



	Approved	Denied
Action taken	Postponed on 5/9/05 ✓ 5/23/05	
Other:	to 5/23/05 Kristie	
Verified by:	<i>[Signature]</i>	

WASILLA CITY COUNCIL ACTION MEMORANDUM

AM No. 05-16

TITLE: AWARD OF RFP TO THE ANCHORAGE DAILY NEWS FOR NEWSPAPER ADVERTISING

Agenda of: April 25, 2005, *May 9, 2005*
 Originator: Kristie Smithers, MMC, City Clerk *[Signature]*

Date: April 15, 2005

Route to:	Department	Signature/Date
	Police	
	Recreational and Cultural Services Library, Museum	
X	Public Works Planning	<i>[Signature]</i> 4/15/05
X	Finance *signature required	<i>[Signature]</i>
X	Clerk	<i>[Signature]</i>

REVIEWED BY MAYOR DIANNE M. KELLER: *[Signature]*

FISCAL IMPACT: yes\$ or no Funds Available yes no
 Account name/number:
 Attachments: Request for Proposal issued March 9, 2005

SUMMARY STATEMENT:

Recently I discussed with Mayor Keller the idea of running a half-page advertisement twice each month to accommodate the meeting notices, agendas, etc. that we publish. I feel this idea would be of benefit since it will consolidate advertisements making it easier for the public to keep up on the happenings of the city, and save the City money since some of the border, address, etc. are repeated in every advertisement we place. Mayor Keller also liked this idea and we discussed that the Clerk's Office would be the contact for the half-page ad since we have the most advertisements on a monthly basis. As needed fillers will be placed in the remaining space for other happenings of the City that the Mayor desires.

I worked with Archie Giddings to prepare an RFP for advertising and submitted it to the Frontiersman and Anchorage Daily News. The scope of work included advertising

based on the city using a half-page advertisement twice each month to run meeting notices.

After the RFPs were received, Ted Leonard, Archie and myself all reviewed the RFPs and it was determined that both proposals were very competitive, and through scoring, that the Daily News should be selected for advertising our ads.

The half-page advertisement will run in the Wednesday edition, in the Mat-Su section, of the Anchorage Daily News and will accommodate other additional advertisements as needed. From time to time we will also need to supplement our advertising needs by running advertisements in the Frontiersman like we do currently with the Anchorage Daily News.

RECOMMENDED ACTION:

Award of RFP to the Anchorage Daily News for newspaper advertising based on the amount of \$639 for a half-page ad 26 times a year to begin on May 15, 2005 and expire on June 30, 2006.

LAW OFFICES

BIRCH, HORTON, BITTNER AND CHEROT

A PROFESSIONAL CORPORATION

1127 WEST SEVENTH AVENUE • ANCHORAGE, ALASKA 99501-3399 • TELEPHONE (907) 276-1550 • (800) 478-1550 • FACSIMILE (907) 276-3680

HAL R. HORTON (1944 - 1998)

RONALD G. BIRCH**
WILLIAM H. BITTNER
KATHRYN A. BLACK
SUZANNE CHEROT
KIMBERLY A. DOYLE
KATHLEEN TOBIN ERB
MARK E. FINEMAN, P.E.
DOUGLAS S. FULLER*

MAX D. GARNER
GRETCHEN L. GASTON†
DAVID KARL GROSS
TINA M. GROVIER
PATRICIA M. HARDINA
WILLIAM P. HORN*
STEPHEN H. HUTCHINGS
ROY S. JONES, JR.*

DANIEL C. KENT
THOMAS F. KLINKNER
HARVEY A. LEVIN†
STANLEY T. LEWIS
GREGORY A. MILLER
MICHAEL J. PARISE
TIMOTHY J. PETUMENOS
ELISABETH H. ROSS**

OF COUNSEL:
JENNIFER C. ALEXANDER
JON M. DEVORE
SHELLEY D. EBENAL
KENNETH E. VASSAR

1155 CONNECTICUT AVE., N.W.
SUITE 1200
WASHINGTON, D.C. 20036
(202) 659-5800
FACSIMILE (202) 659-1027

* D.C. BAR
** D.C. AND ALASKA BAR
† MARYLAND BAR
‡ VIRGINIA BAR
ALL OTHERS ALASKA BAR

WRITER'S DIRECT DIAL (907) 263-7268 • FAX (907) 276-3680 • tklinkner@bhb.com

May 23, 2005

via EMAIL ONLY

Mayor and Members of the City Council
City of Wasilla
290 East Herning Avenue
Wasilla, Alaska 99654-7091

Re: Request for Proposal to Publish City of Wasilla Advertising
Our File No. 505,780.83

Ladies and Gentlemen:

I reviewed additional documentation from the *Frontiersman* concerning the recommendation in AM 05-16 that this contract be awarded to the *Anchorage Daily News* (the "*Daily News*"). The *Frontiersman* questions the manner in which the evaluation committee that reviewed the proposals rated each proposal under the circulation criterion in the Request for Proposal ("RFP"). In summary, I conclude as follows:

- The RFP did not specify the measure of circulation that the City would use to evaluate proposals, but required each proposer to define its own measure of circulation.
- The evaluation committee referred to the same measure of circulation in evaluating each proposal.
- The evaluation committee had a reasonable basis for choosing "total paid actual gross distribution" within the Matanuska-Susitna Borough as the circulation criterion that it would use in evaluating the proposals.
- The decision before the Council is whether to award the contract as recommended in AM 05-16, or to reject all proposals.

I. *The Circulation Criterion in the RFP.*

The RFP did not specify the measure of circulation that the City would use to evaluate proposals, but required each proposer to define its own measure of circulation. The RFP required each proposer to "Provide definition of circulation and supporting documentation of estimated circulation."

Mayor and Members of the City Council
City of Wasilla
May 23, 2005
Page 2

2. *The Evaluation Committee Used Comparable Quantities in Evaluating Circulation.*

Although each proposal offered a different definition of circulation, each proposal also contained enough supporting documentation of circulation so that the evaluation committee had access to comparable circulation measures for each proposer. Attached to each proposal was a copy of an Audit Bureau of Circulations report stating the proposer's "total paid actual gross distribution" and "average projected paid circulation" in the Matanuska-Susitna Borough. The circulation data that the committee had before it were as follows:

	<i>Frontiersman</i>	<i>Daily News</i>
Total paid actual gross distribution	5,539	8,892
Average projected paid circulation	5,115	6,253

Thus, the evaluation committee had sufficient information to make an "apples to apples" comparison of circulation data for each proposer.

3. *The Evaluation Committee's Selection of a Measure of Circulation Has a Reasonable Basis.*

Each of the two circulation quantities presented above provides less than a perfect measure of circulation. "Total paid actual gross distribution," while a number that has been audited by the Audit Bureau of Circulations, is a snapshot of only one day's distribution, and includes newspapers that were returned unsold. "Average projected paid circulation," while including only newspapers that actually reached potential readers, is not an audited number, but is an estimate by the Audit Bureau of Circulations of the average number of newspapers that a publisher actually sells on each day of publication.

The evaluation committee chose to evaluate circulation by comparing each proposer's "total paid actual gross distribution." The selection of a particular measure of circulation on which to base the evaluation of the proposals will be upheld if it has a reasonable basis.¹ The selection of "total paid actual gross distribution," the audited measure of circulation, has a reasonable basis. Therefore, it is my opinion that a reviewing court would uphold the use of this measure of circulation in evaluating proposals.

¹ *Lower Kuskokwim School District v. Foundation Services, Inc.*, 909 P.2d 1383, 1388-1389 (Alaska 1996); *King v. Alaska State Housing Authority*, 512 P.2d 887, 894-895 (Alaska 1973).

Mayor and Members of the City Council
City of Wasilla
May 23, 2005
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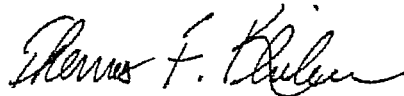
4. *Council Action in Response to AM 05-16.*

In acting on AM 05-16, the Council has two options. If the Council agrees that the evaluation committee applied a reasonable measure of circulation in evaluating the proposals, the Council may approve AM 05-16, and award the contract to the *Daily News*. If the Council does not agree that the evaluation committee applied a reasonable measure of circulation in evaluating the proposals, the Council may reject all proposals. WMC 5.08.120.E provides that the purchasing agent decides how to award a contract among competing proposals. There is no provision for the Council to substitute its judgment for that of the evaluation committee as to which was the best proposal. However, WMC 5.08.170 authorizes the Council to reject all proposals when it determines that it is in the best interest of the City to do so. Thus, if the Council determines that it is not in the best interest of the City to approve the award of the contract to the *Daily News* (because the Council disagrees with the measure of circulation that the evaluation committee applied or otherwise) the Council may reject all proposals.

Please let me know if we may be of further assistance in this matter.

