



Legislation Details (With Text)

**File #:** 16-236      **Version:** 1      **Name:**

**Type:** Consent Item      **Status:** Passed

**File created:** 5/23/2016      **In control:** City Council/Public Finance and Economic Development Authority/Parking Authority

**On agenda:** 6/6/2016      **Final action:** 6/6/2016

**Title:** SUBJECT: City of Merced Legal Advertising Services

**REPORT IN BRIEF**  
Awards bid for publishing legal notices to the Merced County Times (Mid Valley Publications).

**RECOMMENDATION**  
City Council - Adopt a motion awarding bid for City of Merced legal advertising services to the Merced County Times newspaper.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. REQUEST FOR PROPOSAL FOR ADVERTISING SERVICES.pdf, 2. Mid Valley Pub Proposal.pdf, 3. Merced Sun-Star Proposal.pdf

Date	Ver.	Action By	Action	Result
6/6/2016	1	City Council/Public Finance and Economic Development Authority/Parking Authority	approved	Pass

*Report Prepared by: John Tresidder, Assistant City Clerk, City Clerk's Office*

**SUBJECT:** City of Merced Legal Advertising Services

**REPORT IN BRIEF**

Awards bid for publishing legal notices to the Merced County Times (Mid Valley Publications).

**RECOMMENDATION**

**City Council** - Adopt a motion awarding bid for City of Merced legal advertising services to the Merced County Times newspaper.

**ALTERNATIVES**

1. Award bid as recommended by staff; or,
2. Refer to staff for further study; or,
3. Take no action.

**AUTHORITY**

Merced City Charter, Article IV-City Council, Section 419-Publishing of Legal Notices.

**CITY COUNCIL PRIORITIES**

As provided for in the 2016-17 Proposed Budget.

**DISCUSSION**

Both the Merced Sun-Star and the Merced County Times have been adjudicated by the Merced Superior Court to be newspapers of general circulation as defined in Section 6000 of the Government Code, and therefore meet the requirements for legal advertising in Merced. The bid for legal notice advertising services in Fiscal Year 2013/2014 was awarded to the Merced County Times.

Section 419 of the Merced Municipal Code states that at least once every three (3) years, a notice shall be published inviting bids and contracts for the publication of all legal notices.

The City Clerk’s Office solicited bids for advertising services from both the Merced Sun Star and the Merced County Times. Proposals were received from both newspapers prior to the deadline, as follows:

***Legal Advertising Rates:***

Merced County Times

Per line rate .....\$ 0.375/line  
Column Width .....1.632”

Merced Sun-Star

Per line rate .....\$ 0.50/line  
Column Width.....1.556”

Difference between Quotes

Per line rate .....\$ 0.12/line

Government Code regulates the determination if a legal notice is required to be posted once or multiple times. Staff recommends awarding the bid to the Merced County Times. The City of Merced has contracted with the Merced County Times in the past and has received excellent service. Legal advertising with the Merced County Times will commence in July at the beginning of the 2016/2017 Fiscal Year.

Since there is no legal requirement limiting the City to a single publication for classified and display advertising, it is recommended that the City continue to select the newspaper of its choice for classified and display advertising, such as employment opportunities, Spring Cleanup, housing plan notices, City board/commission vacancies, etc. On many occasions the City has a need to advertise in both of these publications, as well as others, to meet our needs in these areas.

**ATTACHMENTS**

1. Request for Proposal
2. Merced County Times Proposal
3. Merced Sun Star Proposal