

The Daily News.

TEXAS' OLDEST NEWSPAPER • PUBLISHING SINCE 1842

409.683.5200 • www.galvnews.com
P.O. Box 628, Galveston, TX 77553
8522 Teichman Road, Galveston, TX 77554

May 16, 2017

City of League City
300 West Walker
League City, Texas 77573

RE: Table of Contents — Legal Bid from The Galveston County Daily News

1. Legal Advertising Bid Cover Letter.....	2
2. Qualifications & Experiences	4
a. Publishers Statement - Attachment #1	6
b. Third Party Analytics - Attachment #2	8
3. Proposal Information / Deadlines	9
a. Exhibits A, B, C, D and E.....	10
b. League City Locations / The Daily News	16
4. Financial Statement.....	18
5. Contractors Capacity to Perform	19
6. References.....	20
7. Conflict of Interest	21
8. Bidder Certification & Addenda Acknowledgment	22
9. Supplier Information.....	23
10. Vendor Agreement Form.....	24
11. No Bid Notifications	25

1 of 25

The Daily News.

TEXAS' OLDEST NEWSPAPER • PUBLISHING SINCE 1842

409.683.5200 • www.galvnews.com
P.O. Box 628, Galveston, TX 77553
8522 Teichman Road, Galveston, TX 77554

May 16, 2017

City of League City
300 West Walker
League City, TX 77573

Re: Legal Advertising Bid – *The Galveston County Daily News*

Please find this letter as our written commitment to providing the City of League City with the finest and most professional services in regard to the processing, publishing, and distribution of legal notices. Additionally, we are pleased to offer a dramatic discount from our lowest published rate to benefit the City of League City.

First of all, *The Galveston County Daily News* is pleased to go beyond the request of the official bid parameters and offer a special discount of over 55% off the lowest published rate for the placement of legal advertising in our newspaper. Our lowest published rate is currently \$23 per column inch. *The Daily News*, however, is willing to offer the City of League City a deeply discounted rate of only **\$10 per column inch** - a savings of \$13 per column inch.

Secondly, our subscriber / paid 20,000 daily circulation is the largest paid general circulation in Galveston County, Texas. No other product can deliver this level of reach, transparency, and availability to the residents of League City, Texas.

Also, besides this discount, we are pleased to offer the following items absolutely free:

1. Free affidavits (regular fee is \$6 per unit)
2. Free notary public services
3. Free tear sheets
4. Free additional tear sheets upon request
5. Six (6) free print / digital subscriptions to *The Daily News* (\$1,170 annual value)
6. Free web link to City of League City's website from www.galvnews.com (\$1,200 annual value)
7. Free public digital access to all City of League City legal advertising.
8. Free email delivery of City of League City legal advertising to individuals upon request.

2 of 25

The Daily News.

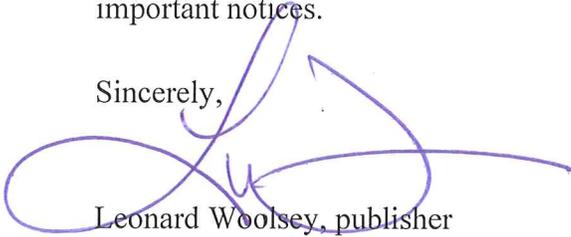
TEXAS' OLDEST NEWSPAPER • PUBLISHING SINCE 1842

409.683.5200 • www.galvnews.com
P.O. Box 628, Galveston, TX 77553
8522 Teichman Road, Galveston, TX 77554

It is our hope the City of League City will view these value-added services as an indication of our interest and commitment to providing the residents with only the finest and most professional services for its investment.

The Daily News, the oldest continuously publishing newspaper in the state of Texas and is on solid financial footings as to allow the City of League City to count on to delivery such important notices.

Sincerely,



Leonard Woolsey, publisher
The Galveston County Daily News

The Daily News.

