESENTER: Charles Russell Burrell

SUMMARY OF REQUEST:

As directed at your March 7, 2016, meeting, we have received proposals for legal notice advertising from three newspapers.

The process followed was this:

- A request for proposals was sent out on March 22, 2016. Each proposer was requested to list a price (set as “per word” of copy) for each of four types of ads (examples to be used were supplied with the request for proposals). A copy of the request is attached (less the example advertisements).
- The request was sent to the four newspapers known to fulfill North Carolina’s requirements for legal notice advertising within Henderson County, namely *The Citizen-Times*, *The Hendersonville Lightning*, *The Hendersonville Tribune*, and *The Times-News*.
- The response date was set for April 14, 2016.
- A reminder to bidders from whom (as yet then unopened) responses had not been received was sent March 29.
- Responses were received from three of the four newspapers, as shown on the following page.

County staff will be present and prepared if requested to give further information on this matter.

BOARD ACTION REQUESTED:

Accept proposal of *Hendersonville Lightning* for legal notice advertisements for Henderson County for advertisements placed after this date through the end of FY2017.

If the Board is so inclined, the following motion is suggested:

I move that the Board accept the proposal of the Hendersonville Lightning for legal notice advertisements placed after this date through the end of FY2017.

PROPOSALS FOR LEGAL ADVERTISING

Asheville Citizen-Times

Ad example 1	\$294.00
Ad example 2	\$189.00
Ad example 3	\$241.50
Ad example 4	\$4,645.20

Other provisions: "All prices are subject to change" Per word cost not provided.

The *Times-News*

Ad example 1	\$376.96
Ad example 2	\$240.92
Ad example 3	\$258.40
Ad example 4	\$3,905.64

Other provisions: Per word cost \$0.76 per word.

The *Hendersonville Lightning*

Ad example 1	\$143.84
Ad example 2	\$91.93
Ad example 3	\$98.60
Ad example 4	\$1,490.31

Other provisions: Per word cost \$0.29 per word.
Per line cost \$0.86 per line.