Yours truly,

BIRCH, HORTON, BITTNER and CHEROT



Thomas F. Klinkner

ADVERTISING RFP SCORING

Available Points	Price 40 points	Circulation 35 points	Half Page Ad 20 points	Color Ad 5 points	Total Points
Anchorage Daily News	37	35	20	4	96
Frontiersman	40	32	20	5	97

SCORED BY

[Handwritten Signature]

TED

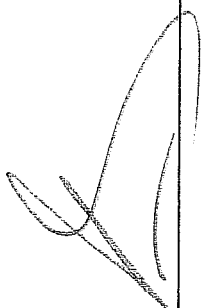
ADVERTISING RFP SCORING

Available Points	Price 40 points	Circulation 35 points	Half-Page Ad 20 points	Color Ad 5 points	Total Points
Anchorage Daily News	31	35	20	3	89 89
Frontiersman	40	22	20	5	87 87

Ted Leonard 5/12/05
SCORED BY

ADVERTISING RFP SCORING

Available Points	Price 40 points	Circulation 35 points	Half Page Ad 20 points	Color Ad 5 points	Total Points
Anchorage Daily News	31	35	20	A	90
Frontiersman	40	22	20	S	87

SCORED BY  4/13/05

Anchorage Daily News

May 16, 2005

Ms. Kristie Smithers
City Clerk
City of Wasilla
290 E. Herning Avenue
Wasilla, AK 99654-7091

RECEIVED

MAY 16 2005

CLERK'S OFFICE
CITY OF WASILLA

Re.: Newspaper Advertising RFP

Dear Ms. Smithers,

The original Audit Bureau of Circulations "Total Paid" numbers submitted by both the Valley ADN and the Frontiersman, 8,892 and 5,655 respectively, are correct.

These numbers are the same numbers both papers routinely submit to major advertisers, such as Sears, Home Depot, Lowes and Fred Meyer when they request distribution numbers, which is why both papers, independently, submitted them for their bid proposals.

Ms. Sleight has requested an apples-to-apples comparison, as she should. Which is why the Total Paid numbers are the numbers that must be used. This is a one-day snapshot of both papers: June 18th vs. June 19th. It doesn't get any more apples-to-apples than that. Otherwise there are too many variables throughout the year which impact the outcome, such as when the ADN runs a special section like the State Fair Guide or the Visitors' Guide, and the numbers spike substantially, (in ADN's favor I might add).

Both papers quote numbers to advertisers all the time and both papers know which are the correct numbers to use. The Total Paid numbers are the industry standard.

The reason advertisers use the one-day (Total Paid) number is because the Average Projected number includes complicated formulas, projections and other variables. One day versus one day is direct, equitable and straightforward.

	<u>Valley ADN</u>	<u>Frontiersman</u>
Total Paid	8,892	5,655
Cost per ad:	\$639	\$495
Cost per Copy	7.1¢	8.7¢

The RFP scored the following criteria:

Price - 40 points:

Based on these industry accepted numbers and an “apples-to-apples comparison,” as suggested by Ms. Sleight, the Valley ADN cost 18.4% less per copy than the Frontiersman.

Giving the City its most cost-effective advertising buy.

Circulation - 35 points:

The Valley ADN reaches 3,237 or 57.2% more paid subscribers than the Frontiersman based on ABC Total Paid Circulation.

Giving the City maximum reach and coverage.

Placement - 20 points:

The Valley ADN offers a guaranteed position in the MatSu section on the “Government” page. And equally important, a copy deadline that is 2 days prior to publication instead of 5 days prior.

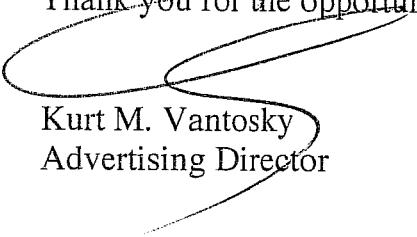
Giving the City more time to include a complete and current agenda and other late breaking information.

Color - 5 points:

Using the apples-to-apples comparison, the Valley ADN offers full color for \$350, while the Frontiersman offers full color for \$220. On a cost per copy basis both papers come out at 3.9¢ per copy.

We ask the City Council to base their decision on the information contained in the good faith offers extended by both newspapers in accordance with the RFP and the recommendations of the City Clerk, Public Works Director, Finance Director, Mayor and confirmed by the city’s legal counsel.

Thank you for the opportunity to be of service.



Kurt M. Vantosky
Advertising Director

Mat-Su Valley
Frontiersman

5751 E. Mayflower Court, Wasilla, AK 99654

Kari Sleight, Publisher
Email: kari.sleight@frontiersman.com

907-352-2250
Fax: 907-352-2277

May 11, 2005

Archie Giddings, Chair
Kristie Smithers
Ted Leonard
City of Wasilla RFP Review Committee
Advertising RFP

RECEIVED

MAY 11 2005

CLERK'S OFFICE
CITY OF WASILLA

Dear Committee Members:

I appreciate the difficulty of the task you were charged with in attempting to evaluate the criteria outlined in the City's request for proposal for advertising. The newspaper industry, and especially the Audit Bureau of Circulations (ABC), uses language that is sometimes hard for even the most seasoned newspaper employee to fully understand and, unfortunately, I was not able to clearly articulate those definitions to you.

Given that, I asked ABC for a written statement that defines the Total Paid Actual Gross Distribution (TPAGC) and the Average Projected Paid Circulation (APPC) columns using language that non-newspaper personnel could understand. A copy of that letter is attached.

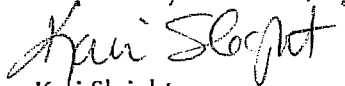
We agree with Councilman Lowe's statement at Monday's council meeting in that the City would open itself to litigation if it fails to award the contract based on the terms set forth in the RFP. We also agree with Councilman Lowe in that the decision to award this, or any RFP, should be based on a fair apples-to-apples comparison.

The only fair apples-to-apples comparison in determining newspaper circulation is by using the APPC or average net paid circulation, as the TPAGC column counts unsold or leftover copies on the one-day analysis. Unsold copies of a newspaper have no value to an advertiser, as they have no readers.

Using the correct audited paid circulation numbers from the ABC report, the cost per copy under the proposal submitted by the Anchorage Daily News is **10.2¢** per copy, compared to **9.7¢** per copy proposed by the Mat-Su Valley Frontiersman. The annual cost for the half-page ad if this contract is awarded to the Anchorage Daily News would be **\$16,614**, compared to **\$12,870**. Either way you look at it, the Mat-Su Valley Frontiersman is the lowest responsive and responsible bidder to the City's Request for Proposal.

The City of Wasilla, rightfully, asks this newspaper to correct factual errors in its reporting, which we do. We are asking for the same consideration from the City of Wasilla in correcting a factual error in determining the audited paid circulation comparison between our newspaper and the Anchorage Daily News.

Respectfully submitted,



Kari Sleight
Publisher, Mat-Su Valley Frontiersman

cc: Mayor Dianne M. Keller; Council Members Howard O'Neil, Noel Lowe, Diana Straub, Robert Sande, Mark Ewing, Ron Cox



Audit Bureau of Circulations

Kari Sleight
Publisher
Phone 907-352-2255
Fax: 907-352-2275

Ms. Sleight:

This letter is in regards to your request regarding definitions of Gross Paid Distribution and APPC (Average Projected Paid Circulation) shown in Audit Bureau of Circulations Audit Reports. The Definitions are as follows:

Gross Paid Distribution is defined as a 1day analysis of total distribution which includes paid circulation, (Home Delivery, Single Copy Sales, i.e. newsstands, stores, vending machines, etc), along with unsold copies from news stands, stores, etc.

Average Projected Paid Circulation represents the Average Net Paid Circulation for the period the audit covers. APPC figures shown in Paragraph 3A, (Distribution in Towns receiving 25 or more copies in detail by counties, as well as the Total only for towns receiving less than 25 copies Daily), are calculated based on Geography shown in Paragraph 2 of ABC Reports. Figures shown in Paragraph 3b (Distribution by ZIP Codes receiving 25 or more copies) are calculated based on Total Average Paid Circulation shown in Paragraph 1.

Please let me know if you have any questions.

Sincerely,

Tim Leen

Manager, Market Information

3. ACTUAL ONE-DAY GROSS DISTRIBUTION AND AVERAGE PROJECTED PAID CIRCULATION AVERAGES BY COUNTIES:

Morning, June 19, 2004; Sunday, June 20, 2004.

(OH's) Occupied Households - #1-1-04 Claritas Inc.

The listing below gives gross distribution for one day only and is greater or less than the average paid for the period covered by this report by the following percentages:

	Morning	Sunday
City Zone	2.94% greater	3.19% greater
Balance in Newspaper Designated Market	42.21% greater	13.51% greater
Outside Newspaper Designated Market	11.51% greater	26.40% greater
GRAND TOTAL	9.99% greater	6.69% greater

The "Average Projected Paid Circulation" (Avg. Proj. Pd. Circ.) has been arrived at by projecting the averages in Paragraphs 1 and 2 to the appropriate ABC geographic market one day(s) gross distribution figures in this report.