TEXAS' OLDEST NEWSPAPER • PUBLISHING SINCE 1842

409.683.5200 • www.galvnews.com
P.O. Box 628, Galveston, TX 77553
8522 Teichman Road, Galveston, TX 77554

May 16, 2017

City of League City
300 West Walker
League City, TX 77573

Re: Qualifications and Experiences – *The Galveston County Daily News*

Thank you for the opportunity to share the unique qualifications of *The Galveston County Daily News* to serve the City of League City and residents in the placement of legal notices.

Experience matters. *The Daily News* currently serves in a professional capacity for the City of League City. Additionally, *The Daily News* serves the cities of Texas City, Galveston, Santa Fe, Dickinson, and Kemah to name only a few. No other newspaper can provide the depth of experience, understanding of the intricacies of the rules and regulations as *The Daily News*. Our dedication to ensuring the proper management and performance of legal notices is paramount. We understand and respect the level of responsibility required to ensure such work is properly and professionally performed. Our standard is to perform at the highest possible level – thus eliminating any concerns for City of League City.

1. **Company profile:** *The Daily News* is not only the oldest newspaper in the state of Texas (founded 1842), but also the largest paid-circulation newspaper serving the residents of Galveston County (over 50,000 readers per day). Additionally, the newspaper is privately held and debt-free – thus allowing it to invest in both current and new communication tools for the community. Besides committing a staff of full-time journalists to League City, *The Daily News* has also made a significant investment in the League City community with the *League City Connection* (30,000 direct-mailed newspapers to League City residents). The combination of these two high-quality newspapers provides League City with an opportunity to communicate unlike any other surrounding community. *The Daily News* is also a certified WBE (woman business enterprise).
2. **Publisher's Statement:** Professionally prepared by an independent third-party, CAC is the gold standard of audits. *The Daily News* pays for this inspection and scrutiny. Opening our operation for inspection by these professionals is done in the spirit of transparency so that vendors – like the City of League City – can trust the figures from which they make important decisions. (Note: Publisher's Statement is attachment #1).

The Daily News.

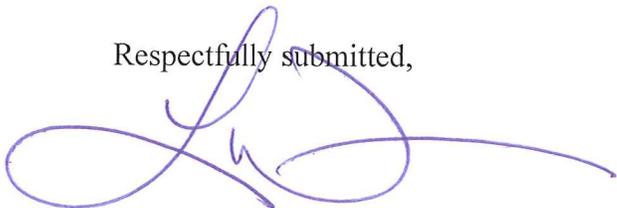
TEXAS' OLDEST NEWSPAPER • PUBLISHING SINCE 1842

409.683.5200 • www.galvnews.com
P.O. Box 628, Galveston, TX 77553
8522 Teichman Road, Galveston, TX 77554

- 3. Experience:** *The Daily News* is equipped with the most efficient and accurate software designed to collect, publish, print, distribute, and invoice in Galveston County. Additionally, the placement of legal notices is handled by an experienced professional extensively versed in the nuances of both the law and the critical expectations related to legal placements. The City of League City would be in both expert and experienced hands. Another item for consideration is the extensive distribution outlets of *The Daily News* – both in print and digitally. League City residents are among the highest users of our website (www.galvnews.com) as well as the print product is available for purchase (a higher quality reader) at 53 audited locations throughout the city. Currently, *The Daily News* serves over 10,000 print readers in the area as well as providing a wide range of opportunities for readers to free access to legal notices via' digital tools of choice. (Note: Third-party analytics is attachment #2).

In summary, we believe *The Daily News* to be the best-qualified investment for the City of League City in regard to the placement of legal notices. With the combination of our wide range of distribution outlets (print and digital), our professional staff, and our commitment to the residents of League City, *The Daily News* would be honored to serve in this important capacity.

