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GOVERNOR
SCOTT A. NEITZEL
SECRETARY
Division of Enterprise Operations
State Bureau of Procurement
101 East Wilson Street, 6th Floor
Post Office Box 7867
Madison, WI 53707-7867
Voice (608) 266-2605
Fax (608) 267-0600
http://vendornet.state.wi.us

October 11, 2016 SENT VIA EMAIL

Standard Press
Legal Department/Cyndi Jensen
209 Dodge Street
Burlington, WI 53105-0

Dear Publisher:

RE: Certification of Legal Notice Rates for January – December 2017

This is a request for information to certify your newspaper for publishing legal notices per Chapters 10 and 985, Wis. Stats. Follow the steps below:

1. Review your current 2016 Certification Letter
2. Complete the attached Application form, DOA-3417
3. Submit a Statement of Ownership (PS-3526) from your USPS office
4. Send in a full-page tear sheet from your legal/public notice section of your newspaper

All of the instructions are on the attached DOA form. Form DOA-3417 is also available as a fillable electronic form on our VendorNet website: Newspaper Rates for Publication of Legal Notices at http://vendornet.state.wi.us/vendornet/paprates/5a.asp/2480_1.doc

To be certified for 2016 you must return a completed application form DOA-3417 (attached), PS-3526 US Postal Service and a full-page tear sheet. Please return by October 30, 2016 by US mail to my attention (Bill Goff) at the address above. FAXED paperwork will not be accepted.

This application process is performed annually for certifying newspapers to publish legal notices and updating information throughout the year concerning font sizes, column widths, and address or name changes. State agencies, universities and municipalities shall not be held to any rate changes until your newspaper is certified by the Department of Administration.

Failure to return the three items listed above (2 – 4) will deny your newspaper the legal right to collect a fee for publishing legal notices.

If you have, any questions in regards to this program please contact me, Bill Goff at (608) 266-1002 or william2.goff@wisconsin.gov and I will be happy to assist you.

Thank you for your time and assistance with this process. I look forward to your certification.

Sincerely,

Bill Goff
Newspaper Certification Program

Enclosure(s)
Form DOA-3417

STATE OF WISCONSIN
DEPARTMENT OF ADMINISTRATION
DIVISION OF ENTERPRISE OPERATIONS
DOA-3417 (R07/2015)
AUTHORITY: S. 985, WIS. STATUTES.

STATE BUREAU OF PROCUREMENT
101 EAST WILSON STREET, 6TH FLOOR
POST OFFICE BOX 7867
MADISON, WI 53707-7867
VOICE (608) 264-7658
http://vendornet.state.wi.us/vendornet/paprates/5a.asp

Application to Certify Newspaper Legal Notice Rates

Instructions: State of Wisconsin newspapers must apply to receive any compensation or fee for publishing legal notices by completing this form. **To renew your certification or apply for the first time, please complete all five (5) sections of this form**.

After renewal, if you need to update your information, only fill in the spaces on this form that apply to the change(s) and submit ten days prior to the effective date of the change so that new rates issued by the Department of Administration can be sent to the newspaper.

Return all of the required documents to the address above by US mail.

☒ Renew	☐ New	☐ Change to current information	Effective Date of Change January 1, 2017

1. Newspaper Name:

Standard Press		Contact Person for placing legal notices Legal Department/Cyndi Jensen
Street Address 209 Dodge Street	PO Box	County Racine
City Burlington	State WI	Zip+4 53105-0
Telephone Number (262) 728-3411	Fax Number (262) 725-7702	Contact Email Address cjensen@southernlakesnewspaper.co
	Will you accept emailed legal notices? ☐ YES ☐ NO	

Published on:	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				X			

Total Circulation	Paid Circulation	WEB Address	TAX ID NUMBER
		www.southernlakesnewspapers.com/	39-2022463

Column Width (measured in picas) ** Please Verify Column Widths and Font List **

Col 1	Col 2	Col 3	Col 4	Col 5	Col 6	Col 7	Col 8	Col 9	Col 10	Col 11	Col 12	Col 13	Col 14	Col 15	Col 16
9.50	19.75	30.00	40.25	50.50	60.75										

New applicants must complete the section below. Renewing applicants should skip to Section 2 unless changing or adding fonts.

