



Serving the Heart of the Florida Parishes

725 South Morrison Boulevard  
Hammond, LA 704013  
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May 20, 2013

Mayor and Council  
City of Hammond  
310 East Charles Street  
Hammond, LA 70404

### PROPOSAL—OFFICIAL JOURNAL

The following proposal is submitted as our bid to continue as The Official Journal for the city of Hammond for the period July 1, 2013 through June 30, 2014. In addition notices appearing in The Daily or Sunday Star, legal notices are posted on the Internet at [www.hammondstar.com](http://www.hammondstar.com) and at [www.lapress.com](http://www.lapress.com) - Louisiana Public Notices.

The Daily Star submits the following proposal:

\$6.00 per square of 100 words per insertion.

### **Procedure for determining the space occupied by legal notices and judicial proceedings that are submitted for advertising in The Daily Star.**

#### Definitions

1. A square is 100 words set solid.
2. One square equals 3.125 col. Inches
3. 50 words per 1.563 column inches or 100 words in 3.125 column inches.
4. Commercial classified ads are set at a standard 7-point type.

#### Four types of legal notice and judicial proceedings advertising

1. Judicial notices are charged by the column inch at 90% of our commercial classified advertising rate.
2. Tabular legal notice advertising - defined as consisting of a table - a numerical or alphabetical sequence arranged in a list or use of other graphic elements indicating a list or series, use of rules and borders separating copy, accounting presentations in rows and/or columns, scientific tables, surveyor tables or lists.

(a). Copy submitted by fax, mail or hand delivered:

Scan copy as submitted. Reduce to 7 pt. type (35% average reduction), divide by 2 = no. of squares x rate x number of insertions = amount to be billed. Billable space includes the white space that would have "otherwise been occupied".

(b). Copy submitted by E-Mail that can be "flowed" into our single column format. Note: Not all copy lends itself to be "flowed". Tables, rows of numbers or multiple lists for example may not be readable and will then be scanned as submitted and charged as described in 2 (a). above.

Copy is flowed into our Baseview software, which automatically sets the type at 7 point, and the total number of column inches is determined. Divide the column inches by 2 = no. of squares x rate x number of insertions = amount to be billed. Billable space will include white space. Note: E-mail submitted tabular legals will often result in lower cost as a result of the efficiency of the software to "flow" copy vs. the method described in 2. (a). above.

3. Straight copy defined as not tabular, that is submitted by fax, mail or hand delivered.

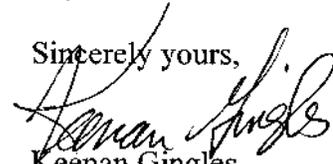
(a). Scan and reduce to 7 point type (35% reduction) then reduce that result by 40% to obtain the equivalent column inch space that would occupy 100 words set solid. Divide by 2 = no. of squares x rate x insertion. This eliminates white space.

(b). For copy submitted by E-Mail flow the copy into our Baseview software, which automatically sets the copy at 7 point, to determine the column inches. Divide by 2 = no. of squares x rate x insertion.

4. For legal notices that contain both tabular and straight copy. Follow procedures as described above, separating the space occupied by the tabular copy (follow step 2 (a) or (b)) and the space occupied by straight copy (follow step 3 (a) or (b)). Total the results.

The Daily and Sunday Star meets all requirements of La. R.S.43:142. We offer you the scheduling flexibility of six publishing days per week. We are pleased to serve as the city's Official Journal and look forward to doing so again in 2013-2014.

Sincerely yours,



Keenan Gingles  
Publisher