

**LEE COUNTY, FLORIDA PROPOSAL QUOTE FORM FOR PUBLISHING THE
DELINQUENT REAL ESTATE AND TANGIBLE PERSONAL PROPERTY TAX LIST**

DATE SUBMITTED: 12/6/12

VENDOR NAME: News-Press Media Group

TO: The Board of County Commissioners
Lee County
Fort Myers, Florida

Having carefully examined the "General Conditions", and the "Detailed Specifications", all of which are contained herein, the Undersigned proposes to furnish the following which meet these specifications:

NOTE REQUIREMENT: IT IS THE SOLE RESPONSIBILITY OF THE VENDOR TO CHECK LEE COUNTY PROCUREMENT MANAGEMENT WEB SITE FOR ANY PROJECT ADDENDA ISSUED FOR THIS PROJECT. THE COUNTY WILL POST ADDENDA TO THIS WEB PAGE, BUT WILL NOT NOTIFY.

The undersigned acknowledges receipt of Addenda numbers:
Addendum Number One _____

(1) PRICE PER ACCOUNT FOR THE DELINQUENT REAL ESTATE TAX LIST:
\$ 70

(NOTE: PRICE REPRESENTS AN ALL INCLUSIVE AMOUNT FOR THREE (3) PUBLISHINGS PER ACCOUNT BASED ON A CIRCULATION OF 6,500. ONE ACCOUNT IS DEFINED AS A SEQUENCE NUMBER, CURRENT STRAP, FACE VALUE AND OWNER NAME. IN YOUR PRICE PER ACCOUNT, INCLUDE THE COST FOR THE HEADER AND MAP).

(2) PRICE PER ACCOUNT FOR THE DELINQUENT TANGIBLE PERSONAL PROPERTY TAX LIST:

\$.20

(NOTE: PRICE OF ONE PUBLISHING PER ACCOUNT BASED ON A CIRCULATION OF 6,500. ONE ACCOUNT IS DEFINED AS AN ACCOUNT NUMBER, AMOUNT, NAME 1 AND NAME 2. IN YOUR PRICE PER ACCOUNT, INCLUDE THE COST FOR THE HEADER).

(3) PRICE PER ACCOUNT FOR SUBSEQUENT DELINQUENT REAL ESTATE TAX LIST: \$ 1.25

(NOTE: PRICE REPRESENTS AN ALL INCLUSIVE AMOUNT FOR THREE (3) PUBLISHINGS PER ACCOUNT BASED ON A CIRCULATION OF 6,500. ONE ACCOUNT IS DEFINED AS A SEQUENCE NUMBER, CURRENT STRAP, FACE VALUE AND OWNER NAME. IN YOUR PRICE PER ACCOUNT, INCLUDE THE COST FOR THE HEADER AND MAP).

TO BE STARTED WITHIN January 1, 2013 CALENDAR DAYS AFTER RECEIPT OF AWARD AND PURCHASE ORDER.

Is your firm interested in being considered for the Local Vendor Preference?

Yes _____ X _____ No _____

If yes, then read the paragraph entitled "Local Vendor Preference" included in these specifications. Also complete the Local Vendor Preference Questionnaire and return with your quotation.

Bidders should carefully read all the terms and conditions of the specifications. Any representation of deviation or modification to the bid may be grounds to reject the bid.

Are there any modifications to the bid or specifications?

YES _____ NO X _____

Failure to clearly identify any modifications in the space below or on a separate page may be grounds for the bidder being declared non-responsive or to have the award of the bid rescinded by the County.

MODIFICATIONS:

Bidder shall submit his/her bid on the County's Proposal Quote Form, including the firm name and authorized signature. Any blank spaces on the Proposal Quote Form, qualifying notes or exceptions, counter offers, lack of required submittals, or signatures, on County's Form may result in the Bidder/Bid being declared non-responsive by the County.

THE BELOW SIGNED BIDDER HAS NOT DIVULGED TO, DISCUSSED OR COMPARED HIS BID WITH OTHER BIDDERS AND HAS NOT COLLUDED WITH ANY OTHER BIDDER OR PARTIES TO A BID WHATSOEVER. NOTE: NO PREMIUMS, REBATES OR GRATUITIES TO ANY EMPLOYEE OR AGENT ARE PERMITTED EITHER WITH, PRIOR TO, OR AFTER ANY DELIVERY OF MATERIALS. ANY SUCH VIOLATION WILL RESULT IN THE CANCELLATION AND/OR RETURN OF MATERIAL (AS APPLICABLE).

FIRM NAME The News Press

BY (Printed): Cynthia Gallagher

BY (Signature): Cynthia Gallagher

TITLE: Advertising Director

FEDERAL ID # OR S.S.# 57-0691788

ADDRESS: 2442 Martin Luther King Jr. Blvd. Fort Myers, Fl.

33901

PHONE NO.: 239-335-0200

FAX NO.: 239-335-0509

CELLULAR PHONE/PAGER NO.: 239-940-7927

DUNS #: 062782925

LEE COUNTY LOCAL BUSINESS TAX ACCOUNT NUMBER: 6407800

E-MAIL ADDRESS: cgallagher@news-presss.com

DISADVANTAGED BUSINESS ENTERPRISE (DBE): Yes X No

**LEE COUNTY, FLORIDA
DETAILED SPECIFICATIONS FOR:
PUBLISHING THE DELINQUENT REAL ESTATE AND
TANGIBLE PERSONAL PROPERTY TAX LIST**

SCOPE

Lee County Procurement Management will receive quotes for the publication of the Delinquent Real Estate and Tangible Personal Property Tax List, as provided by the Lee County Tax Collector's Office. The contract with the successful vendor will begin January 2013.

TERM OF QUOTE

Beginning on January 1, 2013, this quote shall be in effect for two (2) years, or until new quotes are taken and awarded. Upon mutual agreement of both parties, this quote may be renewed for three (3) additional one-year periods. (See Service Rate Changes below)

DESIGNATED CONTACT

The awarded vendor shall appoint a person or persons to act as a primary contact for Lee County Tax Collector. This person or back-up shall be readily available during normal work hours and extended hours **ten (10) business days prior to publication**, by phone, e-mail, or in person, and shall be knowledgeable of the terms and procedures involved in this quote.

BASIS OF AWARD

The basis of award for this quote will be the low quoter per account, who meets the specified requirements.

