



STATE OF WISCONSIN  
DEPARTMENT OF ADMINISTRATION

Tony Evers, Governor  
Joel Brennan, Secretary  
James M. Langdon, Administrator

October 10, 2019

SENT VIA EMAIL

**Waterloo Courier**

Chris Drake  
123 N Monroe Street  
Waterloo, WI 53594-0006

**RE: Certification of Legal Notice Rates for January – December 2020**

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 2019 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

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>. **There is a new entry on DOA-3417 marked by a red box. Please be sure to enter the proper information for this box.**

To be certified for 2020 you must return items 2 – 4 listed above. Please return by October 31, 2019 by either email ([william2.goff@wisconsin.gov](mailto:william2.goff@wisconsin.gov)) or US mail to my attention (Bill Goff) with the address in my signature block.

**FAXED paperwork will not be accepted.**

*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.*

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 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 paperwork.

Sincerely,

Bill Goff  
Procurement Specialist  
Newspaper Certification Program  
State Bureau of Procurement  
Division of Enterprise Operations  
Department of Administration  
101 E Wilson St, 6<sup>th</sup> 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, 2020							
<b>1. Newspaper Name:</b>						Contact Person for placing legal notices									
Waterloo Courier						Chris Drake									
Street Address			PO Box			County									
123 N Monroe Street						Jefferson									
City			State			Zip+4									
Waterloo			WI			53594-0006									
Telephone Number			Fax Number			Contact Email Address									
(920) 478-2188						classifieds@dailyunion.com									
Place of Publication, as defined in Wis. Stat. § 985.01(5)						Will you accept emailed legal notices? <input type="checkbox"/> YES <input type="checkbox"/> NO									
Published on:		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday							
					X										
Total Circulation		Paid Circulation		WEB Address				TAX ID NUMBER							
				www.courierenews.com				39-1703488							
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
9.375	19.500	29.625	39.750	49.875	60.000										
<b>New applicants must complete the section below.</b> 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 6															
Arial Bold 6															
Arial 9															
Arial Bold 9															
<b>ONLY if you are changing or adding fonts, submit a SAMPLE of the fonts.</b> 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															
<b>One sample of each point size and style (bold or italic) must be submitted with name and size of font on a separate sheet.</b>															
<b>2. Parent Company Information: (if different than #1 above)</b>															
Parent Company Name						Parent Company Contact Person									
Hometown News LP						Matthew Janz									
Street Address			PO Box			Tax ID Number									
			801			39-1703488									
City			State			Zip + 4									
Fort Atkinson			WI			53538									
Telephone Number			Fax Number			Email for Parent Company									
(920) 563-5551			(920) 563-7298			mjanz@hoards.com									
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](http://www.accessabc.com)  Verified Audit Circulation: <http://www.verifiedaudit.com/>
- Circulation Verification Council: <http://www.cvcaudit.com/>  Other: \_\_\_\_\_

**Wis. Stat. § 985.01 Definitions.** As used in this chapter, unless the context requires otherwise:

**(3g) "News content"** means written information and images, other than advertisements, that are printed in a publication.

**(3r) "Newspaper"** means a publication that is published at regular intervals and at least once a week, containing, on average, 25 percent news content per issue, including reports of happenings of recent occurrence of a varied character, such as political, social, moral and religious subjects, designed to inform the general reader. "Newspaper" includes a daily newspaper published in a county having a population of 750,000 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.

**(5) A newspaper is "published" at the place** from which its mailing permit is issued, except that if the place where the newspaper has its major concentration of circulation has no primary post office, then at the place it shall designate as its place of publication in the affidavit required by s. 985.03 (1) (cm), but no newspaper shall have more than one place of publication during the same period of time.

**Wis. Stat. § 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.

### 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 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)