December 16, 2024   **KEEP THIS DOCUMENT FOR YOUR RECORDS**

West NOW
Tara Hamm
PO Box 23430
Green Bay, WI 54305

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:	13,921	**Telephone:**	(414) 224-2121
Circulation Adjust:	30%	**Fax:**	(877) 943-0443
Day(s) Published:	W	**E-Mail:**	thamm@gannett.com
County:	Waukesha	**Parent Co.:**	Gannett Satellite Info Sys dba Gannett WI Media
Place of Publication:	Milwaukee, WI		

Areas Covered: Big Ben, Brookfield, Butler, Delafield, Dousman, Milwaukee

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	72	9.17	0.8761	1.1390	0.8997
Arial	6	72	19.33	1.8478	2.4021	1.8974
Arial	6	72	29.50	2.8195	3.6653	2.8952
Arial	6	72	39.67	3.7912	4.9286	3.8931
Arial	6	72	49.83	4.7628	6.1917	4.8908
Arial	6	72	60.00	5.7345	7.4549	5.8886
Arial	7	84	9.17	0.7510	0.9763	0.7712
Arial	7	84	19.33	1.5838	2.0589	1.6263
Arial	7	84	29.50	2.4167	3.1417	2.4816

Arial	7	84	39.67	3.2496	4.2245	3.3369
Arial	7	84	49.83	4.0824	5.3071	4.1921
Arial	7	84	60.00	4.9153	6.3899	5.0474
Arial	8	96	9.17	0.6571	0.8542	0.6748
Arial	8	102	9.17	0.6185	0.8040	0.6351
Arial	8	102	19.33	1.3043	1.6956	1.3393
Arial	8	96	19.33	1.3858	1.8016	1.4231
Arial	8	96	29.50	2.1146	2.7490	2.1714
Arial	8	102	29.50	1.9902	2.5873	2.0437
Arial	8	102	39.67	2.6761	3.4790	2.7480
Arial	8	96	39.67	2.8434	3.6964	2.9198
Arial	8	96	49.83	3.5721	4.6438	3.6681
Arial	8	102	49.83	3.3620	4.3706	3.4523
Arial	8	102	60.00	4.0479	5.2623	4.1567
Arial	8	96	60.00	4.3009	5.5912	4.4165
Arial	9	114	9.17	0.5534	0.7194	0.5682
Arial	9	114	19.33	1.1670	1.5171	1.1984
Arial	9	114	29.50	1.7807	2.3149	1.8286
Arial	9	114	39.67	2.3944	3.1128	2.4588
Arial	9	114	49.83	3.0081	3.9105	3.0889
Arial	9	114	60.00	3.6218	4.7084	3.7191
Arial Bold	6	80	9.17	0.7885	1.0251	0.8097
Arial Bold	6	80	19.33	1.6630	2.1619	1.7077
Arial Bold	6	80	29.50	2.5375	3.2988	2.6057
Arial Bold	6	80	39.67	3.4121	4.4357	3.5038
Arial Bold	6	80	49.83	4.2865	5.5725	4.4017
Arial Bold	6	80	60.00	5.1611	6.7094	5.2997
Arial Bold	7	92	9.17	0.6857	0.8914	0.7041
Arial Bold	7	92	19.33	1.4461	1.8799	1.4849
Arial Bold	7	92	29.50	2.2066	2.8685	2.2658
Arial Bold	7	92	39.67	2.9670	3.8571	3.0467
Arial Bold	7	92	49.83	3.7274	4.8457	3.8276
Arial Bold	7	92	60.00	4.4879	5.8343	4.6085
Arial Bold	8	106	9.17	0.5951	0.7737	0.6111
Arial Bold	8	112	9.17	0.5632	0.7322	0.5784
Arial Bold	8	112	19.33	1.1878	1.5442	1.2198
Arial Bold	8	106	19.33	1.2551	1.6316	1.2888
Arial Bold	8	106	29.50	1.9151	2.4897	1.9666
Arial Bold	8	112	29.50	1.8125	2.3563	1.8612
Arial Bold	8	112	39.67	2.4372	3.1684	2.5027
Arial Bold	8	106	39.67	2.5752	3.3477	2.6443
Arial Bold	8	106	49.83	3.2351	4.2057	3.3220
Arial Bold	8	112	49.83	3.0618	3.9804	3.1441
Arial Bold	8	112	60.00	3.6865	4.7924	3.7855
Arial Bold	8	106	60.00	3.8952	5.0637	3.9998
Arial Bold	9	126	9.17	0.5007	0.6508	0.5141
Arial Bold	9	126	19.33	1.0559	1.3726	1.0842
Arial Bold	9	126	29.50	1.6111	2.0945	1.6544
Arial Bold	9	126	39.67	2.1664	2.8163	2.2246
Arial Bold	9	126	49.83	2.7216	3.5381	2.7947
Arial Bold	9	126	60.00	3.2769	4.2599	3.3649
Arial Bold Italic	8	112	9.17	0.5632	0.7322	0.5784
Arial Bold Italic	8	112	19.33	1.1878	1.5442	1.2198
Arial Bold Italic	8	112	29.50	1.8125	2.3563	1.8612
Arial Bold Italic	8	112	39.67	2.4372	3.1684	2.5027
Arial Bold Italic	8	112	49.83	3.0618	3.9804	3.1441

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Arial Italic	9	114	39.67	2.3944	3.1128	2.4588
Arial Italic	9	114	49.83	3.0081	3.9105	3.0889
Arial Italic	9	114	60.00	3.6218	4.7084	3.7191

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**		
8,0000 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
Subsequent Insert: **$0.7474**		
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 or you can call me at (608) 266-1002.

Sincerely,
Bill Goff
Newspaper Certification Program

Attachment
Chapter 985