REQUIRED SUBMITTALS

Quoters will submit in duplicate:

The Proposal Quote Form

Insurance certificate or a letter from your insurance company stating that you qualify for the insurance.

The attached Affidavit Certification Immigration Laws must be signed and notarized and submitted with your quote.

130067

A sworn affidavit of minimum paid circulation within Lee County, signed by an authorized representative, along with the most recent Audit Bureau of Circulation Report or similar supporting documentation shall be included with the quote.

INSURANCE

Insurance shall be provided, per the attached insurance guide. Upon request, an insurance certificate complying with the attached guide may be required prior to award.

AFFIDAVIT CERTIFICATION IMMIGRATION LAWS

The attached document, Affidavit Certification Immigration Laws, is required and should be submitted with your quotation package. It must be signed and notarized. Failure to include this affidavit with your quote will delay the consideration and review of your submission; and could result in your quote response being disqualified.

SERVICE RATE CHANGES

The rates quoted by the publisher shall be firm and will not vary during the first two (2) years of the agreement. Beginning with the third year of the agreement, the contract price may be increased annually based upon the Consumer Price Index for U.S. City Average, Wage and Clerical Workers. Requests for price increases during the third, fourth, and fifth year of the contract will be reviewed by both Procurement Management and the Tax Collector's Office. A request for a price increase will only take effect after being authorized in writing by Procurement Management.

A WRITTEN RESPONSE IS REQUIRED FOR THE FOLLOWING QUESTIONS FOR REAL ESTATE AND TANGIBLE ACCOUNTS:

What programs and processes are used to ensure data is displayed correctly (shown on Owner Name, Name 1 pages 16 & 17).
Quark in conjunction with custom scripts.

How will you handle displaying data in fields, and Name 2? Will you use proportional font or non-proportional font?

1. Custom Scripts
2. Proportional

How will the maximum number of characters (shown on pages 16 & 17) be published in the acceptable layout format as described and meet the advertising requirements of printed lines, font, and maximum character line width?
The scripts are built based on the requirement.

When the field exceeds the maximum character size for the publication column, if wrapping or truncation would occur, how would the data be shown?
The kerning would be adjusted to avoid wrapping on the truncate.

How will 6,500 of each delinquent publication be circulated within Lee County?

The News Press will evenly distribute the Delinquent Real Estate Tax Lists and the Delinquent Tangible Personal Property Tax List via paid single copy newsracks throughout the entire Lee County.

ADVERTISING REQUIREMENTS:

1. DELINQUENT REAL ESTATE TAX LIST:

- a. Provide legal advertisement for the Delinquent Real Estate Tax List.
- b. The List is to be published once, each week, for three (3) consecutive weeks prior to the anticipated Tax Sale date or as required pursuant to F.S. 197.402 and Florida Administrative Code (F.A.C.) 12D-13.036.
- c. The List varies each year dependent upon the number of delinquent real estate accounts.

The number of accounts advertised for the last five (5) years were:

2008	58250 accounts
2009	55599 accounts
2010	51135 accounts
2011	50418 accounts
2012	42302 accounts

- d. Each Real Estate account has three (3) printed lines and shall be in 6-point font with a maximum 30 character line width, a header section and map.

2. DELINQUENT TANGIBLE PERSONAL PROPERTY TAX LIST:

- a. Provide legal advertisement for the Delinquent Tangible Personal Property Tax List.
- b. The List is to be published once no earlier than April 1 or within 45 days thereafter as may be required pursuant to F.S. 197.402 and F.A.C. 12D-13.036.
- c. The List varies each year dependent upon the number of delinquent tangible personal property accounts.

The number of accounts advertised for the last five (5) years were:

2008	12233 accounts
2009	6774 accounts
2010	5699 accounts
2011	4725 accounts
2012	3858 accounts

- d. Each Tangible Property account has three (3) printed lines and shall be 6-point font with a maximum 60 character line width, and a header section.

3. SUBSEQUENT DELINQUENT REAL ESTATE TAX LIST:

- a. Provide legal advertisement for the Subsequent Delinquent Real Estate Tax List.
- b. The Subsequent Delinquent Real Estate Tax List is to be published once, each week, for three (3) consecutive weeks prior to the anticipated Subsequent Tax Sale date or as may be required pursuant to F.S. 197.402 and F.A.C. 12D-13.036.
- c. The List varies each year dependent upon the number of delinquent real estate accounts.

No subsequent delinquent real estate tax lists have been published in the last five years. However, the number of accounts published would be less than the original Delinquent Real Estate Tax List.

- d. Each Real Estate account has three (3) printed lines and shall be in 6-point font with a maximum 30 character line width, a header section and map.
- e. In the event legal advertisement for a Subsequent Tax Sale is required, the General Requirements relating to the Real Estate Delinquent List shall apply.

GENERAL REQUIREMENTS:

- 1. Publications must meet all requirements as defined in Chapter 50 of the Florida Statutes.
- 2. The Delinquent Tax List information will be provided by the Lee County Tax Collector to the successful vendor through a secured FTP site in a comma delimited format. The electronic data will have a maximum number of characters as shown below:

Real Estate

Field	Maximum size
Sequence number	10
Current STRAP	22
Face value	12 (includes decimal point)
Owner name	30

Tangible Property

Field	Maximum size
Account	13
Amount	12 (includes decimal point)
Name 1	60
Name 2	60

The successful vendor must be able to convert the electronic data into a specific layout acceptable to the Lee County Tax Collector. The following is an example of the electronic data and the acceptable layout:

Electronic Data:

Real Estate

123456,"99-99-99-A9-99999.9999",100.00,"Smith John and Mary"
--

Tangible Property

"BB-99-9999-99",100.00,"ABC 123 Business", " John and Mary Smith "
--

Acceptable Layout:

Real Estate

	123456
99-99-99-A9-99999.9999	100.00
Smith John and Mary	

Tangible Property

BB-99-9999-99	100.00
ABC 123 Business	
John and Mary Smith	

3. Proofs of all Tax Lists must be provided to the Lee County Tax Collector and approved in writing no less than five (5) working days prior to vendor's press date.

4. The Tax Collector will provide a distribution list annually for the publisher to distribute a total of no more than 250 printed copies of the Delinquent Real Estate Tax List to the six (6) Lee County Tax Collector's office locations.

5. The Tax Collector will provide a distribution list annually for the publisher to distribute a total of no more than 150 printed copies of the Delinquent Tangible Personal Property Tax List to the six (6) Lee County Tax Collector's office locations.