State Borough, Census Area or County	OH's #1-1-04 Estimate	Individually Paid Actual Gross Dist.	Morning			Sunday			Avg. Proj. Pd. Circ.*	Hshld. Cov.	
			Other Paid Actual Gross Dist.	Total Paid Actual Gross Dist.	Avg. Proj. Pd. Circ.*	Hshld. Cov.	Other Paid Actual Gross Dist.	Total Paid Actual Gross Dist.			Avg. Proj. Pd. Circ.*
ALASKA											
ALEUTIANS WEST	1,496	80		80	72	4.81%	160		160	127	8.49%
ANCHORAGE	99,872	52,541	2,823	55,364	53,785	53.85%	59,770	2,838	62,608	60,674	60.75%
BETHEL	4,523	156		156	140	3.10%	201		201	159	3.52%
DENALI	825	370		370	332	40.24%	450		450	356	43.15%
DILLINGHAM	1,572	162		162	145	9.22%	242		242	191	12.15%
FAIRBANKS NORTH STAR	31,329	602		602	540	1.72%	804		804	636	2.03%
JUNEAU	11,624	476		476	427	3.67%	502		502	397	3.42%
KENAI PENINSULA	19,459	6,394	81	6,475	4,553	23.40%	7,736	81	7,817	6,886	35.39%
KODIAK ISLAND	4,439	277		277	248	5.59%	492		492	389	8.76%
MATANUSKA - SUSITNA	24,093	8,796	96	8,892	6,253	25.95%	11,228	210	11,438	10,076	41.82%
NOME	2,741	230		230	206	7.52%	438		438	347	12.66%
NORTH SLOPE	2,049	553	116	669	600	29.28%	673	121	794	628	30.65%
NORTHWEST ARCTIC	1,789	170		170	152	8.50%	235		235	186	10.40%
SITKA	3,366	160		160	143	4.25%	200		200	158	4.69%
SOUTHEAST FAIRBANKS	1,907						175		175	138	7.24%
VALDEZ-CORDOVA	3,998	1,142		1,142	803	20.09%	1,335		1,335	1,177	29.44%
Miscellaneous Boroughs and Census Areas		289	64	353	317		466	65	531	420	
TOTAL IN ALASKA		72,398	3,180	75,578	68,716		85,107	3,315	88,422	82,945	
CALIFORNIA											
SACRAMENTO	496,193	92		92			450		450		
TOTAL IN CALIFORNIA		92		92			450		450		
All Other		92		92	83		450		450	357	
GRAND TOTAL		72,490	3,180	75,670	68,799		85,557	3,315	88,872	83,302	

#County population and occupied household estimates appearing in ABC reports are obtained from Claritas Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon Claritas Inc. estimates. The Claritas 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 Claritas Inc.

*Arrived at by relating actual gross distribution figures to average paid circulation for the period covered by this report.



AUDIT REPORT: *Not Applicable*

Anchorage (Anchorage Borough), Alaska

52 weeks ended June 27, 2004

ANCHORAGE DAILY NEWS

	Morning (Mon. to Thu. & Sat.)	Friday Morning	Sunday
1A. TOTAL AVERAGE PAID CIRCULATION	68,799	78,085	83,302
1B. AVERAGE PAID CIRCULATION:			
Paid for by Individual Recipients (Sold at 50% or more of basic price)			
Home Delivery and Mail	45,033	53,397	52,898
Intermittent Subscriptions	1,145		112
Single Copy Sales	13,472	14,564	25,526
Subtotal	59,650	67,961	78,536
Paid for by Individual Recipients (Sold at or more than 25% but less than 50% of basic price)			
Home Delivery and Mail			
Single Copy Sales			
Subtotal			
Total Average Individually Paid Circulation	59,650	67,961	78,536
Other Paid Circulation:			
Single Copy Sales			
Educational Programs			
Newspapers in Education	5,116	5,692	1,434
Employee Copies	838	838	838
Third Party Sales			
Airlines — Available for passengers	35	35	35
Businesses — Available for employees	123	122	128
Hospitals and Nursing Homes — Available for patients ..	1,390	1,499	1,394
Hotels, Motels — Available for guests	1,522	1,751	875
Retail/Business — Available for patrons	98	102	62
Social Functions — Available for patrons	27	85	
Subtotal	9,149	10,124	4,766
Total Paid Circulation	68,799	78,085	83,302
Other Audited Distribution (Optional)			
Total Distribution (Optional)			
Days Omitted from Averages, See Par. 6	2	None of record	None of record

This publication also has Web Site Activity audited by ABCI. See Par. 6

 ABC Interactive Latest Data Available		Total	Daily	Mon. to Fri.	Sat. & Sun.
	March 1 - 31, 2004	Page Impressions	7,047,177	227,329	253,569
	Unique Users	614,329	38,286	42,439	26,344

3. ACTUAL ONE-DAY GROSS DISTRIBUTION AND AVERAGE PROJECTED PAID CIRCULATION AVERAGES BY COUNTIES:

Friday, June 18, 2004; Sunday, June 20, 2004.

(OH's) Occupied Households - #1-1-04 Claritas Inc.

The listing below gives gross distribution for Tuesday and Friday and is 8.29% greater and Sunday 30.40% greater than the average paid for the twelve months ended June 30, 2004.

The "Average Projected Paid Circulation" (Avg. Proj. Pd. Circ.) has been arrived at by projecting the averages in Paragraphs 1 and 2 to the appropriate ABC geographic market one day(s) gross distribution figures in this report.

State County/Borough	OH's #1-1-04 Estimate	Friday			Avg. Proj. Pd. Circ.*	Hshld. Cov.	Sunday			Avg. Proj. Pd. Circ.*	Hshld. Cov.
		Individually Paid Actual Gross Dist.	Other Paid Actual Gross Dist.	Total Paid Actual Gross Dist.			Individually Paid Actual Gross Dist.	Other Paid Actual Gross Dist.	Total Paid Actual Gross Dist.		
ALASKA											
MATANUSKA- SUSITNA	24,093	5,504	35	5,539	5,115	21.23%	5,509	35	5,544	4,252	17.65%
Miscellaneous Boroughs		110		110	102		112		112	86	
TOTAL IN ALASKA		5,614	35	5,649			5,621	35	5,656		
All Other		75		75	69		75		75	57	
GRAND TOTAL		5,689	35	5,724	5,286		5,696	35	5,731	4,395	

#County population and occupied household estimates appearing in ABC reports are obtained from Claritas Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon Claritas Inc. estimates. The Claritas 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 Claritas Inc.

*Arrived at by relating actual gross distribution figures to average paid circulation for the period covered by this report.



Audit Bureau
of Circulations
900 N. Meacham Rd.
Schaumburg, IL
60173-4968
accessabc.com

AUDIT REPORT: Newspaper

AUDITED EVERY OTHER YEAR

Wasilla (Matanuska-Susitna Borough), Alaska

24 months ended June 30, 2004

FRONTIERSMAN

	Tuesday & Friday	Sunday
1A. TOTAL AVERAGE PAID CIRCULATION	5,655	4,297
1B. AVERAGE PAID CIRCULATION:		
Paid for by Individual Recipients (Sold at 50% or more of basic price)		
Home Delivery and Mail	2,388	2,187
Single Copy Sales	2,916	2,070
Subtotal	5,304	4,257
Paid for by Individual Recipients (Sold at or more than 25% but less than 50% of basic price)		
Home Delivery and Mail		
Single Copy Sales		
Subtotal		
Total Average Individually Paid Circulation	5,304	4,257
Other Paid Circulation:		
Single Copy Sales		
Educational Programs		
Newspapers in Education	316	6
Employee Copies	35	34
Subtotal	351	40
Total Paid Circulation	5,655	4,297
Other Audited Distribution (Optional)		
Total Distribution (Optional)		
Days Omitted from Averages	None of record	None of record



900 Larkspur Landing Circle, Suite 295, Larkspur, CA 94939
415 461-6006 415 461-6007 (FAX)

May 6, 2005

Ms. Kari Sleight
Publisher
THE VALLEY SUN
5751 E. Mayflower Ct.
Wasilla, AK 99654

Dear Ms. Sleight:

I am pleased to confirm that *The Valley Sun* is a client in good standing of Verified Audit Circulation.

The Initial Audit Report, covering, January 2005 – June 2005, will be available by July 30, 2005.

We have conducted a preliminary review of printing and distribution records documenting press runs of 6,200 from January through March 16, 2005.

The Initial Audit Report will provide a comprehensive documentation of qualified circulation, Verified's fieldwork, and the on-site review of records.

Thank you for this opportunity to work with your organization.

Sincerely,

A handwritten signature in black ink, appearing to read 'James Desser', is written over the typed name.

