



STATE OF WISCONSIN  
DEPARTMENT OF ADMINISTRATION

Scott Walker, Governor  
Ellen Nowak, Secretary  
James M. Langdon, Administrator

October 1, 2018

SENT VIA EMAIL

**Coulee News**

Lisa Faulkner  
401 Third Street N  
La Crosse, WI 54601

Dear Publisher:

**RE: Certification of Legal Notice Rates for January – December 2019**

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 2018 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

<https://vendornet.wi.gov/Download.aspx?type=contract&Id=27ef85cb-b6c7-e611-80f8-0050568c7f0f&filename=DOA-3417+Application+to+Certify+Newspaper+Legal+Notice+Rates.doc>

To be certified for 2019 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 31, 2018 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 regard to this program please contact me, Bill Goff at (608) 266-1002 or [william2.goff@wisconsin.gov](mailto: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



## 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.

<input checked="" type="checkbox"/> Renew	<input type="checkbox"/> New	<input type="checkbox"/> Change to current information	Effective Date of Change January 1, 2019
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<b>1. Newspaper Name:</b> Coulee News				Contact Person for placing legal notices Lisa Faulkner			
Street Address 401 Third Street N				PO Box		County La Crosse	
City La Crosse				State WI		Zip+4 54601	
Telephone Number (608) 791-8300				Fax Number (608) 791-8238		Contact Email Address lisa.faulkner@lee.net	
				Will you accept emailed legal notices? <input type="checkbox"/> YES <input type="checkbox"/> NO			
Published on:	Monday	Tuesday	Wednesday	Thursday	Friday X	Saturday	Sunday
Total Circulation	Paid Circulation	WEB Address www.lacrossetribune.com/couleenews				TAX ID NUMBER 42-0823980	

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
9.400	19.400	29.400	39.400												

**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 Light 6.8pt	Arial Light 9pt				
Arial Light Bold 6.8pt	Arial Light Bold 9pt				
Arial Light 8pt					
Arial Light 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 Lee Enterprises Inc.		Parent Company Contact Person Kevin Mowbray	
Street Address 201 N Harrison St, Suite 600		Tax ID Number 42-0823980	
City Davenport		Zip + 4 52801-1924	
Telephone Number (563) 383-2100		Email for Parent Company kevin.mowbray@lee.net	

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 (PREFERRED)  
(All Periodicals Publications except Requester Publications) PS Form 3526
- ☐ Audit Bureau of Circulation: [www.accessabc.com](http://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) Except as provided in par. (am), 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 the newspaper has had a bona fide paid circulation and one of the following applies:

- 1m. For at least 2 of the 5 years immediately before the date of the publication of the notice, the newspaper has been published regularly and continuously in the city, village, or town where published.
  - 2m. The newspaper is a successor to a newspaper described in subd. 1m. and the successor newspaper has resumed publication following succession within 30 days.
  3. The newspaper has merged or consolidated with one or more newspapers and one of the newspapers subject to the consolidation or merger has been continuously published at regular intervals of at least once each week for at least 50 issues each year for at least one year prior to the first publication of the notice.
- (am) If there is not a newspaper in a city, village, or town that satisfies the requirements under par. (a), the publisher of a newspaper that satisfies all of the following may be awarded or be entitled to compensation or a fee for the publishing of a legal notice:
1. The newspaper is published regularly and continuously in the city, village, or town and publishing in the newspaper is likely to give notice in the area or to the affected person.

2. The newspaper is otherwise qualified under this section.
- (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.
- (cm) 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.
- (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.

*History: 1975 c. 341; 1989 a. 31; 2011 a. 228; 2017 a. 207 s. 5; 2017 a. 282. 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.