6. Within ten (10) calendar days after the last required publication date for the Delinquent Real Estate advertisement, the publisher shall provide to the Tax Collector a copy of the advertisement along with one (1) Affidavit of Publication, pursuant to F.S. Chapter 50 and F.S. 197.403. You may submit individual affidavits for each publication or one (1) affidavit to include all publication dates.

7. Within ten (10) calendar days after the required publication date for the Delinquent Tangible Property advertisement, the publisher shall provide to the Tax Collector a copy of the advertisement along with two (2) Affidavits of Publication pursuant to F.S. Chapter 50 and F.S. 197.403.

8. The publisher shall circulate in Lee County 6,500 copies for each publication of the Delinquent Real Estate Tax List and Delinquent Tangible Personal Property Tax List.

AFFIDAVIT CERTIFICATION IMMIGRATION LAWS

SOLICITATION NO.: _____ PROJECT NAME: B-130067

LEE COUNTY WILL NOT INTENTIONALLY AWARD COUNTY CONTRACTS TO ANY CONTRACTOR WHO KNOWINGLY EMPLOYS UNAUTHORIZED ALIEN WORKERS, CONSTITUTING A VIOLATION OF THE EMPLOYMENT PROVISIONS CONTAINED IN 8 U.S.C. SECTION 1324 a(e) SECTION 274A(e) OF THE IMMIGRATION AND NATIONALITY ACT (INA).

LEE COUNTY MAY CONSIDER THE EMPLOYMENT BY ANY CONTRACTOR OF UNAUTHORIZED ALIENS A VIOLATION OF SECTION 274A(e) OF THE INA. **SUCH VIOLATION BY THE RECIPIENT OF THE EMPLOYMENT PROVISIONS CONTAINED IN SECTION 274A(e) OF THE INA SHALL BE GROUNDS FOR UNILATERAL CANCELLATION OF THE CONTRACT BY LEE COUNTY.**

BIDDER ATTESTS THAT THEY ARE FULLY COMPLIANT WITH ALL APPLICABLE IMMIGRATION LAWS (SPECIFICALLY TO THE 1986 IMMIGRATION ACT AND SUBSEQUENT AMENDMENTS).

Company Name: News Press

Signature _____ Title _____ Date _____

STATE OF Florida
COUNTY OF Lee

The foregoing instrument was signed and acknowledged before me this 11th day of December, 2012, by Kelly Clark who has produced _____ as identification.
(Type of Identification and Number)

Notary Public Signature

Deanna Crews
Printed Name of Notary Public

Deanna Crews



Notary Commission Number/Expiration The signee of this Affidavit guarantees, as evidenced by the sworn affidavit required herein, the truth and accuracy of this affidavit to interrogatories hereinafter made. **LEE COUNTY** RESERVES THE RIGHT TO REQUEST SUPPORTING DOCUMENTATION, AS EVIDENCE OF SERVICES PROVIDED, AT ANY TIME.

The signee of this Affidavit guarantees, as evidenced by the sworn affidavit required herein, the truth and accuracy of this affidavit to interrogatories hereinafter made. LEE COUNTY RESERVES THE RIGHT TO REQUEST SUPPORTING DOCUMENTATION, AS EVIDENCE OF SERVICES PROVIDED, AT ANY TIME.

LOCAL BIDDER'S PREFERENCE

Note: In order for your firm to be considered for the local vendor preference, you must complete and return the attached "Local Vendor Preference Questionnaire" with your quotation.

The Lee County Local Bidder's Preference Ordinance No. 08-26 is being included as part of the award process for this project. As such, Lee County at its sole discretion, may choose to award a preference to any qualified "Local Contractor/Vendor" in an amount not to exceed 3 % of the total amount quoted by that firm.

"Local Contractor / Vendor" shall mean: a) any person, firm, partnership, company or corporation whose principal place of business in the sole opinion of the County, is located within the boundaries of Lee/Collier County, Florida; or b) any person, firm, partnership, company or corporation that has provided goods or services to Lee County on a regular basis for the preceding consecutive three (3) years, and that has the personnel, equipment and materials located within the boundaries of Lee/Collier County sufficient to constitute a present ability to perform the service or provide the goods.

The County reserves the exclusive right to compare, contrast and otherwise evaluate the qualifications, character, responsibility and fitness of all persons, firms, partnerships, companies or corporations submitting formal bids or formal quotes in any procurement for goods or services when making an award in the best interests of the County.

ATTACHMENT A
LOCAL VENDOR PREFERENCE QUESTIONNAIRE (LEE COUNTY ORDINANCE NO. 08-26)

Instructions: Please complete either Part A or B whichever is applicable to your firm

PART A: VENDOR'S PRINCIPAL PLACE OF BUSINESS IS LOCATED WITHIN LEE/COLLIER COUNTY (Only complete Part A if your principal place of business is located within the boundaries of Lee/Collier County)

1 What is the physical location of your principal place of business that is located within the boundaries of Lee/Collier County, Florida?

2442 Martin Luther King Jr. Blvd. Fort Myers, Fl. 33901

2 What is the size of this facility (i.e. sales area size, warehouse, storage yard, etc.)
Building Area 147,137.3 Sq. Ft., total property including the building 503,189.2 Sq. Ft. or outside acreage 11.5 acres, inside acreage 3.3 acres.

PART B: VENDOR'S PRINCIPAL PLACE OF BUSINESS IS NOT LOCATED WITHIN LEE/COLLIER COUNTY OR DOES NOT HAVE A PHYSICAL LOCATION WITHIN LEE/COLLIER COUNTY (Please complete this section.)

1 How many employees are available to service this contract?
News Press employs 343

2 Describe the types, amount and location of equipment you have available to service this contract.
The News Press is fully equipped with 2 Goss Metro/ Uniliner printing presses comprised of 72 printing couples and 4 folders available to print a quality newspaper which would exceed any requirement need to fulfill bid.

3 Describe the types, amount and location of material stock that you have available to service this contract.
The News Press maintains a daily average inventory of 2,098 rolls paper equally 1315 metric tons of newsprint.

4. Have you provided goods or services to Lee County on a regular basis for the preceding, consecutive three years?

Yes No

If yes, please provide your contractual history with Lee County for the past three, consecutive years. Attach additional pages if necessary.

The News Press was awarded the contract in 2007 and has continually provided the service to the county. Copy of previous bid attached.

