



STATE OF WISCONSIN
DEPARTMENT OF ADMINISTRATION

Tony Evers, Governor
Kathy Blumenfeld, Secretary
Jana Steinmetz, Administrator

October 1, 2024

SENT VIA EMAIL

Richland Observer

Dave McGowan
172 E Court Street
PO Box 31
Richland Center, WI 53581-0031

RE: Certification of Legal Notice Rates for January – December 2025

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 2024 Certification Letter**
2. ****Complete the attached Application form, DOA-3417 (pre-populated with information from the database)**
3. ****Submit a Statement of Ownership (PS-3526) from your USPS office or alternative method listed on DOA-3417.**
4. ****Send in a full-page tear sheet from your legal/public notice section of your newspaper**
5. ****There are 3 places on the Application that need addressing. The County is only supposed to have one county listed. I began entering 2 or more as a way of identifying where that newspaper provides coverage. My decision has caused problems meaning we need to correct it by going back to only listing the county where your newspaper is located.**
6. ****In addition to number 5, on the application for PLACE OF PUBLICATION needs to be entered for every newspaper. This is requirement of state statutes. I have only a few newspapers who have provided this information.**
7. ****There is a new section will clear up the county problem. This section is labeled AREAS COVERED BY NEWSPAPER. To help assist every user of the Legal Notice program, they need to know which newspaper will provide the best results for their legal notice. Please enter every city, town, and village your newspaper provides coverage.**

****Due to working out of my home, please send all items electronically to my email address**

(william2.goff@wisconsin.gov). Please do not mail anything. If you find you must mail anything, please contact me so I know to look for it when I am in the office.

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://doa.wi.gov/Forms/DOA-3417ApplicationtoCertifyNewspaperLegalNoticeRates.docx>.

To be certified for 2025 you must return items 2 – 7 listed above. Please return by October 31, 2024 by email (william2.goff@wisconsin.gov). **FAXED paperwork will not be accepted.**

Failure to return the three items listed above (2 – 7) will deny your newspaper the legal right to collect a fee for publishing legal notices.

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

If you have, any questions regarding this program please contact me, Bill Goff at 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 paperwork.

Sincerely,

Bill Goff
Procurement Specialist
Newspaper Certification Program
State Bureau of Procurement
Division of Enterprise Operations
Department of Administration
101 E Wilson St, 6th Floor
Madison, WI 53703-3405

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, 2025							
1. Newspaper Name: Richland Observer						Contact Person for placing legal notices Dave McGowan									
Street Address 172 E Court Street			PO Box PO Box 31			**County Richland									
City Richland Center			State WI			Zip+4 53581-0031									
Telephone Number (608) 647-6141			Fax Number (608) 647-6143			Contact Email Address jinge@tds.net									
**Place of Publication, as defined in Wis. Stat. § 985.01(5) Richland Center, WI						Will you accept emailed legal notices? <input type="checkbox"/> YES <input type="checkbox"/> NO									
**Areas covered by Newspaper (list all cities, towns, and villages which your newspaper provides circulation)															
Published on:		Monday	Tuesday	Wednesday	Thursday X	Friday	Saturday	Sunday							
Total Circulation		Paid Circulation		WEB Address www.swnews4u.com				TAX ID NUMBER 14-1848610							
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
10.000	21.000	31.000	43.000	53.000	64.000										
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		Font & Size		Font & Size	
Arial 8pt		Arial 10pt													
Arial Bold 8pt		Arial Bold 10pt													
Arial 9pt															
Arial Bold 9pt															
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 <u>lowercase</u> , 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 Morris Newspaper of Wisconsin		Parent Company Contact Person John Ingebritsen
Street Address 208 W Cherry St	PO Box PO Box 310	Tax ID Number 14-1848610
City Lancaster	State WI	Zip + 4 53813-0310
Telephone Number (608) 723-2151	Fax Number (608) 723-7272	Email for Parent Company
Have you submitted the completed DOA-6448 Taxpayer Identification Number Verification form? <input type="checkbox"/> YES <input type="checkbox"/> 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 Verified Audit Circulation: <http://www.verifiaaudit.com/>
- Circulation Verification Council: <http://www.cvcaudit.com/> Other: _____

4. Required Sample

Please scan as much of a full page as possible of your newspaper that displays your legal notice or classifieds section.

5. Certification

By signing below, I certify that the newspaper named above meets the criteria in Wis. Stat. § 985.03(1) and that the information I have provided in this application is true and complete 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)