

May 2, 2024

Megan Dunneisen, City Clerk
City of Watertown
Watertown, WI 53094



Dear Megan Dunneisen,

In response to the Notice of Sealed Bids for Official Newspaper which was published on May 1, 2024, please receive for consideration this proposal on behalf of The Watertown Daily Times, 218 S. First Street, Watertown, WI, 53094.

Wis. Stats. 985.06 require that an official newspaper may not charge in excess of the State of Wisconsin Department of Administration assigned rates. I have enclosed a copy of those rates.

The official bid for legal notices and council proceedings would be:

COST PER INSERTION

1 Col. Line – \$0.6139 first insertion, \$0.4850 second/third insertion
2 Col. Line – \$1.2812 first insertion, \$1.0122 second/third insertion
3 Col. Line – \$1.9484 first insertion, \$1.5394 second/third insertion
4 Col. Line – \$2.6157 first insertion, \$2.0665 second/third insertion
5 Col. Line – \$3.2830 first insertion, \$2.5937 second/third insertion
6 Col. Line – \$3.9502 first insertion, \$3.1209 second/third insertion
(Lines run as Arial Bold – 6.5 Font)

2 – 5 Col. Box notice will be charged at a flat 17.80 per column inch.

*Sample Ballots are charged based on lines and overall size. The calculation is available on page 2 of the State of Wisconsin document attached.

All legal notices should be emailed to legals@wdtimes.com. Also, the Wis.Stats. 985.01(5) defines “published” by certain mailing criteria. Enclosed is a copy of the Watertown most recent Statement of Ownership which is on file with the U.S. Postal Office in Watertown.

Our certification has been mailed at the City of Watertown plus Dodge and Jefferson County Clerk as required in Wis.Stats. 985.03(2).

If you have any questions or additional requirements, please contact me.

Sincerely,

A handwritten signature in black ink that reads 'Megan Vergenz'.

Megan Vergenz
Operations Director – APG Southern WI
920-691-3637
mvergenz@apg-sw.com

Enclosures: 2

U.S. POSTAL SERVICE
STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION
(Required by 39 U.S.C. 3685)

1. **PUBLICATION TITLE:** Watertown Daily Times
2. **PUBLICATION NO.** 669-180
3. **FILING DATE:** September 18, 2023
4. **ISSUE FREQUENCY:** 5 days a week (M-F)
5. **NO. OF ISSUES PUBLISHED ANNUALLY:** 251
6. **ANNUAL SUBSCRIPTION PRICE:** \$254.80
7. **COMPLETE MAILING ADDRESS OF KNOWN OFFICE OF PUBLICATION**
Mark Robertson
218 S. First St.,
Watertown, WI 53094
8. **COMPLETE MAILING ADDRESS OF HEADQUARTERS OR GENERAL BUSINESS OFFICE OF PUBLISHER:** 218 S. First St., Watertown, WI 53094
FULL NAMES AND COMPLETE MAILING ADDRESSES OF PUBLISHER, EDITOR, AND MANAGING EDITOR:
Publisher: Steve Lauber, 218 S. First St., Watertown, WI 53094
Editor: Brian O'Connor, 218 S. First St., Watertown, WI 53094
10. **THE OWNER IS:** Adams Publishing Group, LLC, 29088 Airpark Dr., Easton, MD 21061
11. **KNOWN BONDHOLDERS, MORTGAGES, AND OTHER SECURITY HOLDERS OWNING OR HOLDING 1 PERCENT OR MORE OF TOTAL AMOUNT OF BONDS, MORTGAGES OR OTHER SECURITIES:** Alter Domus (US) LLC, 225 W. Washington St., Chicago, IL 60606
12. **TAX STATUS:**
Has Not Changed During Preceding 12 Months
13. **PUBLICATION TITLE:**
Watertown Daily Times
14. **ISSUE DATE FOR CIRCULATION DATA BELOW:**
September 8, 2023
15. **EXTENT AND NATURE OF CIRCULATION:**
Monday, Tuesday, Wednesday, Thursday and Friday

a. Total Number of Copies (<i>Net press run</i>)	2917	2746
b. Paid Circulation (<i>By Mail and Outside the Mail</i>)	1092	1086
(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541. (<i>Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies</i>)		
(2) Mailed In-County Paid Subscriptions Stated on PS Form 3541. (<i>Include paid distribution above nominal rate, advertiser's proof copies, and exchange copies</i>)	1360	1265
(3) Paid Distribution Outside the Mails <i>including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS®</i>	300	332
(4) Paid Distribution by Other Classes of Mail Through the USPS (e.g. First-Class Mail®)	0	0
c. Total Paid Distribution (<i>Sum of 15b (1), (2), (3), and (4)</i>)	2752	2683
d. Free or Nominal Rate Distribution (<i>By Mail and Outside the Mail</i>)	8	9
(1) Free or Nominal Rate Outside-County Copies included on PS Form 3541		
(2) Free or Nominal Rate In-County	4	5
(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g. First-Class Mail)	0	0
(4) Free or Nominal Rate Distribution Outside the Mail (<i>Carriers or other means</i>)	0	0
e. Total Free or Nominal Rate Distribution (<i>Sum of 15d (1), (2), (3) and (4)</i>)	12	14
f. Total Distribution (<i>Sum of 15c and 15e</i>)	2764	2697
g. Copies Not Distributed	149	49
h. Total (<i>Sum of 15f and g</i>)	2913	2746
i. Percent Paid (<i>15c divided by 15f times 100</i>)	99.57%	99.48%

16. Electronic Copy Circulation

a. Paid Electronic Copies	226	212
b. Total Paid Print Copies (Line 15c) + Paid Electronic Copies (Line 16a)	2978	2895
c. Total Print Distribution (Line 15f) + Paid Electronic Copies (Line 16a)	2990	2909
d. Percent Paid (Both Print & Electronic Copies) (16b divided by 16c x 100)	99.6%	99.52%

☒ I certify that 50% of all my distributed copies (electronic & print) are paid above a nominal price.

17. Publication of Statement of Ownership

☒ If the publication is a general publication, publication of this statement is required. Will be printed in the October 6, 2023 issue of this publication.

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

Steve Lauber, Publisher



STATE OF WISCONSIN DEPARTMENT OF ADMINISTRATION

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

December 12, 2023

KEEP THIS DOCUMENT FOR YOUR RECORDS

Watertown Daily Times

Becky Thielke
218 S First St
PO Box 140
Watertown, WI 53094-0140

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:	2,978	Telephone:	(920) 390-6040
Circulation Adjust:	0%	Fax:	
Day(s) Published:	M Tu W Th F	E-Mail:	bthielke@wdtimes.com
County:	Jefferson/Dodge	Parent Co.:	

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 Bold	6.5	97	8.63	0.6139	0.6139	0.4850
Arial Bold	6.5	97	18.00	1.2812	1.2812	1.0122
Arial Bold	6.5	97	27.38	1.9484	1.9484	1.5394
Arial Bold	6.5	97	36.75	2.6157	2.6157	2.0665
Arial Bold	6.5	97	46.13	3.2830	3.2830	2.5937
Arial Bold	6.5	97	55.50	3.9502	3.9502	3.1209

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		
8,000 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		
8,000 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