



May 3, 2016

Teri Lehrke, CMC  
City Clerk  
400 La Crosse St.  
La Crosse, WI 54601

**BID: City of La Crosse Common Council**

Dear Teri,

Thank you for the opportunity to continue as the official newspaper for the City of La Crosse. Our bid includes the rate for both the Common Council proceedings and the City's legal notice. Below is a summary of our current and proposed legal rates.

Our submitted bid below is for the following:

- A. The Common Council proceedings
- B. The City's legal notices

	<b>Bid</b> 8/1/16-7/31/17	<b>Current</b> <b>Rates</b>	<b>State Certified</b> <b>Rates</b>
First insertion	1.0716	1.0716	1.0716
Additional Insertions	0.8466	0.8466	0.8466

Facsimile Ballots will be at the current state certified rate at time of publication. Deadline for the publication of legal notices in the La Crosse Tribune is 3 working days prior to publication.

The City of La Crosse is not prohibited from ordering legal advertising to be published in non-legal fonts and formats. These ads and all other types of advertising for the City of La Crosse with River Valley Newspaper Group will be billed at rates earned under a total dollar volume agreement for the coming year. This agreement effectively discounts your base Display and Classified Display advertising rate as well as in-column classified line ads. We will provide additional discounts based on ad frequency, size and publication day when applicable.

Please note that official bid requests or similar business should be submitted to Stacia King. Legal notices should be sent to Heather Frey.

Thank you for your business.

Sincerely,

Bill Lenardson  
Finance Director  
River Valley Media Group  
608-791-8312