James Desser
Chief Operating Officer

COST PER COPY COMPARISON			
	MAT-SU VALLEY FRONTIERSMAN	ANCHORAGE DAILY NEWS	MSVF PLUS VALLEY SUN*
Paid Circulation	5,115	6,253	11,315
Basic Ad Cost	\$495.00	\$639.00	\$495.00
Cost per Copy	9.7¢	10.2¢	4.4¢

*Mat-Su Borough Circulation only: Mat-Su Valley Frontiersman = 5,115; Valley Sun = 6,200.
 Mat-Su Valley Frontiersman and Anchorage Daily News circulation based on **audited** paid circulation in the
 Matanuska-Susitna Borough as reported by the Audit Bureau of Circulations (ABC).
 Valley Sun circulation is based on a preliminary **audited** distribution in the Matanuska-Susitna Borough
 as reported by Verified Audit Circulation (VAC)

LAW OFFICES

BIRCH, HORTON, BITTNER AND CHEROT

A PROFESSIONAL CORPORATION

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ALL OTHERS ALASKA BAR

WRITER'S DIRECT DIAL (907) 263-7268 • FAX (907) 276-3680 • tklinkner@bhb.com

May 3, 2005

via EMAIL and FIRST CLASS MAIL

Ms. Kristie Smithers, City Clerk
Mr. Archie Giddings, P.E., Public Works Director
City of Wasilla
290 East Herning Avenue
Wasilla, Alaska 99654-7091

Re: Request for Proposal to Publish City of Wasilla Advertising
Our File No. 505,780.83

Dear Kristie and Archie:

I have reviewed the arguments that Wick Communications, publisher of the *Frontiersman*, has raised against the award of a contract to the *Anchorage Daily News* under this request for proposal. In summary, I conclude that (i) the *Frontiersman* waived any objection that it may have had to an award on the basis of criteria other than price, and (ii) the City did not abuse its discretion in using "total paid actual gross distribution" as the measure of circulation in evaluating the proposals on the basis of circulation.

1. Award Based on Criteria other than Price.

I understand that the City provided the request for proposal to two prospective contractors, the *Anchorage Daily News* and the *Frontiersman*, intending that the contract be awarded under the limited competition procedure in WMC 5.08.130. Although the City did not comply strictly with the limited competition procedure, the noncompliance did not prejudice the *Frontiersman*, and the *Frontiersman* waived the noncompliance by not objecting to it before submitting a proposal. Therefore, I conclude that the City's deviation from the limited competition procedure under WMC 5.08.130 would not affect the validity of an award of the contract to the *Anchorage Daily News*.

WMC 5.08.130.A states that the City may procure services having a value not exceeding \$10,000 under the limited competition procedure. In this case, the City solicited proposals to provide a half-page advertisement 26 times per year, for a period commencing with Council approval and expiring on June 30, 2006. The cost of both proposals for the period of the

Ms. Kristie L. Smithers, City Clerk
Mr. Archie Giddings, P.E., Public Works Director
City of Wasilla
May 3, 2005
Page 2

contract would be substantially in excess of \$10,000.¹ This raises the question whether the solicited service had an "estimated value not exceeding...\$10,000," a prerequisite for the City being authorized to award the contract by limited competition.

The procurement procedure that the City must follow under WMC 5.08.130 includes the requirement in WMC 5.08.130.B that "The [limited competition] solicitation...shall be in a form reasonably calculated to yield the lowest responsive bid by a responsible bidder," and the requirement in WMC 5.08.130.C that "The purchasing agent shall award the contract to the lowest responsive and responsible bidder." In this case, the solicitation provided for the City to consider factors other than price in awarding the contract, thus calling into question whether the solicitation was "in a form reasonably calculated to yield the lowest responsive bid." Moreover, based on the scoring of proposals, the recommended award is not to "the lowest responsive and responsible bidder." These factors also raise the question whether the contract may be awarded to the *Anchorage Daily News* under the limited competition procedure.

However, the City clearly would have been authorized to solicit proposals to provide advertising for the City under the procedure for competitive sealed proposals in WMC 5.08.120. This procedure may be used without regard to the estimated dollar value of the services, and specifically authorizes the City to consider factors other than price in awarding a contract. WMC 5.08.120 provides in relevant part:

5.08.120 Competitive sealed proposals; negotiated procurement.

A. The purchasing agent may procure supplies, services or construction by competitive sealed proposals under this section, if the purchasing agent determines that it is not practicable to develop sufficiently detailed contract terms or specification for procurement by competitive sealed bidding, *or that either vendor qualifications or the means and methods that a vendor will use are material to vendor selection.*

* * *

E. The city shall evaluate each proposal submitted by a responsible proposer under the criteria set forth in the request for proposals. The purchasing agent *may award a contract to the responsible proposer that the city determines has submitted the best proposal...*

¹ Under the *Anchorage Daily News* proposal, the cost of 26 half-page advertisements would be \$16,614. Under the *Frontiersman* proposal, the cost of 26 half-page advertisements would be \$12,870.

Ms. Kristie L. Smithers, City Clerk
Mr. Archie Giddings, P.E., Public Works Director
City of Wasilla
May 3, 2005
Page 3

The City having reasonably concluded that vendor qualifications (i.e., circulation), and the means and methods that a vendor will use (i.e., consistency of ad placement), are material to vendor selection, the City would have been authorized to award the contract by the competitive sealed proposal procedure in WMC 5.08.120.

The City deviated from the competitive sealed proposal procedure under WMC 5.08.120 by not advertising the solicitation as required by WMC 5.08.120.B, and soliciting proposals from only two potential contractors. However, neither of these deviations prejudiced the *Frontiersman* in the submission of its proposal. The City directly notified the *Frontiersman* of the advertising procurement, and specifically solicited a proposal from the *Frontiersman* to provide this service.

The request for proposal also clearly notified the *Frontiersman* that the City would consider factors other than price in making an award. The request for proposal stated the specific award criteria and the weight that would be given to each. The *Frontiersman* did not object to the City's considering criteria other than price in its award decision until after it learned that the City would recommend award to the *Anchorage Daily News*. While not deciding the issue, the Alaska Supreme Court has recognized that these circumstances support a "strong argument" that a disappointed proposer has waived objection to the terms of a request for proposal, an argument that finds support in decisions of the Comptroller General under the federal government contract bidding process.²

I therefore conclude that the *Frontiersman* was not prejudiced by the selection procedure that the City used for this procurement, and that the *Frontiersman* has waived any objection to the use of that procedure. Thus, the procedure that the City used in this procurement does not provide a basis for the *Frontiersman* to challenge the City's award recommendation.

2. *The Circulation Criteria.*

Two parts of the solicitation reflect that the City intended to consider circulation as well as price in awarding the contract. First, the solicitation states that the City "requires a minimum circulation within the Matanuska-Susitna Borough of 10,000 per week." Both proposals demonstrate conformity with the 10,000 per week minimum circulation requirement.

Second, the solicitation states that circulation will be one of the criteria for the award of the contract. Each proposer was required to "Provide definition of circulation and supporting documentation of estimated circulation." Each proposer provided information on

² *Gunderson v. University of Alaska, Fairbanks*, 922 P.2d 229, 234 n. 6 (Alaska 1996).

Ms. Kristie L. Smithers, City Clerk
Mr. Archie Giddings, P.E., Public Works Director
City of Wasilla
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Page 4


various measures of circulation, including a measure known as "total paid actual gross distribution." This circulation number is audited by an independent agency known as the Audit Bureau of Circulations. This measure of circulation is commonly recognized in the newspaper industry.

The City's selection of a particular measure of circulation on which to base its evaluation of each proposal will be upheld if it has a reasonable basis.³ The selection of "total paid actual gross distribution," a measure known to, and relied upon by, both proposers, and recognized in the newspaper industry, has a reasonable basis. Therefore, the City's use of this measure of circulation in evaluating proposals does not provide a basis for the Frontiersman to challenge the City's award recommendation.

Please let me know if we may be of further assistance in this matter.

Yours truly,

BIRCH, HORTON, BITTNER and CHEROT



Thomas F. Klinkner

³ *Lower Kuskokwim School District v. Foundation Services, Inc.*, 909 P.2d 1383, 1388-1389 (Alaska 1996); *King v. Alaska State Housing Authority*, 512 P.2d 887, 894-895 (Alaska 1973).

Howard O'Neil

RECEIVED

MAY 02 2005

CLERK'S OFFICE
CITY OF WASILLA

Mat-Su Valley

Frontiersman

5751 E. Mayflower Court, Wasilla, AK 99654

Kari Sleight, Publisher
Email: kari.sleight@frontiersman.com

907-352-2250
Fax: 907-352-2277

May 2, 2005

City of Wasilla
City Council

Howard
Dear City of Wasilla Council members:

The Mat-Su Valley Frontiersman was the lowest responsive and responsible bidder (see attached charts) to the Request for Proposal (RFP) for advertising services issued by the City of Wasilla (COW) on March 9, 2005.

For the reasons stated below, the RFP terms and evaluation do not maximize the purchasing value of the city's funds. In addition, they do not maximize fair and open competition. Finally, the RFP terms and evaluation do not comply with minimum legal standards, which provide significant latitude and discretion to COW. It is for these reasons that I ask the City Council members to not approve the contract award to the Anchorage Daily News (ADN).

