



# STATE OF WISCONSIN DEPARTMENT OF ADMINISTRATION

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

December 12, 2023

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## Seymour Advertiser

Julie Mattson  
301 S Pearl St  
New London, WI 54961

## 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:

<b>Paid Circulation:</b>	6,238	<b>Telephone:</b>	(833) 837-6807
<b>Circulation Adjust:</b>	0%	<b>Fax:</b>	
<b>Day(s) Published:</b>	M	<b>E-Mail:</b>	<a href="mailto:jmattson@mmclocal.com">jmattson@mmclocal.com</a>
<b>County:</b>	Waupaca	<b>Parent Co.:</b>	Multi Media Channels, LLC

## 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	76	9.00	0.8176	0.8176	0.6459
Arial	6	76	18.92	1.7187	1.7187	1.3579
Arial	6	76	28.83	2.6190	2.6190	2.0691
Arial	6	76	38.75	3.5201	3.5201	2.7811
Arial	6	76	48.66	4.4204	4.4204	3.4923
Arial	6	76	58.58	5.3215	5.3215	4.2043
Arial	7	88	9.00	0.7061	0.7061	0.5579
Arial	7	88	18.92	1.4844	1.4844	1.1727
Arial	7	88	28.83	2.2618	2.2618	1.7870
Arial	7	88	38.75	3.0401	3.0401	2.4019

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	88	48.66	3.8176	3.8176	3.0161
Arial	7	88	58.58	4.5959	4.5959	3.6310
Arial	8	100	9.00	0.6214	0.6214	0.4909
Arial	8	100	18.92	1.3062	1.3062	1.0320
Arial	8	100	28.83	1.9904	1.9904	1.5725
Arial	8	100	38.75	2.6753	2.6753	2.1136
Arial	8	100	48.66	3.3595	3.3595	2.6542
Arial	8	100	58.58	4.0444	4.0444	3.1953
Arial Bold	6	83	9.00	0.7486	0.7486	0.5915
Arial Bold	6	83	18.92	1.5738	1.5738	1.2434
Arial Bold	6	83	28.83	2.3981	2.3981	1.8946
Arial Bold	6	83	38.75	3.2233	3.2233	2.5465
Arial Bold	6	83	48.66	4.0476	4.0476	3.1978
Arial Bold	6	83	58.58	4.8727	4.8727	3.8497
Arial Bold	7	96	9.00	0.6472	0.6472	0.5114
Arial Bold	7	96	18.92	1.3607	1.3607	1.0750
Arial Bold	7	96	28.83	2.0734	2.0734	1.6381
Arial Bold	7	96	38.75	2.7868	2.7868	2.2017
Arial Bold	7	96	48.66	3.4995	3.4995	2.7648
Arial Bold	7	96	58.58	4.2129	4.2129	3.3284
Arial Bold	8	110	9.00	0.5649	0.5649	0.4463
Arial Bold	8	110	18.92	1.1875	1.1875	0.9382
Arial Bold	8	110	28.83	1.8095	1.8095	1.4296
Arial Bold	8	110	38.75	2.4321	2.4321	1.9215
Arial Bold	8	110	48.66	3.0541	3.0541	2.4129
Arial Bold	8	110	58.58	3.6767	3.6767	2.9048
Arial Bold Italic	6	83	9.00	0.7486	0.7486	0.5915
Arial Bold Italic	6	83	18.92	1.5738	1.5738	1.2434
Arial Bold Italic	6	83	28.83	2.3981	2.3981	1.8946
Arial Bold Italic	6	83	38.75	3.2233	3.2233	2.5465
Arial Bold Italic	6	83	48.66	4.0476	4.0476	3.1978
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Arial Bold Italic	8	110	18.92	1.1875	1.1875	0.9382
Arial Bold Italic	8	110	28.83	1.8095	1.8095	1.4296
Arial Bold Italic	8	110	38.75	2.4321	2.4321	1.9215
Arial Bold Italic	8	110	48.66	3.0541	3.0541	2.4129
Arial Bold Italic	8	110	58.58	3.6767	3.6767	2.9048
Arial Italic	6	76	9.00	0.8176	0.8176	0.6459
Arial Italic	6	76	18.92	1.7187	1.7187	1.3579
Arial Italic	6	76	28.83	2.6190	2.6190	2.0691
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Arial Italic	6	76	58.58	5.3215	5.3215	4.2043
Arial Italic	7	88	9.00	0.7061	0.7061	0.5579
Arial Italic	7	88	18.92	1.4844	1.4844	1.1727
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Arial Italic	7	88	48.66	3.8176	3.8176	3.0161
Arial Italic	7	88	58.58	4.5959	4.5959	3.6310

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Arial Italic	8	100	28.83	1.9904	1.9904	1.5725
Arial Italic	8	100	38.75	2.6753	2.6753	2.1136
Arial Italic	8	100	48.66	3.3595	3.3595	2.6542
Arial Italic	8	100	58.58	4.0444	4.0444	3.1953

**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
<b>First Insert:</b>	<b>\$0.9493</b>	
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
<b>Subsequent Insert:</b>	<b>\$0.7499</b>	
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](mailto:william2.goff@wisconsin.gov) or you can call me at (608) 266-1002.

Sincerely,  
Bill Goff  
Newspaper Certification Program

Attachment  
Chapter 985