



# Office of the City Clerk

## REQUEST FOR PROPOSAL FOR LEGAL ADVERTISING SERVICES

### CITY OF MERCED

Release date September 11, 2025

The City of Merced is seeking proposals for advertising services that include legal, classified, and display advertisements.

Proposal must specify a per column cost, per line cost, and/or per word cost, where applicable. Also, specify any additional cost for running the advertisements more than one time.

Please be complete and thorough in your costs so that the City may accurately compare each proposal.

To be considered for being the preferred adjudicated publisher of the City's legal advertisements, proposers must submit two (2) copies of their proposal to the City of Merced, City Clerk's Office, 678 West 18<sup>th</sup> Street, Merced, California 95340 by 5:00 P.M. on Monday, September 22, 2025. Postmarks are not acceptable. Proposals will be accepted in paper format, in a sealed envelope, clearly marked with the RFP title and the name of the company submitting the proposal. Incomplete proposals may be rejected as non-responsive.

Proposers are advised that, under Government Code Section 1126, employees of the City of Merced are not eligible to bid on City contracts, to provide services or supplies to the City, or to enter into a lease or other agreements with the City. Any proposals submitted by any City employee, either individually or through a partnership, corporation, or other form of business entity or association, will be rejected and may subject the employee to discipline under the City's Personnel Rules, Article XIX, Section 19.02.

For any questions, please contact Jennifer Parsley by email only at [parsleyj@cityofmerced.gov](mailto:parsleyj@cityofmerced.gov).