COW Contracting Provisions.

In the Wasilla Municipal Code, COW contracting and purchasing purposes are stated (§ 5.08.020):

1. Maximize fair and open competition and discourage collusive bidding for city contracts consistent with the efficient operation of the city government
2. Maximize the purchasing value of city funds

The RFP was issued under Wasilla Municipal Code, § 5.08.130, limited competition procurement. Subsection (c) provides, in part, the contract shall be awarded to the lowest responsive and responsible bidder. This standard is the norm for government contracting. Section 5.08.160 sets out the responsibility criteria: (1) skill and experience; (2) record of honesty and integrity; (3) facilities, personnel and financing; (4) past performance under COW contracts. Both bidders were found responsible. Both proposals were determined responsive. However, both proposals exceed \$10,000, the benchmark for limited competition procurement under § 5.08.130.

RFP terms and evaluation.

Although the Frontiersman significantly underbid ADN, the review committee scored ADN's proposal 275 and the Frontiersman 271. The RFP terms and evaluation process account for this result.

Price. The RFP stated the contract will be awarded based on the following criteria: Price (40), Color Pricing (5), Consistent Placement (20), Circulation (35). The evaluation criteria weighted cost at 45%, with circulation and ad placement at 55%. In other words, the RFP assigned the least point value to a low bid, which fails to maximize the City's purchasing value or award the contract to the lowest bidder who is also responsible and responsive.

Under State procurement standards, agencies are required to assign a minimum 60% of the total evaluation points to cost for service contracts issued under the RFP process. If, for some reason, this minimum percentage is contrary to the public interest, a written request to weigh cost below these minimums must be forwarded to the Chief Procurement Officer. The request must explain with particularity why it is not in the State's best interest to use the minimum percentage otherwise required for price evaluation, and why those minimums will prevent the agency from accomplishing its public mission. In government contracting, cost is the sole criterion or, if weighted criteria are appropriate, cost is assigned the greatest weight, with limited exceptions (e.g., professional services, such as architect, engineer, land surveyor, legal).

Circulation.

Minimum Circulation. The RFP required a minimum circulation within the Matanuska-Susitna Borough of 10,000 per week. It further instructed proposers to provide a definition of circulation and supporting documentation of estimated circulation.

A proposal would be non-responsive if it failed to meet this minimum circulation requirement. In that case, the proposal would be rejected. In other words, it would not be eligible for evaluation or contract award consideration. The review committee determined both proposals met this requirement.

For similar RFPs, the Matanuska-Susitna Borough (MSB) imposes the same minimum circulation requirement. If this requirement is met¹, MSB evaluates those proposals solely on cost. In other words, MSB focuses on achieving the lowest bid from newspapers that meet MSB's minimum requirements. This cost-focused approach benefits MSB and its taxpayers. It also maximizes fair and open competition between competing proposers and, specifically, between ADN, the only statewide Alaska publisher, and smaller, locally based newspapers.

Circulation Criterion. The COW RFP identified circulation as one criterion, which was assigned a total of 35 possible points. The RFP required a minimum of 10,000 weekly MSB circulation. Both parties met this requirement. However (and unlike the ad placement points, which both proposers also met²), the review committee did not assign 35 points to each proposer for the circulation criterion.

Instead, the review committee accepted the circulation numbers provided in each proposal. Those numbers are based on a multi-part audit of the respective newspapers by the Audit Bureau of Circulations (ABC). ADN provided its number from Total Paid Actual Gross Distribution, Para. 3 (TPAGD). The Frontiersman provided its number (excluding Valley Sun) from Total Average Paid Circulation, Para. 1A (TAPC).

	Proposal Numbers	Total Pd. Actual Gross Distribution (TPAGD)	Av. Projected Paid Circulation (APPC)
ADN	8892 (TPAGD)	8892	6253
Frontiersman	5655(TAPC)	5539	5115

In the evaluation, ADN received the maximum possible 35 points by each reviewer for a total of 115 points. The Frontiersman received 22 points from 2 reviewers and 32 points from the third reviewer for a total of 76 points. The scoring of this criterion was the determining factor in the ADN 275- Frontiersman 271 total scored result.

After the April 18 award recommendation, I met with Mr. Giddings. I explained that the review committee had compared apples to oranges because the ABC numbers represented different aspects of circulation. For that reason, the scoring was arbitrary.

In addition, I explained ADN's TPAGD number is not valid for purposes of the RFP evaluation. Specifically, the TPAGD number represents a test day selected by the newspaper, in this case a Saturday. For ABC audit purposes, the circulation number for the test day is valid only if that number is within 15% of the 12-month average reported in TAPC, Par. 1 (see attached email copy). Because ADN has statewide circulation, ADN's TAPC is 68,716. Fifteen percent is 10,307. Thus, ADN's 8892

¹ Under MSB procedures, the proposer must meet other minimum RFP requirements, for example, proofing and publication deadlines. Also, the proposer must satisfy MSB responsible bidder requirements. However, both types of requirements are minimum standards, not weighted criteria used to evaluate competing proposals.

² Both proposals offered consistent ½ page ad placement and received maximum points (20).

TPAGD meets ABC audit rules. However, ADN's weekday paid circulation in the Matanuska-Susitna Borough for the 12-month period ending June 30, 2004 was 6,253. Fifteen percent is 937. In other words, ADN's TPAGD would be limited to 7190, not 8892. For this reason, the TPAGD number is not valid for RFP evaluation purposes.

Finally, I explained that APPC is the 12-month average for the audit period of total newspapers sold through subscriptions, newsstands, education programs, third party sales, employee copies and bulk sales. For this reason, I explained that APPC is the best ABC number to use in RFP evaluation. If the proposals were scored using APPC numbers, the Frontiersman would be the successful proposer.

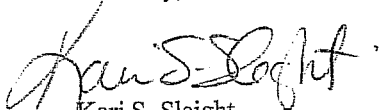
I also discussed the committee's decision to exclude Valley Sun circulation in the evaluation. The Valley Sun circulation is 6,200 weekly. This publication is evenly distributed between newsstands and, verifiable through USPO postal receipts, through direct mailing to local residents who do not subscribe to the Frontiersman. This publication contains about 10% news content and, specifically, includes the local date book of scheduled meetings and events. The content balance is advertising. If Valley Sun circulation, either total or direct mail, were included, the Frontiersman would have significantly greater circulation than ADN, which means the Frontiersman would be the successful proposer. COW's decision to exclude Valley Sun circulation significantly limits the availability of published COW notices to local residents, and significantly increases COW's per unit cost.

COW employees reviewed the information provided and made independent inquiries. On April 25, COW advised the Frontiersman "the circulation figures submitted with the RFPs were the correct ones to use" and that the committee stands by its recommendation. In other words, the committee declined to correct the apples and oranges scores for the circulation criterion.

Lowest, Best Offer. The Frontiersman submitted its lowest, best offer to COW's RFP. It was a responsible bidder and submitted a responsive proposal. It significantly underbid ADN. However, ADN's proposal received the highest score in the evaluation process. Subsequently, COW provided each proposer with a copy of the other's proposal.

I appreciate the council's consideration in this matter and am available to answer any questions.

Sincerely,



Kari S. Sleight
Publisher
Mat-Su Valley Frontiersman

City of Wasilla Advertising RFP

COST COMPARISON

	Anchorage Daily News	Valley Frontiersman	Underbid
1/2 Page Ad Price	\$639	\$495	23%
Single Color Price	\$125	FREE	100%
Full Color Price	\$350	\$220	37%
Add'l Ad Price (Sunday)	\$52.38 pci	\$7.50	698%
Add'l Ad Price (Weekday)	\$46.45 pci	\$7.50	619%

City of Wasilla Advertising RFP

CIRCULATION COMPARISON

	Anchorage Daily News	Valley Frontiersman	Variance
Meets 10,000/week requirement	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
12-Month Average	6,253	5,539	-11%

City of Wasilla Advertising RFP

PLACEMENT COMPARISON

	Anchorage Daily News	Valley Frontiersman	Variance
Consistent Placement of 1/2 Page Ad	Yes (B-2 or G-5) <input checked="" type="checkbox"/>	Yes (A-3) <input checked="" type="checkbox"/>	0%

Subject: Average Projected Paid Circulation

Date: Wednesday, April 27, 2005 10:23 AM

From: Amy Jones <JonesA@accessabc.com>

To: <kari.sleight@frontiersman.com>

Hello Kari,

This is a follow up from our phone conversation earlier today.

"Average Projected Paid Circulation" is the projection of the one day total to the 12 month average. The Total Paid Actual Gross Circulation in Par 3 is the one day that has been chosen by the publication to be analyzed. ABC takes that chosen day and tests it. One of the tests is a 15% representative test. The circulation from that chosen day has to be within 15% of the 12 month average reported in Par 1. The Average Projected Paid Circulation is a projection of the current 12 month average. It is not a projection for the future.

Hopefully this helps. Please let me know if you have any questions.