LEE COUNTY PROCUREMENT MANAGEMENT - BIDDERS CHECK LIST

IMPORTANT: Please read carefully and return with your bid proposal. Please check off each of the following items as the necessary action is completed:

- _____ 1. The Solicitation has been signed and with corporate seal (if applicable).
- _____ 2. The Solicitation prices offered have been reviewed (if applicable).
- _____ 3. The price extensions and totals have been checked (if applicable).
- _____ 4. Substantial and final completion days inserted (if applicable).
- _____ 5. The original (must be manually signed) and 1 hard copy original and others as specified of the Solicitation has been submitted.
- _____ 6. Two (2) identical sets of descriptive literature, brochures and/or data (if required) have been submitted under separate cover.
- _____ 7. All modifications have been acknowledged in the space provided.
- _____ 8. All addendums issued, if any, have been acknowledged in the space provided.
- _____ 9. Licenses (if applicable) have been inserted.
- _____ 10. Erasures or other changes made to the Solicitation document have been initialed by the person signing the Solicitation.
- _____ 11. Contractor's Qualification Questionnaire and Lee County Contractor History (if applicable).
- _____ 12. DBE Participation form completed and/or signed or good faith documentation.
- _____ 13. Bid Bond and/or certified Check, (if required) have been submitted with the Solicitation in amounts indicated.
- _____ 14. Any Delivery information required is included.
- _____ 15. Affidavit Certification Immigration Signed and Notarized
- _____ 16. Local Bidder Preference Affidavit (if applicable)
- _____ 17. The mailing envelope has been addressed to:

MAILING ADDRESS

Lee County Procurement Mgmt.
P.O. Box 398
Ft. Myers, FL 33902-0398

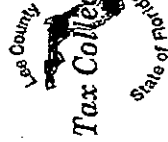
or

PHYSICAL ADDRESS

Lee County Procurement Mgmt.
1825 Hendry St 3rd Floor
Ft. Myers, FL 33901

- _____ 18. The mailing envelope **MUST** be sealed and marked with:
Solicitation Number _____
Opening Date and/or Receiving Date _____
- _____ 19. The Solicitation will be mailed or delivered in time to be received no later than the specified opening date and time. (Otherwise Solicitation cannot be considered or accepted.)
- _____ 20. If submitting a "NO BID" please write Solicitation number here _____
and check one of the following:
_____ Do not offer this product _____ Insufficient time to respond.
_____ Unable to meet specifications (why) _____
_____ Unable to meet bond or insurance requirement.
Other: _____

Company Name and Address:



LEE COUNTY LOCAL BUSINESS TAX RECEIPT
2012 - 2013

ACCOUNT NUMBER: 6407800

ACCOUNT EXPIRES SEPTEMBER 30, 2013

Location
2442 DR MARTIN LUTHER KING JR BLVD
FT MYERS FL 33901

NEWS PRESS PUBLISHING CO INC
GANNETT COMPANY INC
PO BOX 8035
PORTLAND OR 97228

May engage in the business of:
NEWSPAPER PUBLISHER

THIS LOCAL BUSINESS TAX RECEIPT IS NON REGULATORY

THIS IS NOT A BILL - DO NOT PAY

PAID 316692-18-1 09/18/2012 03:02
BXH1 \$50.00

Delivering your world
THE NEWS-PRESS
news-press.com

Affidavit of Circulation

December 11, 2012

Kenneth M. McCloud who on oath says that he is the GPS Distribution Director of the News-Press, a daily newspaper, published at Fort Myers, in Lee County, Florida; states that the following information for our paid circulation be accurate and the true.

Current Sunday Circulation on December 2, 2012 85,247

Current Daily Circulation on December 1, 2012 56,870

[Signature] Sworn to and subscribed before me this
11th day of December, 2012.

by Kenneth M. McCloud

STATE OF Florida
COUNTY OF Lee

The foregoing instrument was signed and acknowledged before me this 11th day of
December, 2012, by Ken McCloud who has produced
(Print or Type Name)

_____ as identification.
(Type of Identification and Number)

Notary Public Signature

Deanna Crews

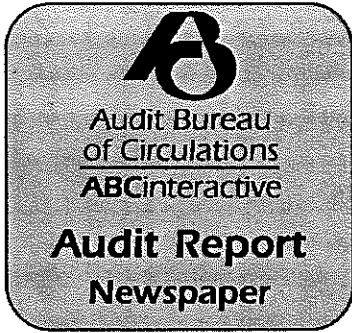
Printed Name of Notary Public

Deanna Crews

My commission Expires: **March 21, 2016**



Notary Commission Number/Expiration The signee of this Affidavit guarantees, as evidenced by the sworn affidavit required herein, the truth and accuracy of this affidavit to interrogatories hereinafter made. **LEE COUNTY** RESERVES THE RIGHT TO REQUEST SUPPORTING DOCUMENTATION, AS EVIDENCE OF SERVICES PROVIDED, AT ANY TIME.



THE NEWS-PRESS

Fort Myers (Lee County), Florida
52 weeks ended March 25, 2012

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
EXECUTIVE SUMMARY	87,653	62,585	59,385	57,023	64,348	58,284	73,890	69,669
The News-Press								
Print (See Par. 1A)	87,326	58,052	54,991	52,462	59,683	53,679	69,452	69,342
Digital Replica (See Par. 1B)	327	4,533	4,394	4,561	4,665	4,605	4,438	327
TOTAL AVERAGE CIRCULATION	87,653	62,585	59,385	57,023	64,348	58,284	73,890	69,669

