



STATE OF WISCONSIN
DEPARTMENT OF ADMINISTRATION

Tony Evers, Governor
Kathy Blumenfeld, Secretary

December 16, 2024

KEEP THIS DOCUMENT FOR YOUR RECORDS

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Gary Feider
405 2nd Street
PO Box 346
Random Lake, WI 53075-0346

2025 Certification of Legal Notice Rates for Newspapers

This letter certifies that the newspaper listed above may collect a fee for publishing legal notices required by Wisconsin law. Certification requirements are reviewed and legal are updated annually pursuant Chapter 10 ELECTION DATES AND NOTICES and 985 PUBLICATION OF LEGAL NOTICES; PUBLIC NEWSPAPERS; FEES of the Wisconsin Statutes.

- Part One lists information currently on file about this newspaper
- Part Two addresses general legal/public notices
- Part Three covers election facsimile ballots
- Part Four contains general information about the certification process

Effective Dates

Unless otherwise updated and amended, this certification letter governs notices published on:
January 1, 2025 through December 31, 2025.

The information below will determine the rates/fee for this newspaper and is published on the Internet. Contact the Department of Administration IMMEDIATELY with changes to any of the information listed in this document:

Circulation:	1,949	Telephone:	(920) 994-9244
Circulation Adjust:	0%	Fax:	(920) 994-4817
Day(s) Published:	Th	E-Mail:	editor@thesouder.com
County:	Sheboygan	Parent Co.:	
Place of Publication:	Random Lake, WI		
Areas Covered:	Towns of Belgium, Fredonia, Holland, Scott, Sherman, Villages of Adell, Random Lake		

Insertion Rates

Your newspaper is certified for the fonts and column widths in the following list. Use the corresponding adjusted line rates to calculate fees.

Font(s)	Point Size	Alphabet Length	Column Width	Font Base	ADJUSTED RATES	
					First Insert	Subsqt Insert
Arial	6	78	11.50	1.0146	1.0146	0.8014
Arial	6	78	24.00	2.1174	2.1174	1.6725
Arial	6	78	36.00	3.1761	3.1761	2.5088
Arial	6	78	48.00	4.2347	4.2347	3.3450
Arial	6	78	60.00	5.2934	5.2934	4.1813
Arial	7	90	11.50	0.8793	0.8793	0.6946
Arial	7	90	24.00	1.8351	1.8351	1.4495
Arial	7	90	36.00	2.7526	2.7526	2.1743

2021-22 Wisconsin Statutes updated through 2023 Wis. Act 272 and through all Supreme Court and Controlled Substances Board Orders filed before and in effect on November 8, 2024. Published and certified under s. 35.18. Changes effective after November 8, 2024, are designated by NOTES. (Published 11-8-24)

Arial	7	90	48.00	3.6701	3.6701	2.8990
Arial	7	90	60.00	4.5876	4.5876	3.6238
Arial	8	102	11.50	0.7759	0.7759	0.6128
Arial	8	102	24.00	1.6192	1.6192	1.2790
Arial	8	102	36.00	2.4287	2.4287	1.9185
Arial	8	102	48.00	3.2383	3.2383	2.5579
Arial	8	102	60.00	4.0479	4.0479	3.1974
Arial	9	114	11.50	0.6942	0.6942	0.5483
Arial	9	114	24.00	1.4487	1.4487	1.1443
Arial	9	114	36.00	2.1731	2.1731	1.7165
Arial	9	114	48.00	2.8975	2.8975	2.2887
Arial	9	114	60.00	3.6218	3.6218	2.8609
Arial	10	128	11.50	0.6183	0.6183	0.4884
Arial	10	128	24.00	1.2903	1.2903	1.0192
Arial	10	128	36.00	1.9354	1.9354	1.5288
Arial	10	128	48.00	2.5805	2.5805	2.0384
Arial	10	128	60.00	3.2257	3.2257	2.5480
Arial	12	152	11.50	0.5206	0.5206	0.4112
Arial	12	152	24.00	1.0865	1.0865	0.8583
Arial	12	152	36.00	1.6298	1.6298	1.2874
Arial	12	152	48.00	2.1731	2.1731	1.7165
Arial	12	152	60.00	2.7164	2.7164	2.1456
Arial Bold	6	84	11.50	0.9421	0.9421	0.7442
Arial Bold	6	84	24.00	1.9661	1.9661	1.5530
Arial Bold	6	84	36.00	2.9492	2.9492	2.3296
Arial Bold	6	84	48.00	3.9323	3.9323	3.1061
Arial Bold	7	98	11.50	0.8075	0.8075	0.6379
Arial Bold	7	98	24.00	1.6853	1.6853	1.3312
Arial Bold	7	98	36.00	2.5279	2.5279	1.9968
Arial Bold	7	98	48.00	3.3705	3.3705	2.6624
Arial Bold	7	98	60.00	4.2131	4.2131	3.3279
Arial Bold	8	112	11.50	0.7066	0.7066	0.5581
Arial Bold	8	112	24.00	1.4746	1.4746	1.1648
Arial Bold	8	112	36.00	2.2119	2.2119	1.7472
Arial Bold	8	112	48.00	2.9492	2.9492	2.3296
Arial Bold	8	112	60.00	3.6865	3.6865	2.9119
Arial Bold	9	126	11.50	0.6281	0.6281	0.4961
Arial Bold	9	126	24.00	1.3108	1.3108	1.0354
Arial Bold	9	126	36.00	1.9661	1.9661	1.5530
Arial Bold	9	126	48.00	2.6215	2.6215	2.0707
Arial Bold	9	126	60.00	3.2769	3.2769	2.5884
Arial Bold	10	140	11.50	0.5653	0.5653	0.4465
Arial Bold	10	140	24.00	1.1797	1.1797	0.9318
Arial Bold	10	140	36.00	1.7695	1.7695	1.3977
Arial Bold	10	140	48.00	2.3594	2.3594	1.8636
Arial Bold	10	140	60.00	2.9492	2.9492	2.3296
Arial Bold	12	168	11.50	0.4711	0.4711	0.3721
Arial Bold	12	168	24.00	0.9831	0.9831	0.7765
Arial Bold	12	168	36.00	1.4746	1.4746	1.1648
Arial Bold	12	168	48.00	1.9661	1.9661	1.5530
Arial Bold	12	168	60.00	2.4577	2.4577	1.9413
Arial Bold Italic	6	84	11.50	0.9421	0.9421	0.7442
Arial Bold Italic	6	84	24.00	1.9661	1.9661	1.5530
Arial Bold Italic	6	84	36.00	2.9492	2.9492	2.3296
Arial Bold Italic	6	84	48.00	3.9323	3.9323	3.1061
Arial Bold Italic	6	84	60.00	4.9153	4.9153	3.8826