Thanks

Amy Jones
847-879-8457

Anchorage Daily News

April 28, 2005

Ms. Kristie Smithers, MMC
Wasilla City Clerk
City of Wasilla
290 E. Herning Avenue
Wasilla, AK 99654-7091

RECEIVED
APR 29 2005
CLERK'S OFFICE
CITY OF WASILLA

Dear Ms. Smithers,

I would like to take this opportunity to briefly address some of the issues that have arisen subsequent to your review and award of CM No. 05-16, Advertising RFP, to the MatSu Valley edition of the Anchorage Daily News.

1. **Circulation:** The numbers we presented to the City were Audited numbers (by an industry standard independent Third Party – the Audit Bureau of Circulations), not in-house estimates. Similar Annual numbers ending June 2004 were available from the same source for the same period of time for the Frontiersman to allow for a fair and equitable comparison:

Frontiersman 5655
Valley ADN 8892

Historically, Audited numbers are the only numbers advertising agencies, retailers and media buyers consider when making an advertising buy and they usually use the one year numbers for the most accurate assessment.

2. **Cost:** On a cost per copy basis, the Valley ADN's offer of \$639 per ad comes out to 7.1¢ per copy as compared to the Frontiersman's \$496 per ad or 8.7¢ per copy. That's a savings of 18.4%! (With different net costs and different circulations Cost Per Copy is the only way to compare apples to apples.)
3. **"We're Local":** Both papers are in fact owned by corporations not based in Alaska: the ADN is owned by McClatchy Newspapers based in California; and The Frontiersman is owned by Wick Communica-

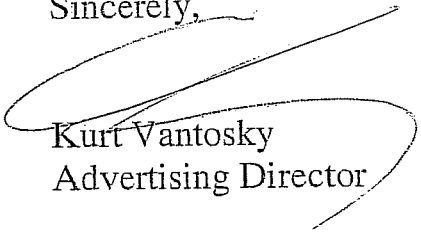
Anchorage Daily News

tions based in Arizona. Both papers have had an office in the Valley for over 20 years. Additionally, the Frontiersman claims (in it's ads) 34 employees living in the Valley with a payroll of \$871,000 with an additional \$100,000 paid to carriers and contracted employees for a total of \$971,000, however, the ADN has 36 employees living in the Valley with a total of \$1,400,000 in base wages and an additional \$880,000 paid to carriers and contract employees for a total compensation of \$2,280,000 or a 134% greater contribution to the Valley's economy. And, the ADN makes numerous charitable contributions each year to a wide variety of Valley non-profit organizations, such as: United Way of MatSu, MatSu Valley Special Olympics, MSVCB, Kids are People, Alaska Family Resource Center and more. As for which is the preferred paper of "locals," the Audited numbers tell that story.

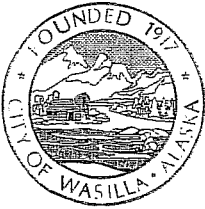
Both newspapers made good faith offers in response to the RFP for Advertising. The real issue is simple, which paper best met the clear and specific criteria requested by the City of Wasilla.

Thank you again for the opportunity to be of service.

Sincerely,




Kurt Vantosky
Advertising Director



OFFICE OF THE CITY CLERK

CITY OF WASILLA
290 E. HERNING AVE.
WASILLA, AK 99654-7091
PHONE: (907) 373-9090
FAX: (907) 373-9092

TO: Mayor Keller and Council Members

FROM: Kristie Smithers, MMC, City Clerk 

DATE: April 25, 2005

SUBJECT: Advertising RFP – Concerns from Frontiersman

I have placed CM No. 05-16 on your agenda for action on April 28th. Last week Kari Sleight, Publisher from the Frontiersman newspaper contacted the city concerned about the circulation numbers used when reviewing the RFPs from the Frontiersman and the Anchorage Daily News (ADN).

When the review committee consisting of Ted Leonard, Archie Giddings and myself reviewed and scored the RFPs, we used the circulation numbers provided to us by both the Frontiersman and the ADN in the proposal. Those numbers are as follows:

ADN	\$639 per ad/Circulation of 8,892
Frontiersman	\$496 per ad/Circulation of 5,655

During discussions with Ms. Sleight she expressed the need for us to use the "Average Projection Paid Circulation" numbers when calculating the circulation figures. These numbers are contained in the Audit Bureau of Circulations (ABC) report which is an agency who audits newspapers throughout the country.

When researching Ms. Sleight's request, I called the ABC. Their agency audits each newspaper agency and compares the numbers reported to the ABC to the actual number of newspapers sold for a certain date. Both proposals included an audit report from ABC. The ADN audit is dated June 19, 2004 and the Frontiersman's audit is dated June 18, 2004.

Since ADN has a wide range of circulation around the state, we focused on the section that directly reports Matanuska-Susitna Borough figures; this is contained on Section 3 and 3A of the audit. The columns that are being focused on from the ABC audit report are outlined on the following page.

Circulation

	Total Paid Actual Gross Gross Distribution	Average Projected Paid Circulation
Anchorage Daily News (8892)	8,892	6,253
Frontiersman (5655)	5,539	5,115

The “Total Paid Actual Gross Distribution” column includes the home delivery, mail, single copy sales, educational programs, employee copies, and third party sales. These numbers are also for a specific date.

The “Average Projected Paid Circulation” column is based on the average amount of newspapers sold during the reporting period. The figure is a projected amount based on a formula which calculates the average paid circulation to the one day gross distribution.

After review and consideration of the discussions with ABC, the review committee feels that the circulation figure submitted with the RFPs were the correct ones to use and are supported by the figures in “total paid actual gross distribution” column.

In closing, the review committee stands by their recommendation to award the advertising contract to the Anchorage Daily News.

Pc: Archie Giddings, Public Works Director
Ted Leonard, Finance Director
Kari Sleight, Frontiersman (by fax)
Cherie LeBlanc-Shue, Anchorage Daily News (by fax)



OFFICE OF THE CITY CLERK

CITY OF WASILLA
290 E. HERNING AVE.
WASILLA, AK 99654-7091
PHONE: (907) 373-9090
FAX: (907) 373-9092

REQUEST FOR PROPOSAL

This PROPOSAL will be accepted until **March 23, 2005 at 4 p.m.** in the office of the City Clerk at the address above.

Date issued: March 9, 2005, VIA FAX

TO: Frontiersman & Anchorage Daily News

DESCRIPTION:

Publication of the City of Wasilla advertisements in a half page setting. All advertisements would be submitted to the newspaper separately and laid out by the newspaper in a half-page format to run 26 times a year, usually twice a month, in a mid-week edition (Tuesday or Wednesday). Points will be given for the ability to consistently retain the same placement of the half-page ad in the same location each run.

Other special advertisements may be required in addition to the half-page run. Please price separately the cost for additional display and classified ads that may run in other editions of the paper along with price for additional inches in expanding half-page ad.

Price separately the cost for color advertising.

The City will furnish an email version of the advertisement to the newspaper.

The City of Wasilla requires a minimum circulation within the Matanuska-Susitna Borough of 10,000 per week. Provide definition of circulation and supporting documentation of estimated circulation.

Contract will be from the date of council approval to June 30, 2006.

Contract will be awarded based on the following criteria:

- 40 Points Price
- 35 Points Circulation
- 20 Points Consistent Placement of half-page ad
- 5 Points Color Advertisement Pricing

OFFICE OF THE
CITY CLERK AND COUNCIL

CITY OF WASILLA

290 E. Herring Ave.
Wasilla, AK 99654-7091
Phone: (907) 373-9090
Fax: (907) 373-9092

April 18, 2005

Cherie LeBlanc-Shue
Mat-Su Advertising Manager
Anchorage Daily News
4851 E. Parks Highway, Suite D
Wasilla, AK 99654

RE: REQUEST FOR PROPOSAL FOR ADVERTISING

Dear Ms. LeBlanc-Shue:

Thank you for responding to the Advertising Request for Proposal (RFP) for the City of Wasilla. A committee carefully reviewed all proposals submitted and although both were extremely competitive, the committee selected the Anchorage Daily News, based on the following scores:

- 1) Anchorage Daily News - 275
- 2) Frontiersman - 271

The Wasilla City Council will consider the award of contract to the Anchorage Daily News at their upcoming City Council Meeting to be held on Monday, April 25, 2005, beginning at 7 p.m.

If you have any questions, please do not hesitate to contact me.