TOTAL CONSUMER ACCOUNTS

Sun (Sun, March 18, 2012) 80,933
Daily (Thu, March 15, 2012) 56,576
See Par. 6

Audience-FAX

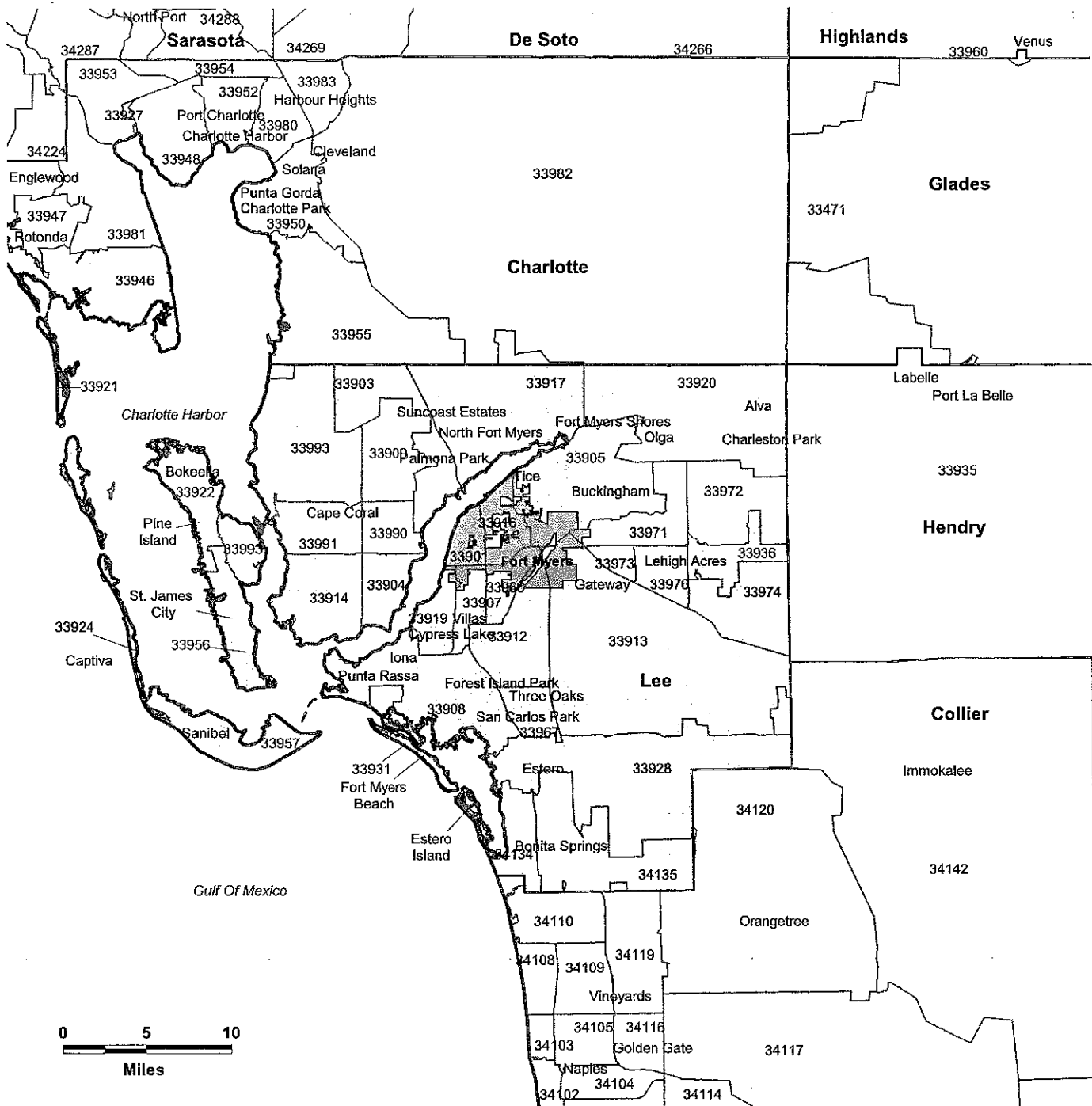
PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEBSITE USAGE: Total Activity	
Sun	Weekday	Past 7 Days		Past 7 Days	Past 30 Days		Past 7 Days	Past 30 Days	March 2012		
DMA Readers	250,640	158,205	319,011	DMA Readers	52,358	101,215	DMA Audience	338,351	355,563	Total Unique Browsers	1,087,642
Reach	26.2%	16.6%	33.4%	Reach	5.5%	10.6%	Reach	35.4%	37.2%	Page Impressions/ Views	9,290,487
NDM* Readers	221,754	146,446	268,989	NDM* Readers	50,848	82,085	NDM* Audience	287,422	295,543	Source: Adobe SiteCatalyst, powered by Omniture, See Explanatory	
Reach	45.4%	30.0%	55.1%	Reach	10.4%	16.8%	Reach	58.9%	60.6%		

Source: 2011 Release 2 Scarborough Report. Copyright 2012, Scarborough Research. All rights reserved.

Publishing Plans

Delivering your world THE NEWS-PRESS news-press.com	Frequency: Daily Delivery Vehicle(s): Print, online Home delivered print distributed in broadsheet format. Website(s): www.news-press.com
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NEWSPAPER DESIGNATED MARKET / FORT MYERS, FLORIDA



LEGEND

- COUNTY BOUNDARY
- ZIP CODE BOUNDARY
- FORT MYERS CORPORATE LIMITS
- BALANCE OF NEWSPAPER DESIGNATED MARKET

Audit Bureau of Circulations
C574-R09

Delivering your world

THE NEWS-PRESS
news-press.com

	Sun	Cmbd Avg (Mon.-Fri.)	Morning					
			Mon	Tue	Wed	Thu	Fri	Sat
1A. THE NEWS-PRESS - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	64,728	47,860	44,945	42,892	49,285	43,318	58,863	59,234
Single Copy Sales	19,901	7,537	7,048	7,057	7,794	7,789	7,997	7,291
Total Average Individually Paid Circulation	84,629	55,397	51,993	49,949	57,079	51,107	66,860	66,525
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	1,013	723	743	702	700	720	750	1,117
Total Average Business/Traveler Paid Circulation	1,013	723	743	702	700	720	750	1,117
Total Average Paid Circulation - Print	85,642	56,120	52,736	50,651	57,779	51,827	67,610	67,642
Verified Circulation								
Single Copy								
Educational Copies		94	391	6	30	23	20	
University Copies		150	159	157	155	145	137	
Employee/Independent Contractor	1,162	1,162	1,162	1,162	1,162	1,162	1,162	1,162
Retail/Business	522	526	543	486	557	522	523	538
Total Average Single Copy	1,684	1,932	2,255	1,811	1,904	1,852	1,842	1,700
Total Average Verified Circulation - Print	1,684	1,932	2,255	1,811	1,904	1,852	1,842	1,700
Total Average Paid & Verified Circulation - Print	87,326	58,052	54,991	52,462	59,683	53,679	69,452	69,342