Arial Bold Italic	7	98	11.50	0.8075	0.8075	0.6379
Arial Bold Italic	7	98	24.00	1.6853	1.6853	1.3312
Arial Bold Italic	7	98	36.00	2.5279	2.5279	1.9968
Arial Bold Italic	7	98	48.00	3.3705	3.3705	2.6624
Arial Bold Italic	7	98	60.00	4.2131	4.2131	3.3279
Arial Bold Italic	8	112	11.50	0.7066	0.7066	0.5581
Arial Bold Italic	8	112	24.00	1.4746	1.4746	1.1648
Arial Bold Italic	8	112	36.00	2.2119	2.2119	1.7472
Arial Bold Italic	8	112	48.00	2.9492	2.9492	2.3296
Arial Bold Italic	8	112	60.00	3.6865	3.6865	2.9119
Arial Bold Italic	8	112	60.00	3.6865	3.6865	2.9119
Arial Bold Italic	9	126	11.50	0.6281	0.6281	0.4961
Arial Bold Italic	9	126	24.00	1.3108	1.3108	1.0354
Arial Bold Italic	9	126	36.00	1.9661	1.9661	1.5530
Arial Bold Italic	9	126	48.00	2.6215	2.6215	2.0707
Arial Bold Italic	9	126	60.00	3.2769	3.2769	2.5884
Arial Bold Italic	10	140	11.50	0.5653	0.5653	0.4465
Arial Bold Italic	10	140	24.00	1.1797	1.1797	0.9318
Arial Bold Italic	10	140	36.00	1.7695	1.7695	1.3977
Arial Bold Italic	10	140	48.00	2.3594	2.3594	1.8636
Arial Bold Italic	10	140	60.00	2.9492	2.9492	2.3296
Arial Bold Italic	12	168	11.50	0.4711	0.4711	0.3721
Arial Bold Italic	12	168	24.00	0.9831	0.9831	0.7765
Arial Bold Italic	12	168	36.00	1.4746	1.4746	1.1648
Arial Bold Italic	12	168	48.00	1.9661	1.9661	1.5530
Arial Bold Italic	12	168	60.00	2.4577	2.4577	1.9413
Arial Italic	6	76	11.50	1.0413	1.0413	0.8225
Arial Italic	6	76	24.00	2.1731	2.1731	1.7165
Arial Italic	6	76	36.00	3.2596	3.2596	2.5748
Arial Italic	6	76	48.00	4.3462	4.3462	3.4330
Arial Italic	6	76	60.00	5.4327	5.4327	4.2913
Arial Italic	7	90	11.50	0.8793	0.8793	0.6946
Arial Italic	7	90	24.00	1.8351	1.8351	1.4495
Arial Italic	7	90	36.00	2.7526	2.7526	2.1743
Arial Italic	7	90	48.00	3.6701	3.6701	2.8990
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Arial Italic	8	102	60.00	4.0479	4.0479	3.1974
Arial Italic	9	114	11.50	0.6942	0.6942	0.5483
Arial Italic	9	114	24.00	1.4487	1.4487	1.1443
Arial Italic	9	114	36.00	2.1731	2.1731	1.7165
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Arial Italic	10	128	11.50	0.6183	0.6183	0.4884
Arial Italic	10	128	24.00	1.2903	1.2903	1.0192
Arial Italic	10	128	36.00	1.9354	1.9354	1.5288
Arial Italic	10	128	48.00	2.5805	2.5805	2.0384
Arial Italic	10	128	60.00	3.2257	3.2257	2.5480
Arial Italic	12	154	11.50	0.5139	0.5139	0.4059
Arial Italic	12	154	24.00	1.0724	1.0724	0.8471
Arial Italic	12	154	36.00	1.6087	1.6087	1.2707
Arial Italic	12	154	48.00	2.1449	2.1449	1.6942
Arial Italic	12	154	60.00	2.6811	2.6811	2.1178

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
First Insert: \$0.9462		
8,000 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
Subsequent Insert: \$0.7474		
8,000 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 or you can call me at (608) 266-1002.

Sincerely,
Bill Goff
Newspaper Certification Program

Attachment
Chapter 985