Sincerely,

CITY OF WASILLA



KRISTIE SMITHERS, MMC
Wasilla City Clerk

City of Wasilla
RFP for Newspaper Advertising
from the
Anchorage Daily News / Valley Edition

Ad Size: Half Page (1/2 page)
Frequency: 26 times per year
Day(s): Tuesday and/or Wednesday
Placement: Tuesday – Alaska section, “Community Datebook” page (B-2)
Wednesday – MatSu section, “Government” page, (G-5)

MatSu:
Circulation: Tuesday - 8,892 paid copies
Wednesday - 8,892 paid copies
Weekly Total – 64,790 paid copies

Circulation

Audit: Audit Bureau of Circulations, June 27, 2004 (Released January 2005)

Cost: \$639 per ad, or
\$10.14 per inch, or
\$71.86 per thousand, or
\$7.1¢ per copy

Additional

Inches: \$10.14 per inch

Color: Tuesday – Fullcolor \$225; 2 colors \$175; 1 color \$125
Wednesday – Fullcolor \$350; 2 colors 295; 1 color \$195

Online: The ADN will post each of the City of Wasilla’s ads online at *adn.com*, Alaska’s #1 website with over 45,00 viewers every day, and we will add a text link to www.cityofwasilla.com. This has a value of \$150 per ad or \$3,900 per year.

Other Requested Information

Display Ads

Fullrun Rates: Daily \$46.45 per inch
Friday/Saturday \$47.25
Sunday \$52.38 per inch

Classified

Legal ads: \$1.52 per line per day

Classified
Help Wanted
Ads:

Line ads:
Daily \$3.99 per line
Sunday \$4.64 per line
Display ads:
Daily \$47.86 per inch
Sunday \$55.84 per inch



Audit Bureau
of Circulations

900 N. Meacham Rd.
Schaumburg, IL
60173-4968
accessabc.com

AUDIT REPORT:

Anchorage (Anchorage Borough), Alaska

52 weeks ended June 27, 2004

ANCHORAGE DAILY NEWS

	Morning (Mon. to Thu. & Sat.)	Friday Morning	Sunday
1A. TOTAL AVERAGE PAID CIRCULATION	68,799	78,085	83,302
1B. AVERAGE PAID CIRCULATION:			
Paid for by Individual Recipients			
(Sold at 50% or more of basic price)			
Home Delivery and Mail	45,033	53,397	52,898
Intermittent Subscriptions	1,145		112
Single Copy Sales	13,472	14,564	25,526
Subtotal	59,650	67,961	78,536
Paid for by Individual Recipients			
(Sold at or more than 25% but less than 50% of basic price)			
Home Delivery and Mail			
Single Copy Sales			
Subtotal			
Total Average Individually Paid Circulation	59,650	67,961	78,536
Other Paid Circulation:			
Single Copy Sales			
Educational Programs			
Newspapers in Education	5,116	5,692	1,434
Employee Copies	838	838	838
Third Party Sales			
Airlines — Available for passengers	35	35	35
Businesses — Available for employees	123	122	128
Hospitals and Nursing Homes — Available for patients	1,390	1,499	1,394
Hotels, Motels — Available for guests	1,522	1,751	875
Retail/Business — Available for patrons	98	102	62
Social Functions — Available for patrons	27	85	
Subtotal	9,149	10,124	4,766
Total Paid Circulation	68,799	78,085	83,302
Other Audited Distribution (Optional)			
Total Distribution (Optional)			
Days Omitted from Averages, See Par. 6.	2	None of record	None of record



March 1 - 31, 2004
Latest Data Available

This publication also has Web Site Activity audited by ABCi. See Par. 6

	Total	Daily	Mon. to Fri.	Sat. & Sun.
Page Impressions	7,047,177	227,329	253,569	151,888
Unique Users	614,329	38,286	42,439	26,344

2. TOTAL AVERAGE PAID CIRCULATION BY ZONES

(See Par. 6 for description of area)

City Zone	Morning (Mon. to Thu. & Sat.)		Friday Morning		Sunday	
	Total	% of Total	Total	% of Total	Total	% of Total
Home Delivery and Mail, See Par. 6(b)	37,538		42,627		41,958	
Intermittent Subscriptions, See Pars. 5A, 6(b) & (c)	899				93	
Single Copy Sales (Individual)	8,467		8,513		14,728	
Educational Programs						
Newspapers in Education	3,203		3,310		961	
Employee Copies	838		838		838	
Third Party Sales						
Hospitals and Nursing Homes — Available for patients	1,239		1,295		1,205	
Hotels, Motels — Available for guests	1,476		1,702		829	
Retail/Business — Available for patrons	98		102		62	
Social Functions — Available for patrons	27		85			
Total City Zone	53,785		58,472		60,674	
Balance In Newspaper Designated Market						
Home Delivery and Mail, See Par. 6(b)	7,348		10,622		10,467	
Intermittent Subscriptions, See Pars. 5A, 6(b) & (c)	246				19	
Single Copy Sales (Individual)	2,573		3,484		6,964	
Educational Programs						
Newspapers in Education	1,260		1,587		469	
Third Party Sales						
Hospitals and Nursing Homes — Available for patients	151		204		189	
Hotels, Motels — Available for guests	31		34		31	
Total Balance in Newspaper Designated Market	11,609		15,931		18,139	
Total Newspaper Designated Market	65,394		74,403		78,813	
Circulation Outside Newspaper Designated Market						
Home Delivery and Mail	147		148		473	
Single Copy Sales (Individual)	2,432		2,567		3,834	
Educational Programs						
Newspapers in Education	653		795		4	
Third Party Sales						
Airlines — Available for passengers	35		35		35	
Businesses — Available for employees	123		122		128	
Hotels, Motels — Available for guests	15		15		15	
Total Circulation Outside Newspaper Designated Market	3,405		3,682		4,489	
Total Average Paid Circulation	68,799		78,085		83,302	

PERCENTAGE OF TOTAL PAID AND HOUSEHOLD COVERAGE PERCENT

	Population	Occupied Households	Morning (Mon. to Thu. & Sat.)			Friday Morning			Sunday		
			Total Circ.	% of Total Circ.	House- hold Coverage	Total Circ.	% of Total Circ.	House- hold Coverage	Total Circ.	% of Total Circ.	House- hold Coverage
City Zone	260,283	94,822	53,785	78.18	53.85%	58,472	74.88	58.55%	60,674	72.84	60.75%
Balance in NDM*	119,208	42,878	11,609	16.87	24.41%	15,931	20.40	33.50%	18,139	21.77	38.15%
Total NDM*	379,491	137,700	65,394	95.05	44.36%	74,403	95.28	50.47%	78,813	94.61	53.46%
Outside NDM*			3,405			3,682			4,489	5.39	
Total Paid			68,799	100.00%		78,085	100.00%		83,302	100.00%	

#Source: Claritas Inc., See Par. 6(a). *NDM = Newspaper Designated Market.

AUDIT STATEMENT

There was no adjustment made in the average paid circulation as shown in the Publisher's Statements for the period audited.

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

Calendar Quarter Ended	Morning (Mon. to Thu. & Sat.)	Friday Morning	Sunday
September 30, 2000	68,462	78,900	86,816
December 31, 2000	69,125	78,598	84,460
March 31, 2001	68,943	80,152	84,056
June 30, 2001	68,865	79,902	84,413
September 30, 2001	70,839	81,083	87,145
December 31, 2001	71,940	79,038	85,126
March 31, 2002	69,141	78,919	83,960
June 30, 2002	69,375	79,127	84,614
September 29, 2002	69,835	80,136	87,273
December 29, 2002	73,271	80,913	85,359
March 30, 2003	69,748	79,749	84,833
June 29, 2003	68,671	79,350	84,029
September 28, 2003	68,821	79,457	85,657
December 28, 2003	72,221	79,182	84,206
March 28, 2004	67,337	77,061	81,578
June 27, 2004	66,762	76,636	81,763

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

Year	City Zone		City Zone Other Paid	TOTAL City Zone	Balance in			TOTAL Balance in Newspaper Designated Market	TOTAL Average Paid Circulation
	Home Delivery & Mail	City Zone Single Copy Sales			Market Home Delivery & Mail	Balance in Newspaper Designated Copy Sales	Balance in Newspaper Designated Market Other Paid		
Morning (Mon. to Thu. & Sat.)									
2004	38,437	8,467	6,881	53,785	7,594	2,573	1,442	11,609	68,799
2003	38,379	8,227	6,469	53,075	8,914	3,324	1,674	13,912	70,387
2002*	39,401	9,330		53,576	8,454	3,528		13,426	70,337
2001	39,720	8,676		52,982	7,894	3,588		12,852	68,847
2000	40,529	8,520		53,612	8,002	3,628		13,048	69,711
Friday Morning									
2004	42,627	8,513	7,332	58,472	10,622	3,484	1,825	15,931	78,085
2003	44,448	8,916	6,921	60,285	10,527	3,517	2,047	16,091	80,037
2002*	45,452	10,172		60,743	9,966	3,515		15,187	79,542
2001	46,594	9,439		61,339	9,439	3,727		14,865	79,390
2000	47,543	9,171		61,677	9,470	3,809		14,915	79,869
Sunday									
2004	42,051	14,728	3,895	60,674	10,486	6,964	500	18,139	83,302
2003	43,935	14,924	3,571	62,430	10,389	7,027	608	18,024	85,374
2002*	44,729	15,476		62,637	9,813	7,365		17,572	85,273
2001	45,811	15,105		63,007	9,246	7,390		17,020	84,945
2000	46,572	15,437		63,450	9,256	7,661		16,999	85,707

*Effective with September 30, 2001 reports, a change was made in the qualification and reporting format.

