River Valley
media group
PRINT DIGITAL SOCIAL MOBILE

April 10, 2026

Nikki M. Elsen, WCMC
City Clerk
400 La Crosse St.
La Crosse, WI 54601

BID: City of La Crosse legal notices

Dear Nikki,

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

Our submitted bid below is for the following:

B. The City's legal notices

	Bid 8/1/26-7/31/27	Current Rates	State Certified Rates
First insertion	1.0157	1.0157	1.0728
Additional Insertions	.8024	.8024	.8474

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 Heather Jones (heather.jones@lee.net) and Joy Monopoli (joy.monopoli@lee.net). Legal notices should be sent to rivervalley.legals@lee.net.

If you have any questions, please feel free to call me 608-791-8300.

Thank you for your business.

Sincerely,

Paul Pehler
Director of Advertising
River Valley Newspaper Group
608-791-8300

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April 10, 2026

Nikki M. Elsen, WCMC
City Clerk
400 La Crosse St.
La Crosse, WI 54601

BID: City of La Crosse Common Council

Dear Nikki,

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

Our submitted bid below is for the following:

A. The Common Council proceedings

	Bid 8/1/26-7/31/27	Current Rates	State Certified Rates
First insertion	1.0157	1.0157	1.0728
Additional Insertions	.8024	.8024	.8474

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.

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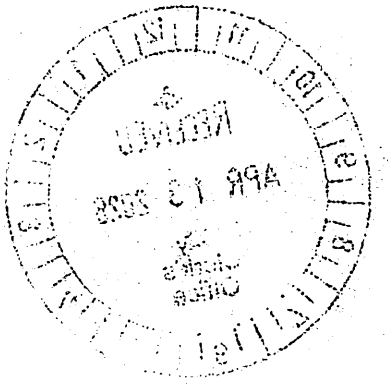
If you have any questions, please feel free to call me 608-791-8300.

Thank you for your business.

Sincerely,

Paul Pehler
Director of Advertising
River Valley Newspaper Group
608-791-8300