



STATE OF WISCONSIN DEPARTMENT OF ADMINISTRATION

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

December 12, 2023

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Market Messenger

Patti Peterson
1211 E Richmond Street
Shawano, WI 54166-2645

2024 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, 2024 through December 31, 2024.

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:

Paid Circulation:	25,702	Telephone:	(715) 526-1200
Circulation Adjust:	75%	Fax:	(715) 526-1210
Day(s) Published:	Th	E-Mail:	patti@cpps.site.com
County:	Shawano	Parent Co.:	Christensen Marketing Partners, Inc.

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	Subsq Insert
Arial	6	76	9.00	0.8176	1.4308	1.1304
Arial	6	76	19.50	1.7714	3.1000	2.4492
Arial	6	76	30.00	2.7253	4.7692	3.7679
Arial	6	76	40.50	3.6791	6.4384	5.0867
Arial	6	76	51.00	4.6329	8.1077	6.4055
Arial	6	76	61.50	5.5868	9.7769	7.7243
Arial	7.5	96	9.00	0.6472	1.1327	0.8949
Arial	7.5	96	19.50	1.4024	2.4542	1.9389
Arial	7.5	96	30.00	2.1575	3.7756	2.9830
Arial	7.5	96	40.50	2.9126	5.0971	4.0270

2017-18 Wisconsin Statutes updated through 2019 Wis. Act 186 and through all Supreme Court and Controlled Substances Board Orders filed before and in effect on December 1, 2020. Published and certified under s. 35.18. Changes effective after December 1, 2020, are designated by NOTES. (Published 12-1-20)

Arial	7.5	96	51.00	3.6677	6.4186	5.0710
Arial	7.5	96	61.50	4.4229	7.7400	6.1151
Arial	9	114	9.00	0.5451	0.9538	0.7536
Arial	9	114	19.50	1.1809	2.0667	1.6328
Arial	9	114	30.00	1.8168	3.1795	2.5120
Arial	9	114	40.50	2.4527	4.2923	3.3911
Arial	9	114	51.00	3.0886	5.4051	4.2703
Arial	9	114	61.50	3.7245	6.5179	5.1495
Arial	10	122	9.00	0.5093	0.8913	0.7042
Arial	10	122	19.50	1.1035	1.9311	1.5257
Arial	10	122	30.00	1.6977	2.9710	2.3472
Arial	10	122	40.50	2.2919	4.0108	3.1688
Arial	10	122	51.00	2.8861	5.0507	3.9903
Arial	10	122	61.50	3.4803	6.0905	4.8118
Arial Bold	6	84	9.00	0.7397	1.2945	1.0227
Arial Bold	6	84	19.50	1.6027	2.8047	2.2159
Arial Bold	6	84	30.00	2.4657	4.3150	3.4091
Arial Bold	6	84	40.50	3.3287	5.8252	4.6023
Arial Bold	6	84	51.00	4.1917	7.3355	5.7955
Arial Bold	6	84	61.50	5.0547	8.8458	6.9886
Arial Bold	7.5	106	9.00	0.5862	1.0258	0.8105
Arial Bold	7.5	106	19.50	1.2701	2.2226	1.7560
Arial Bold	7.5	106	30.00	1.9540	3.4194	2.7015
Arial Bold	7.5	106	40.50	2.6378	4.6162	3.6471
Arial Bold	7.5	106	51.00	3.3217	5.8130	4.5926
Arial Bold	7.5	106	61.50	4.0056	7.0098	5.5382
Arial Bold	9	126	9.00	0.4931	0.8630	0.6818
Arial Bold	9	126	19.50	1.0685	1.8698	1.4773
Arial Bold	9	126	30.00	1.6438	2.8767	2.2727
Arial Bold	9	126	40.50	2.2191	3.8835	3.0682
Arial Bold	9	126	51.00	2.7945	4.8903	3.8636
Arial Bold	9	126	61.50	3.3698	5.8972	4.6591
Arial Bold	10	140	9.00	0.4438	0.7767	0.6136
Arial Bold	10	140	19.50	0.9616	1.6828	1.3295
Arial Bold	10	140	30.00	1.4794	2.5890	2.0455
Arial Bold	10	140	40.50	1.9972	3.4951	2.7614
Arial Bold	10	140	51.00	2.5150	4.4013	3.4773
Arial Bold	10	140	61.50	3.0328	5.3074	4.1932
Arial Italic	6	76	9.00	0.8176	1.4308	1.1304
Arial Italic	6	76	19.50	1.7714	3.1000	2.4492
Arial Italic	6	76	30.00	2.7253	4.7692	3.7679
Arial Italic	6	76	40.50	3.6791	6.4384	5.0867
Arial Italic	6	76	51.00	4.6329	8.1077	6.4055
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Arial Italic	7.5	96	19.50	1.4024	2.4542	1.9389
Arial Italic	7.5	96	30.00	2.1575	3.7756	2.9830
Arial Italic	7.5	96	40.50	2.9126	5.0971	4.0270
Arial Italic	7.5	96	51.00	3.6677	6.4186	5.0710
Arial Italic	7.5	96	61.50	4.4229	7.7400	6.1151
Arial Italic	9	114	9.00	0.5451	0.9538	0.7536
Arial Italic	9	114	19.50	1.1809	2.0667	1.6328
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Arial Italic	10	122	19.50	1.1035	1.9311	1.5257
Arial Italic	10	122	30.00	1.6977	2.9710	2.3472
Arial Italic	10	122	40.50	2.2919	4.0108	3.1688
Arial Italic	10	122	51.00	2.8861	5.0507	3.9903
Arial Italic	10	122	61.50	3.4803	6.0905	4.8118

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 **\$0.9493** first insert and **\$0.7499** 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:	\$0.9493	
8,0000 or less	0%	\$0.9493
8,001-12,000	15%	\$1.1046
12,001-16,000	30%	\$1.2600
16,001-20,000	45%	\$1.4153
20,001-24,000	60%	\$1.5707
24,001 and up	75%	\$1.7260
Subsequent Insert:	\$0.7499	
8,0000 or less	0%	\$0.7499
8,001-12,000	15%	\$0.8726
12,001-16,000	30%	\$0.9953
16,001-20,000	45%	\$1.1180
20,001-24,000	60%	\$1.2407
24,001 and up	75%	\$1.3635

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