Delivering your world

THE NEWS-PRESS
news-press.com

	Sun	Cmbd Avg (Mon.-Fri.)	Morning					
			Mon	Tue	Wed	Thu	Fri	Sat
1B. THE NEWS-PRESS - DIGITAL REPLICA								
Paid Circulation								
Subscription	327	327	326	326	327	327	327	327
Total Average Paid Circulation - Digital Replica	327	327	326	326	327	327	327	327
Verified Circulation: Opt-in								
Educational Copies		4,206	4,068	4,235	4,338	4,278	4,111	
Total Average Verified Circulation - Digital Replica		4,206	4,068	4,235	4,338	4,278	4,111	
Total Average Paid & Verified Circulation - Digital Replica	327	4,533	4,394	4,561	4,665	4,605	4,438	327
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA	87,653	62,585	59,385	57,023	64,348	58,284	73,890	69,669

2. TOTAL AVERAGE PAID & VERIFIED CIRCULATION By Market (See Par. 6 for description of area):

	Sun	Cmbd Avg (Mon.-Fri.)	Morning					Sat
			Mon	Tue	Wed	Thu	Fri	
NEWSPAPER DESIGNATED MARKET - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	63,376	46,877	44,030	42,012	48,253	42,432	57,658	58,009
Single Copy Sales	18,552	6,896	6,447	6,454	7,140	7,142	7,298	6,670
Newspaper Designated Market - Total Average Individually Paid Circulation	81,928	53,773	50,477	48,466	55,393	49,574	64,956	64,679
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	989	701	721	680	678	698	727	1,095
Newspaper Designated Market - Total Average Business/Traveler Paid Circulation	989	701	721	680	678	698	727	1,095
Newspaper Designated Market - Total Average Paid Circulation - Print	82,917	54,474	51,198	49,146	56,071	50,272	65,683	65,774
Verified Circulation								
Single Copy								
Educational Copies		94	391	6	30	23	20	
University Copies		150	159	157	155	145	137	
Employee/Independent Contractor	1,162	1,162	1,162	1,162	1,162	1,162	1,162	1,162
Retail/Business	504	520	537	480	551	516	517	532
Newspaper Designated Market - Total Average Single Copy	1,666	1,926	2,249	1,805	1,898	1,846	1,836	1,694
Newspaper Designated Market - Total Average Verified Circulation - Print	1,666	1,926	2,249	1,805	1,898	1,846	1,836	1,694
Newspaper Designated Market - Total Average Paid & Verified Circulation - Print	84,583	56,400	53,447	50,951	57,969	52,118	67,519	67,468
OUTSIDE NEWSPAPER DESIGNATED MARKET - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	1,352	983	915	880	1,032	886	1,205	1,225
Single Copy Sales	1,349	641	601	603	654	647	699	621
Outside Newspaper Designated Market - Total Average Individually Paid Circulation	2,701	1,624	1,516	1,483	1,686	1,533	1,904	1,846
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	24	22	22	22	22	22	23	22
Outside Newspaper Designated Market - Total Average Business/Traveler Paid Circulation	24	22	22	22	22	22	23	22
Outside Newspaper Designated Market - Total Average Paid Circulation - Print	2,725	1,646	1,538	1,505	1,708	1,555	1,927	1,868
Verified Circulation								
Single Copy								
Retail/Business	18	6	6	6	6	6	6	6
Outside Newspaper Designated Market - Total Average Single Copy	18	6	6	6	6	6	6	6
Outside Newspaper Designated Market - Total Average Verified Circulation - Print	18	6	6	6	6	6	6	6
Outside Newspaper Designated Market - Total Average Paid & Verified Circulation - Print	2,743	1,652	1,544	1,511	1,714	1,561	1,933	1,874
Total Average Paid & Verified Circulation - Print	87,326	58,052	54,991	52,462	59,683	53,679	69,452	69,342
Total Digital Replica	327	4,533	4,394	4,561	4,665	4,605	4,438	327
TOTAL AVERAGE PAID & VERIFIED CIRCULATION	87,653	62,585	59,385	57,023	64,348	58,284	73,890	69,669

AUDIT STATEMENT

	Sun			Cmbd Avg (Mon.-Fri.)			Mon			Tue		
	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference
The News-Press	87,653	87,653		62,585	62,585		59,385	59,385		57,023	57,023	
Total Average Circulation	87,653	87,653		62,585	62,585		59,385	59,385		57,023	57,023	

	Wed			Thu			Fri			Sat		
	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference
The News-Press	64,348	64,348		58,284	58,284		73,890	73,890		69,669	69,669	
Total Average Circulation	64,348	64,348		58,284	58,284		73,890	73,890		69,669	69,669	

This newspaper also participates in the Audit Bureau of Circulations' Insert Verification Service. A separate report of that verification is available to all ABC members who subscribe to this service. For more information, contact ABC.

AVERAGE CIRCULATION BY QUARTERS for the previous audits and period covered by this report:

Calendar Quarter Ended	Sun Total Avg. Circ.	Cmbd Avg (Mon.-Fri.) Total Avg. Circ.	Morning					
			Mon Total Avg. Circ.	Tue Total Avg. Circ.	Wed Total Avg. Circ.	Thu Total Avg. Circ.	Fri Total Avg. Circ.	Sat Total Avg. Circ.
June 29, 2008	90,052	75,834	75,036	76,205	75,529	74,322	78,078	75,389
September 28, 2008	77,994	61,210	59,923	59,702	60,415	60,269	65,740	64,021
December 28, 2008	94,746	75,079	72,431	73,364	74,739	76,098	78,765	75,487
March 29, 2009	115,716	92,953	88,530	90,811	92,359	92,058	101,007	94,081
June 28, 2009	83,814	67,884	65,683	64,968	70,406	64,601	73,761	68,022
September 27, 2009	71,870	52,728	50,024	49,516	54,890	50,040	59,171	56,262
December 27, 2009	90,174	68,616	63,813	64,732	69,424	67,083	78,029	72,486
March 28, 2010	114,813	86,737	80,233	81,385	88,040	83,081	100,945	93,787
June 27, 2010	83,303	64,175	61,762	60,575	65,150	59,174	74,217	68,937
September 26, 2010	70,643	49,495	47,457	44,891	50,191	45,075	59,864	57,139
December 26, 2010	88,466	65,023	59,123	59,384	66,394	62,453	77,761	71,842
March 27, 2011	112,020	81,724	75,078	76,198	83,085	77,150	97,110	91,225
June 26, 2011	82,228	61,312	59,966	56,475	62,540	55,906	71,675	66,904
September 25, 2011	70,711	48,208	46,043	43,278	49,709	43,698	58,314	55,368
December 25, 2011	87,243	62,735	56,847	57,014	65,406	60,442	73,965	68,984
March 25, 2012	110,429	78,083	74,679	71,319	79,733	73,087	91,597	87,421