Font & Size	Font & Size	Font & Size	Font & Size	Font & Size	Font & Size
Arial 8pt					
Arial Bold 8pt					

ONLY if you are changing or adding fonts, submit a SAMPLE of the fonts. A font sample consists of three (3) alphabet lengths a through z in lowercase, repeated in one continuous line. The sample must NOT contain kerning, ligatures, and must be flush left (ragged right) e.g.; abcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyzabcdefghijklmnopqrstuvwxyz
One sample of each point size and style (bold or italic) must be submitted with name and size of font on a separate sheet.

2. Parent Company Information: (if different than #1 above)

Parent Company Name **Southern Lakes Newspapers LLC**		Parent Company Contact Person Cyndi Jensen
Street Address 1102 Ann Street	PO Box	Tax ID Number 39-2022463
City Delavan	State WI	Zip + 4 53115-0
Telephone Number (262) 728-3411	Fax Number (262) 725-7702	Email for Parent Company cjensen@southernlakesnewspaper.co

Have you submitted the completed DOA-6448 Taxpayer Identification Number Verification form?

☐ YES ☐ NO **Please verify TAX ID # for both Newspaper Company and Parent Company**

3. Required Verification of Paid Circulation:

To verify your newspaper's total paid circulation you are required to submit one of the forms listed below every year from an independent third party. The State of Wisconsin Department of Administration requires the most recent 12 months of your paid circulation numbers on or before the 15th of October of each year. This will certify that your publication meets the requirements of Statute 985.03.

☐ United States Postal Service Statement of Ownership, Management and Circulation (PREFERED) (All Periodicals Publications except Requester Publications) PS Form 3526

☐ Audit Bureau of Circulation: www.accessabc.com

☐ Circulation Verification Council: http://www.cvcaudit.com/

☐ Verified Audit Circulation: http://www.verifiedaudit.com/

☐ Other: _____

985.03 Qualifications of newspapers. (1) (a) No publisher of any newspaper in this state shall be awarded or be entitled to any compensation or fee for the publishing of any legal notice unless, for at least 2 of the 5 years immediately before the date of the notice publication, the newspaper has been published regularly and continuously in the city, village or town where published, and has had a bona fide paid circulation:

1. That has constituted 50% or more of its circulation; and,
2. That has had actual subscribers at each publication of not less than 1,000 copies in 1st and 2nd class cities, or 300 copies if in 3rd and 4th class cities, villages or towns. (s. 62.05)

(b) Suspension of publication resulting from the mobilization of troops being called to active duty with the armed forces, strike, lockout or damage, or destruction due to war, fire or act of God, shall not count as an interval in publication.

(bm) A period of disqualification not to exceed 2 years due only to the place of publication shall not count as an interval in publication.

(c) A newspaper, under this chapter, is a publication appearing at regular intervals and at least once a week, containing reports of happenings of recent occurrence of a varied character, such as political, social, moral and religious subjects, designed to inform the general reader. The definition includes a daily newspaper published in a county having a population of 500,000 or more, devoted principally to business news and publishing of records, which has been designated by the courts of record of the county for publication of legal notices for a period of 6 months or more.

(2) Any person charged with the duty of causing legal notices to be published, and who causes any legal notice, to be published in any newspaper not eligible to so publish under the requirements of sub. (1), or who fails to cause such legal notice to be published in any newspaper eligible under this section, may be fined not to exceed $100 for each offense. Each day in which a legal notice should have been but was not published as required by law shall constitute a separate offense hereunder. A newspaper in order to be eligible under this section shall also file a certificate with the county clerk stating that it qualifies under this section and stating its place of publication.

History: 1975 c. 341; 1989 a. 31.

This section does not violate equal protection. The term "paid circulation," as a requirement under sub. (1) (a), is discussed. Community Newspapers v. West Allis, 156 Wis. 2d 350, 456 N.W.2d 646 (Ct. App. 1990).

A municipality may not expend funds to publish legal notice in a "shopper" that does not meet the qualifications in s. 985.03 (1) (a). 71 Atty. Gen. 177.

4. Required Sample

Please enclose a full page of your newspaper that displays your legal notice section.

5. Certification

By signing below, I certify that the information I have provided in this application is true to the best of my knowledge. I understand that any false, misleading, or missing information may disqualify me from consideration.

Print Name	Print Title	Telephone Number ( ) -
Signature		Date (mm/dd/ccyy)

This document can be made available in alternate formats to individuals with disabilities upon request.