

## **SPECIFICATIONS FOR LEGAL ADVERTISING**

The City of Alameda is seeking proposers to provide Legal Advertising Service for the fiscal year ending June 30, 2016.

Legal advertising must be published in a newspaper adjudicated to be a newspaper of general circulation within the City of Alameda.

Advertising shall be in accordance with the following:

- 1) All advertisements shall be set in six-point type, or in such larger type and spacing between lines as directed by the officer authorizing the advertisement.
- 2) Title and sub-heading shall be set in six-point type, black-face type, or in such larger type as may be specified by the officer authorizing the advertisement.
- 3) The submission deadline for ads shall not exceed 4 days from date of publication (excluding holiday periods).
- 4) The withdrawal deadline for ads shall be up to 1 day from date of publication (excluding holiday periods).

Bidders shall state in their proposals for legal advertising the price per column inch, set in six-point type, according to the following schedule:

- price per column inch for the 1st insertion;
- price per column inch for the 2nd insertion;
- price per column inch for the 3rd and for each subsequent insertion.

Proposals for legal advertising must include an audit verifying circulation.

Proposals must be presented to the City Clerk, in the City Hall, Alameda, California under sealed cover and plainly marked on the outside, "Proposal for Legal Advertising - Fiscal Year 2015-16." Sealed bids will be received up to the hour of 2:00 p.m. on Monday, May 18, 2015.

Contract for such legal advertising, if awarded, will be awarded subject to the provisions of the Charter of said City, to the responsible bidder who submits the lowest and best bid. The right is reserved to reject any or all bids.

The newspaper published by the bidder to whom such contract is awarded shall be known, for the term of such contract, as the "Official Newspaper" of the City for legal advertising.