Sun

The News-Press

Morning

The News-Press

STATE ZIP Code	OH's #1-1-11 Estimate	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Thu Avg. Proj. Circ.	Cmbd Avg (Mon-Fri.) Avg. Proj. Circ.	Hshld. Cov.
33976	2,904	183	50	233	233	233	233	176	6.1%	53	14	67	67	67	49	53	1.8%	
33982	3,929	17	35	52	52	52	52	39	1.0%	8	11	19	19	19	14	15	0.4%	
33990	11,764	2,733	1,357	4,090	4,090	27	4,090	3,088	26.2%	1,570	369	1,939	1,939	1,939	1,423	1,538	13.1%	
33991	6,874	1,824	1,180	3,004	3,004	27	3,031	2,288	33.3%	1,058	291	1,349	1,349	49	1,398	1,109	16.1%	
33993	7,169	1,510	141	1,651	1,651	1	1,651	1,246	17.4%	716	69	785	785	3	788	625	8.7%	
34102	6,118	1	89	105	105	15	105	79	1.3%	1	64	15	80	80	59	63	1.0%	
34103	6,916	36	36	36	36	29	36	27	0.4%	29	29	29	29	21	21	23	0.3%	
34104	10,867	96	96	96	96	96	96	72	0.7%	18	36	54	79	79	58	63	0.6%	
34108	8,947	35	76	111	111	111	111	84	0.9%	18	36	54	79	79	58	63	0.6%	
34109	11,487	11	95	106	106	106	106	80	0.7%	8	65	73	73	73	54	58	0.5%	
34110	10,787	94	82	176	176	176	176	133	1.2%	62	48	110	110	110	81	87	0.8%	
34112	13,513	55	55	55	55	55	55	42	0.3%	41	41	41	41	41	30	33	0.2%	
34113	6,968	57	57	57	57	57	57	43	0.6%	16	16	16	16	16	12	13	0.2%	
34114	5,297	26	26	26	26	26	26	20	0.4%	15	15	15	15	15	11	12	0.2%	
34119	10,621	72	72	72	72	72	72	54	0.5%	31	31	31	31	31	23	25	0.2%	
34134	8,007	1,110	1,093	2,248	2,248	448	2,696	2,035	25.4%	859	450	30	1,339	673	2,012	1,476	19.9%	
34135	15,763	2,320	1,463	3,783	3,783	144	3,783	2,856	18.1%	1,815	518	2,333	2,333	2,333	1,712	1,851	11.7%	
34142	5,663	144	144	144	144	144	144	109	1.9%	86	86	86	86	86	63	68	1.2%	
34145	8,587	39	39	39	39	39	39	29	0.3%	24	24	24	24	24	18	19	0.2%	
Miscellaneous ZIP Codes		130	108	238	238	133	238	181		68	65	133	133	133	93	106		
TOTAL PRINT CIRCULATION		80,619	31,991	1,306	113,916	1,763	115,679	87,326		56,726	13,412	895	71,033	2,133	73,166	53,679	58,052	
DIGITAL REPLICA CIRCULATION		374	374	374	374	374	374	327		369	369	369	369	369	4,605	4,533		
TOTAL AVERAGE CIRCULATION		80,993	31,991	1,306	114,290	1,763	116,053	87,653		57,095	13,412	895	71,402	7,636	79,038	58,284	62,585	

FLORIDA (Cont'd.)

4. BASIC PRICES:

	By Home Delivery 52 Wks./1 Yr.	Single Copy	By Mail 52 Wks./1 Yr.
PRINT:			
NEWSPAPER DESIGNATED MARKET:			
M & S	\$228.80		
M only	150.80	75¢	
M (Mon.-Fri.) only	127.40		
Fri, Sat & S	176.80		
Wed & S	104.00		
Sat & S	150.80		
S only	104.00	\$1.50	
OUTSIDE NEWSPAPER DESIGNATED MARKET:			
M & S	\$117.00		\$390.00
M only	84.24	50¢	299.00
M (Mon.-Fri.) only	70.20		260.00
Fri, Sat & S	91.00		221.00
Wed & S	65.00		156.00
Sat & S	78.00		195.00
S only	65.00	\$1.00	
DIGITAL (REPLICA):			
M & S	\$52.00		

5. ANALYSIS OF HOME DELIVERY AND MAIL INDIVIDUALLY PAID CIRCULATION BY PRICE CATEGORY:

Newspapers will report home delivery/mail subscription circulation above and below 25 percent of basic price of the member newspaper. This reporting is only required if more than five percent of a newspaper's subscription circulation falls into the less than 25 percent of basic price category.

6. EXPLANATORY - OTHER:

TOTAL CONSUMER ACCOUNTS: In accordance with Rule C2.14, Total Consumer Accounts, it is required that the member newspaper analyze its subscriber file in order to calculate and report total unique consumer accounts. This calculation is intended to fairly represent the number of unique/unduplicated subscribers.

MONTHLY AVERAGE REPORTING (Optional): This publication reports its total average circulation by month and includes the difference between the monthly average and the average circulation for the period covered by this report.

	Sun	%	Morning (Mon.-Sat.)	%
2011				
Apr.	93,738	22.6	73,296	31.3
May	77,482	1.3	59,361	6.3
June	72,591	-5.1	51,316	-8.1
July	70,117	-8.3	47,024	-15.8
Aug.	70,398	-7.9	49,351	-11.6
Sept.	71,768	-6.2	52,425	-6.1
Oct.	80,831	-18.2	57,286	-20.1
Nov.	92,801	-6.1	69,220	-3.5
Dec.	89,698	-9.3	66,446	-7.3
2012				
Jan.	106,699	8.0	76,520	6.7
Feb.	114,734	16.1	82,628	15.2
Mar.	110,787	12.1	80,551	12.3

6. EXPLANATORY - OTHER: (Continued)

CREDIT AND ARREARS ALLOWANCE: Included in Individually Paid Home Delivery and Mail is an average of the following:

	Total
Sun	2,158
Cmbd Avg (Mon.-Fri.) & Sat	1,123

These copies were served to subscribers that ordered delivery directly with and were billed by the newspaper and for which payment was not received and/or short-term arrears copies served to subscribers whose term has expired.

