



Arial	8	102	19.90	1.3426	1.3426	1.0605
Arial	8	102	30.80	2.0779	2.0779	1.6413
Arial	8	102	40.80	2.7526	2.7526	2.1743
Arial	8	102	51.90	3.5014	3.5014	2.7658
Arial	8	102	61.60	4.1559	4.1559	3.2827
Arial	10	127	9.70	0.5256	0.5256	0.4152
Arial	10	127	19.90	1.0783	1.0783	0.8517
Arial	10	127	30.80	1.6689	1.6689	1.3182
Arial	10	127	40.80	2.2107	2.2107	1.7463
Arial	10	127	51.90	2.8122	2.8122	2.2213
Arial	10	127	61.60	3.3378	3.3378	2.6365

**Ballots**

Fees for publishing ballots are calculated by area. The fee is charged as if the area occupied by the ballot were set in the standard line described in s. 985.08 (2)(a), Wis. Stats.

“All legal notices shall be in Arial type face. A standard line shall be 6-point Arial on a 6-point leading without spacing between the lines, and 11 picas in length. One inch equals 6 postscript pica and 72 postscript points. Nonstandard line lengths shall be allowed with adjustments in fees according to variations in line length.”

To calculate ballot rates use the current statute standard line rate of **\$0.9462** first insert and **\$0.7474** subsequent insertion, multiplying by 12 lines per inch, then dividing by 11 picas per column and applying the newspaper’s circulation adjustment.

Use the following worksheet to calculate fees for ballots:

- a) Measure the width of the ballot in picas (1 inch = 6 picas = 72 points): (a) \_\_\_\_\_
- b) Measure the height (single column) of the ballot in inches: (b) \_\_\_\_\_
- c) Multiply line (a) times line (b) equals: (c) \_\_\_\_\_
- d) Enter the appropriate adjusted facsimile ballot rate from the table below: (d) \$ \_\_\_\_\_

Range	Circulation Adjustment	Ballot Rate per line
<b>First Insert:</b>	<b>\$0.9462</b>	
8,0000 or less	0%	\$0.9462
8,001-12,000	15%	\$1.1010
12,001-16,000	30%	\$1.2559
16,001-20,000	45%	\$1.4107
20,001-24,000	60%	\$1.5655
24,001 and up	75%	\$1.7204
<b>Subsequent Insert:</b>	<b>\$0.7474</b>	
8,0000 or less	0%	\$0.7474
8,001-12,000	15%	\$0.8697
12,001-16,000	30%	\$0.9920
16,001-20,000	45%	\$1.1143
20,001-24,000	60%	\$1.2366
24,001 and up	75%	\$1.3589

e) Multiply line (c) times line (d) = TOTAL \$ \_\_\_\_\_

Sample Ballots shall be published per the copy furnished by the county and municipal clerks. Introductory and descriptive text includes material which accompanies the ballot, but which in itself is not part of the actual ballot. Fees for such are not calculated as facsimile ballots. Unless directed otherwise by the election official, this material should be published using the appropriate legal notice font and line rate from this certification.

s. 5.94 “Sample ballots; publication. When an electronic voting system employing a ballot that is distributed to electors is used, the county and municipal clerk of the county and municipality in which the polling place designated for use of the system is located shall cause to be published, in the type B notices, a true actual-size copy of the ballot containing the names of offices and candidates and statements of measures to be voted on, as nearly as possible, in the form in which they will appear on the official ballot on election

day. The notice may be published as a newspaper insert. Municipal clerks may post the notice if the remainder of the type B notice is posted.”

**SIZE:** Election ballots may **not** be enlarged. If appropriate to provide a proper fit for a newspaper's standard column width, ballots may be reduced in size photographically. If reduced, the fee calculations are based on the area covered by the ballot as published, i.e., after it is reduced.

Chapter 10 of the Wisconsin Statutes provides the information necessary to publish election ballots in newspapers.

**OPTICAL SCAN BALLOTS:** These were developed after the requirements of Chapter 985 Wisconsin Statutes were established. Responsibility for readability lies with the county or municipality placing the notice.

**MEASUREMENTS:** For purposes of this certification, 1 inch = 6 picas = 72 points.

**RATES:** Wisconsin Statutes establish the standard line rate for publication of legal notices and the annual adjustment procedure. The rates for each newspaper are calculated by adjusting for the font alphabet length, the newspaper's column width(s) and total paid circulation. (Please refer to s. 985.08(2)(a), Wis. Stats.)

**INSERTION:** Use first insert rates to calculate fees for the first date a notice or ballot is published. First insert rates include an allowance for preparatory work by the publisher. Use subsequent insert rates for repeat publications of the same notice or ballot, i.e., when no additional preparation is needed.

**COPY:** When electronic copy for the entire legal notice or substantial areas thereof is provided, eliminating typesetting, enlargements or reductions, or other changes by the newspaper, the maximum rate is the same as the maximum rate established under sub.(1) for subsequent insertions. (Please refer to s. 985.08 (2)(b), Wis. Stats.)

**TEAR SHEETS:** Upon request, a tear sheet proof of a multiple insertion notice shall be mailed to the advertiser or the advertiser's attorney within 72 hours after the first insertion, and an additional charge of \$1 for such tear sheet proof may be made. (Please refer to s. 985.08 (8), Wis. Stats.)

**AFFIDAVITS:** The fee for an affidavit of publication shall be \$1.00 (Please refer to s. 985.12(4), Wis. Stats.)

985.12(1) The affidavit of the editor, publisher, printer or proprietor of any newspaper, or of his or her foreman or principal clerk, of the publication of any legal notice, annexed to a copy of the notice clipped from the newspaper in **either hard copy or electronic format**, and specifying the date of each insertion, and the paper in which it was published, shall be received in all cases as presumptive evidence of the publication and of the facts stated therein.

**RENEWALS:** Annually updated legal notice rate certification to newspapers who meet the statutory requirements. Newspapers need to contact the State Bureau of Procurement for any changes in address, font size, column width or any of the items listed in this certification. (Please refer to s. 985.08(1), Wis. Stats.)

Newspapers must contact the Department of Administration for any changes in public notice contact personnel, address, font sizes, column width and/or any of the items listed in this certification.

If you have any questions about this certification, please email me at: [william2.goff@wisconsin.gov](mailto:william2.goff@wisconsin.gov) or you can call me at (608) 266-1002.

Sincerely,  
Bill Goff  
Newspaper Certification Program

Attachment  
Chapter 985