Respectfully submitted,



Leonard Woolsey, publisher
The Galveston County Daily News

NEWSPAPER

Publisher's Statement

6 months ended March 31, 2015

Subject to Audit

Audited Every Other Year

Texas City, TX

www.galvnews.com

	Sun	Avg Mon-Sat
EXECUTIVE SUMMARY	27,650	26,838
The Galveston County Daily News		
Print (See Par. 1A)	20,557	19,745
Digital Replica (See Par. 1B)	7,093	7,093
TOTAL AVERAGE CIRCULATION	27,650	26,838
1A. The Galveston County Daily News - PRINT		
Paid Circulation		
Individually Paid Circulation		
Home Delivery and Mail	14,641	14,203
Single Copy Sales	3,696	2,658
Total Average Individually Paid Circulation	18,337	16,861
Business/Traveler Paid Circulation		
Hotel Distribution - Room/Lobby Copies	1,288	1,165
Total Average Business/Traveler Paid Circulation	1,288	1,165
Total Average Paid Circulation - Print	19,625	18,026
Qualified Circulation		
Single Copy		
Educational Copies		867
Employee/Independent Contractor	225	225
Total Average Single Copy	225	1,092
Total Average Qualified Circulation - Print	225	1,092
Verified Circulation		
Home Delivery	707	627
Total Average Verified Circulation	707	627
Total Average Circulation - Print	20,557	19,745

6 of 25

Publishing Plans

 <p>GALVESTON COUNTY THE DAILY NEWS Texas' Oldest Newspaper  Publishing Since 1842</p>	Frequency: Daily
	Delivery Vehicle(s): Print, E-Edition
	Policy is to publish a paid daily community newspaper.
	Website(s): www.galvnews.com

	Sun	Avg Mon-Sat
1B. The Galveston County Daily News - DIGITAL REPLICA		
Paid Circulation		
Subscription	1,052	1,052
Single Issue	9	9
Total Average Paid Circulation - Digital Replica	1,061	1,061
Qualified Circulation: Opt-in		
Subscription	5,948	5,948
Employee/Independent Contractor	84	84
Total Average Qualified Circulation - Digital Replica	6,032	6,032
Total Average Circulation - Digital Replica	7,093	7,093
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA	27,650	26,838
2. TOTAL AVERAGE CIRCULATION By Market (Optional)		
3. DISTRIBUTION BY COUNTIES AND ZIP CODES RECEIVING 25 OR MORE COPIES: (See Audit Report)		

4. BASIC PRICES as of March 31, 2015 (subscription sales based on 52 weeks / 1 year)

Frequency	Home Delivery		Single Copy		Mail
	Print	Digital Replica	Print	Digital Replica	Print
Daily & Sun	\$180.00	\$180.00		\$1.99	\$300.00
Mon-Sat			\$1.00		
Mon-Fri	\$156.00	\$180.00		\$1.99	
Fri-Sun	\$132.00	\$180.00			\$168.00
Sun	\$96.00	\$96.00	\$2.00		\$135.00

5. EXPLANATORY - OTHER:

PUBLISHER'S STATEMENT PERIOD ENDING DATE

March 31, 2015

AVERAGE UNPAID DISTRIBUTION

Includes Arrears, Advertisers & Agencies and Complimentary, Sample, Service:

	Total
Sun	2,084
Avg Mon-Sat	2,201

7 of 25

Debbie Kieth, Retail Advertising Manager
 Telephone (409) 683-5240 - FAX (409) 744-6268
 8522 Teichman Road
 Galveston, TX 77554
 e-mail: debbie.keith@galvnews.com

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Certified Audit of Circulations, Inc.

Parent Company: Southern Newspapers, Inc.

The Galveston County Daily News, 8522 Teichman Road, Galveston, TX 77554

LEONARD WOOLSEY

Publisher

Galveston Dashboard

May 1, 2016 - Apr 30, 2017

All Users
100.00% Sessions

Pageviews

16,693,505

% of Total: 100.00% (16,693,505)



Unique Pageviews

12,424,078

% of Total: 100.00% (12,424,078)



Visits

5,387,292

% of Total: 100.00% (5,387,292)



Unique Visitors

2,085,790

% of Total: 100.00% (2,085,790)



Mobile

Mobile (Including Tablet)	Pageviews	Users
Yes	8,560,950	1,133,326
No	7,859,125	922,131