PUBLISHER'S RETURN POLICY: Fully Returnable.

SINGLE COPY RETURNS POLICY: The allowances for returns, undelivered, leftover and unsold copies for the period covered by this report were found to have been:

	Total
Sun	5.2%
Cmbd Avg (Mon.-Fri.)	3.7%
Sat	3.1%

These percentages are based on the gross figures and have been deducted, leaving paid circulation as shown in Par. 1.

VERIFIED RETAIL/BUSINESS: Included in Verified Retail/Business are copies distributed through publisher-maintained venues. Verification is made of distribution to location only, and not of actual pick-up.

MARKET DESCRIPTION: Zone Reporting for this newspaper is defined as:

NEWSPAPER DESIGNATED MARKET comprises Lee County, Florida.

MARKET PENETRATION: County population and occupied household estimates appearing in ABC reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon The Nielsen Company (U.S.), Inc. estimates. The Nielsen Company (U.S.), Inc. estimates are intended for your company's use during its normal course of business, and, while the information may be provided to third parties during such course of business, it may not be sold or sub-licensed to third parties or electronically integrated into third party systems without the prior written consent of The Nielsen Company (U.S.), Inc.

PERCENTAGE OF TOTAL PAID & VERIFIED CIRCULATION - PRINT AND HOUSEHOLD COVERAGE PERCENT:

	Population	Occupied House-holds	Sun			Cmbd Avg (Mon.-Fri.)			Sat		
			Total Circ.	% of Total Circ.	House-hold Coverage	Total Circ.	% of Total Circ.	House-hold Coverage	Total Circ.	% of Total Circ.	House-hold Coverage
2000 Census	440,888	188,599									
Newspaper Designated Market #1-1-11 Est.	619,668	264,687	84,583	96.9	32.0%	56,400	97.2	21.3%	67,468	97.3	25.5%
Outside Newspaper Designated Market			2,743	3.1		1,652	2.8		1,874	2.7	
Total Paid & Verified Circulation - Print			87,326	100.0%		58,052	100.0%		69,342	100.0%	

#Source: The Nielsen Company (U.S.), Inc.

PRINT ADVERTISING POLICY: Publisher's declared policy is that zoned run-of-press and pre-printed advertising is available.

AVERAGE UNPAID DISTRIBUTION: Includes Arrears, Advertisers & Agencies and Complimentary, Sample, Service:

	Total
Sun	1,254
Cmbd Avg (Mon.-Fri.)	565
Mon	664
Tue	523
Wed	530
Thu	548
Fri	562
Sat	882

6A. AUDIENCE FAX - EXPLANATORY:

Print/Online Readership Explanatory:

DMA Area: See Individual Publisher's Statements

NDM* Area: See Individual Publisher's Statements

Online Readership and Net Combined Audience reports on the following URL Address(s):

News-Press.com

Website Usage Explanatory:

For Publisher's Statement period ended March 25, 2012:

There was an adjustment of -0.3% to Total Unique Browsers.
There was an adjustment of -0.3% to Page Impressions/Views.

For Publisher's Statement period ended September 25, 2011:

There was an adjustment of -0.5% to Total Unique Cookies.
There was an adjustment of -0.9% to Page Impressions/Views.

Scope of Verification:

We have performed sufficient tests of the readership study (print, online and net unduplicated) to be satisfied that the study was conducted in accord with Audit Bureau of Circulations Reader Profile Standards. These standards can be found at <http://www.accessabc.com/pdfs/telephonestandards.pdf>. Verification of the Website Usage data included a review of the domains represented to be associated with the member newspaper's website and, for server based measurements, such other tests as deemed appropriate to confirm compliance to ABCi definitions and standards. This verification does not include ABC participation in the publisher's choice of data provider for website usage statistics nor should it be construed as an endorsement by ABC of the methodology or technologies used by the data providers.

Website Usage Definitions:

Total Unique Browsers: This site employs a cookie-based method for reporting of a Unique. In the absence of a cookie a combination of the IP address and user-agent string is used to establish a Unique. All traffic regardless of the originating location (U.S. or International) is included in this total. Also included in this count may be content from co-branded third party vendors as disclosed in the audit report for this site.

This method of accounting identifies an unduplicated cookie or identified browser that accessed the Internet content of the site during the measurement period reported and does not measure a person. No adjustment or correction to the numbers presented in the Audience Fax Website Usage, Total Activity has been made to adjust this number from cookies to people. (i.e. deletion of the cookies from browsers or for users accessing the site from multiple devices or locations.) Additionally, identifying non-cookie browsers by the IP address & user-agent string in combination may over or understate the number of individual people due to dynamic IP addressing.

Page Impressions/Views: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server. In effect, one request by a valid browser should result in one Page Impression/ View being reported. The counted page impression may not necessarily be in focus or visible in the user's browser.

Cookie: A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions. Cookies are typically set to expire. Some cookies are intended to remain on the browser temporarily (for example, during a session) and some are persistent in that they are intended to be retained for longer periods.

Browser: A software program running on an Internet enabled device that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

6A. AUDIENCE FAX - EXPLANATORY: (Continued)

Website Usage reports on the following URL Address(s):

circularcentral.shoplocal.com/*news-press/*
daytonanewsjournal.fl.newsmemory.com
dbase.news-press.com
deals.news-press.com
hosted.ap.org/*SITE=FLMYR*
link.brightcove.com/*bcpid44914839001*
m.legacy.com/*news-press/*
news-press.gannettonline.com
news-press.gon.gannettonline.com
news-press.net
pqasb.pqarchiver.com/news_press/
saxo.highschoolsports.net/section/fortmyers?*

search.news-press.com
www.apartments.com/*partner=newspres*
www.careerbuilder.com/*dsid_gafm003*
www.cars.com/*aff=newspres*
www.highschoolsports.net/section/fortmyers?*www.homefinder.com/*fmnp/*
www.legacy.com/*news-press/*
www.marcoislandflorida.com
www.news-press.com
www.news-press.net
www.tropicalgazette.com

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To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Audit Bureau of Circulations

THE NEWS-PRESS, published by Multimedia Holdings Company, 2442 Dr. Martin Luther King Jr. Blvd., Fort Myers, FL 33901
The News-Press (Morning & Sunday), Fort Myers, FL, Page #12 - #230074 - 449 - 601

July 2012

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