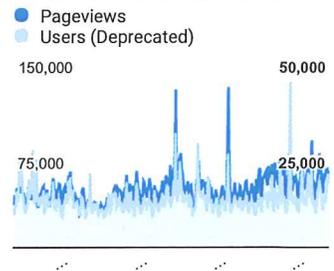
Cities

City	Sessions	Bounce Rate
Houston	1,346,001	52.24%
Galveston	621,270	38.46%
League City	548,374	44.28%
Texas City	398,608	39.01%
La Marque	179,490	40.41%
Austin	157,145	52.18%
San Antonio	134,762	53.48%
Dallas	126,668	55.57%
(not set)	77,610	72.66%
Friendswood	75,341	49.85%

Sources

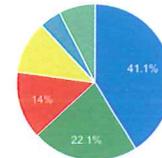
Source	Sessions	Pages / Session
m.facebook.com	497,302	1.59
m.galvnews.com	293,609	3.58
facebook.com	107,640	3.18
com.google.android.googlequicks earchbox	69,794	4.20
l.facebook.com	52,606	2.96
galvnews.com	34,776	2.93
t.co	32,378	2.88
aol.com	19,657	2.62
lm.facebook.com	17,250	1.72
swamplot.com	5,301	1.60

Pageviews/Visitors



Browsers

- Chrome
- Safari
- Safari (in-app)
- Internet Explorer
- Firefox
- Other



The Daily News.

TEXAS' OLDEST NEWSPAPER • PUBLISHING SINCE 1842

409.683.5200 • www.galvnews.com
P.O. Box 628, Galveston, TX 77553
8522 Telchman Road, Galveston, TX 77554

May 16, 2017

Proposal Information

Price per column inch for legal notices:

\$10.00 per display column inch

\$ 1.00 per line per day for line ads.

Standard column width for ad

Classified 1.0972"

Publication dates:

Monday through Sunday- Daily paper

Normal Submission deadline:

Line ads: 12 p.m. day prior

DisplayAd Deadlines:

Publication day	Space Deadline
Monday	Thursday - Noon
Tuesday	Friday - 10 a.m.
Wednesday	Monday - 10 a.m.
Thursday	Tuesday - 10 a.m.
Friday	Wednesday - 10 a.m.
Saturday	Wednesday - Noon
Sunday	Thursday - 10 a.m.

"Drop Dead" submission deadline: 2 p.m. day prior

9 of 25

**Notice to Bidders
Bld No. 17-025**

Sealed bids addressed to **City of League City, Texas**, will be received in the **Office of the Purchasing Manager, 300 West Walker Street, League City, Texas 77573** until **2:00 p.m., Tuesday, March 28, 2017**, at which time all bids will be opened and publicly read for the furnishing of all material, equipment, labor and supervision necessary or incidental to the Construction of:

**3rd St., 4th St., Coryell St.,
and N. Iowa Asphalt
Overlay Project**

Scope of Project:

Asphalt overlay to 3rd Street (Michigan Ave.), Coryell Street (Illinois Ave. to N. Wisconsin Ave.), and Iowa Avenue (Satsuma St. to E. Main St.) to include: removal of existing asphaltic concrete surface by roto-mill and installing a 1-inch asphaltic concrete pavement level-up and a 1-inch asphaltic concrete surface over the existing roadways. In addition, the existing pavement base will be examined for soft spots and at areas identified will be removed and replaced with 10" asphalt black base. Stop Bars will be included.

A NON-MANDATORY pre-bid conference will be held in the Office of the Director of Engineering, 1535 Dickinson Avenue, League City, Texas 77573, on Tuesday, March 21, 2017 at 1:30 p.m.

Copies of the Plans, specifications and bid documents may be obtained f o r o n l i n e www.CivcastUSA.com search City of League City. Bidders must register on this website in order to view and/or download specifications, plans, for this project. There is NO charge to view or download documents.

A *cashier's check* or *bid bond* in the amount of 5% of the total bid amount must accompany each bid. The successful bidder will be required to provide a performance bond and a payment bond, as provided for in the bid documents, for the full amount of the contract. The Owner reserves the right to reject any or all bids.

**The City of League City,
Texas**

"Exhibit A"

#93.00

10 of 25