3. ACTUAL ONE-DAY GROSS DISTRIBUTION AND AVERAGE PROJECTED PAID CIRCULATION AVERAGES BY COUNTIES:

Morning, June 19, 2004; Sunday, June 20, 2004.

(OH's) Occupied Households - #1-1-04 Claritas Inc.

The listing below gives gross distribution for one day only and is greater or less than the average paid for the period covered by this report by the following percentages:

	Morning	Sunday
City Zone	2.94% greater	3.19% greater
Balance in Newspaper Designated Market	42.21% greater	13.51% greater
Outside Newspaper Designated Market	11.51% greater	26.40% greater
GRAND TOTAL	9.99% greater	6.69% greater

The "Average Projected Paid Circulation" (Avg. Proj. Pd. Circ.) has been arrived at by projecting the averages in Paragraphs 1 and 2 to the appropriate ABC geographic market one day(s) gross distribution figures in this report.

State Borough, Census Area or County	OH's #1-1-04 Estimate	Individually Paid Actual Gross Dist.	Morning			Sunday			Avg. Proj. Pd. Circ.*	Hshld. Cov.	
			Other Paid Actual Gross Dist.	Total Paid Actual Gross Dist.	Avg. Proj. Pd. Circ.*	Hshld. Cov.	Other Paid Actual Gross Dist.	Total Paid Actual Gross Dist.			
ALASKA											
ALEUTIANS WEST	1,496	80		80	72	4.81%	160	160	127	8.49%	
ANCHORAGE	99,872	52,541	2,823	55,364	53,785	53.85%	59,770	2,838	62,608	60,674	60.75%
BETHEL	4,523	156		156	140	3.10%	201	201	159	3.52%	
DENALI	825	370		370	332	40.24%	450	450	356	43.15%	
DILLINGHAM	1,572	162		162	145	9.22%	242	242	191	12.15%	
FAIRBANKS NORTH STAR	31,329	602		602	540	1.72%	804	804	636	2.03%	
JUNEAU	11,624	476		476	427	3.67%	502	502	397	3.42%	
KENAI PENINSULA	19,459	6,394	81	6,475	4,553	23.40%	7,736	81	7,817	6,886	35.39%
KODIAK ISLAND	4,439	277		277	248	5.59%	492	492	389	8.76%	
MATANUSKA - SUSITNA	24,093	8,796	96	8,892	6,253	25.95%	11,228	210	11,438	10,076	41.82%
NOME	2,741	230		230	206	7.52%	438	438	347	12.66%	
NORTH SLOPE	2,049	553	116	669	600	29.28%	673	121	794	628	30.65%
NORTHWEST ARCTIC	1,789	170		170	152	8.50%	235	235	186	10.40%	
SITKA	3,366	160		160	143	4.25%	200	200	158	4.69%	
SOUTHEAST FAIRBANKS	1,907						175	175	138	7.24%	
VALDEZ-CORDOVA	3,998	1,142		1,142	803	20.09%	1,335		1,335	1,177	29.44%
Miscellaneous Boroughs and Census Areas		289	64	353	317		466	65	531	420	
TOTAL IN ALASKA		72,398	3,180	75,578	68,716		85,107	3,315	88,422	82,945	
CALIFORNIA											
SACRAMENTO	496,193	92		92			450		450		
TOTAL IN CALIFORNIA		92		92			450		450		
All Other		92		92	83		450		450	357	
GRAND TOTAL		72,490	3,180	75,670	68,799		85,557	3,315	88,872	83,302	

#County population and occupied household estimates appearing in ABC reports are obtained from Claritas Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon Claritas Inc. estimates. The Claritas 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 Claritas Inc.

*Arrived at by relating actual gross distribution figures to average paid circulation for the period covered by this report.

3A. DISTRIBUTION IN TOWNS RECEIVING 25 OR MORE COPIES IN DETAIL BY COUNTIES, AS WELL AS THE TOTAL ONLY FOR TOWNS RECEIVING LESS THAN 25 COPIES DAILY:

Morning, June 19, 2004; Sunday, June 20, 2004.

(OH's) Occupied Households - 2000 Census; #1-1-04 Claritas Inc., See Par. 6(a).

“BALANCE IN COUNTY” is comprised of the distribution in towns receiving less than 25 copies which is not identified with the towns, townships or minor civil divisions listed.

(MA) designates the Metropolitan Statistical Area as defined by the Office of Management and Budget for Anchorage, Alaska. (Anchorage Borough)

State Borough, Census Area or County Town	Morning					Sunday						
	OH's 2000 Census	OH's #1-1-04 Estimate	Individ- ually Paid	Other Paid	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Individ- ually Paid	Other Paid	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.
ALASKA												
(MA) <u>ANCHORAGE BOROUGH</u>	94,822	99,872										
Anchorage			45,365	2,449	47,814			51,115	2,364	53,479		
Chugiak			1,435	25	1,460			1,634	25	1,659		
Eagle River			4,239	25	4,264			5,020	25	5,045		
Elmendorf Air Force Base			524	324	848			856	424	1,280		
Fort Richardson			277		277			397		397		
Girdwood			601		601			635		635		
Indian			100		100			113		113		
TOTAL ANCHORAGE BOROUGH (ABC CITY ZONE)			52,541	2,823	55,364	53,785	53.85%	59,770	2,838	62,608	60,674	60.75%
BALANCE IN NEWSPAPER DESIGNATED MARKET												
<u>KENAI PENINSULA</u>												
<u>BOROUGH</u>	18,438	19,459										
Anchor Point			245		245			312		312		
Cooper Landing			76		76			76		76		
Homer			1,255		1,255			1,595		1,595		
Hope								30		30		
Kasilof			177		177			218		218		
Kenai			967		967			1,084		1,084		
Moose Pass			47		47			47		47		
Nikiski			341		341			399		399		
Ninilchik			277		277			327		327		
Seldovia			95		95			140		140		
Seward			1,139	53	1,192			1,284	53	1,337		
Soldotna			1,345	28	1,373			1,695	28	1,723		
Sterling			430		430			529		529		
TOTAL KENAI PENINSULA BOROUGH			6,394	81	6,475	4,553	23.40%	7,736	81	7,817	6,886	35.39%
<u>MATANUSKA-SUSITNA</u>												
<u>BOROUGH</u>	20,556	24,093										
Big Lake			411		411			637		637		
Houston			232		232			380		380		
Palmer			3,283		3,283			3,849	119	3,968		
Sutton			171		171			247		247		
Talkeetna			112		112			111		111		
Trapper Creek			285		285			365		365		
Wasilla			3,961	96	4,057			5,178	91	5,269		
Willow			341		341			461		461		
TOTAL MATANUSKA-SUSITNA BOROUGH			8,796	96	8,892	6,253	25.95%	11,228	210	11,438	10,076	41.82%

State Borough, Census Area or County Town	Morning							Sunday				
	OH's 2000 Census	OH's #1-1-04 Estimate	Individ- ually Paid	Other Paid	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Individ- ually Paid	Other Paid	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.
<u>ALASKA (Cont'd)</u>												
<u>VALDEZ-CORDOVA CENSUS AREA</u>												
AREA	3,884	3,998										
Cordova			210		210			150		150		
Gakona			43		43			43		43		
Glennallen			398		398			501		501		
Valdez			416		416			546		546		
Whittier			75		75			95		95		
TOTAL VALDEZ-CORDOVA CENSUS AREA			1,142		1,142	803	20.09%	1,335		1,335	1,177	29.44%
<u>TOTAL BALANCE IN NEWSPAPER DESIGNATED MARKET</u>												
	42,878	47,550	16,332	177	16,509	11,609	24.41%	20,299	291	20,590	18,139	38.15%
<u>TOTAL NEWSPAPER DESIGNATED MARKET</u>												
	137,700	147,422	68,873	3,000	71,873	65,394	44.36%	80,069	3,129	83,198	78,813	53.46%
<u>JUNEAU BOROUGH</u>												
	11,543	11,624										
Juneau			411		411			412		412		
Ketchikan			65		65			90		90		
TOTAL JUNEAU BOROUGH			476		476	427	3.67%	502		502	397	3.42%
<u>NORTH SLOPE BOROUGH</u>												
	2,109	2,049										
Barrow			126		126			223		223		
Prudhoe Bay			427	116	543			450	121	571		
TOTAL NORTH SLOPE BOROUGH			553	116	669	600	29.28%	673	121	794	628	30.65%
<u>MISCELLANEOUS BOROUGH AND CENSUS AREAS</u>												
Bethel (Bethel Census Area), AK			156		156			201		201		
Dillingham (Dillingham Census Area) AK			162		162			242		242		
Dutch Harbor (Aleutians West Census Area), AK			80		80			160		160		
Fairbanks (Fairbanks North Star Borough), AK			602		602			804		804		
Haines (Haines Borough), AK								30		30		
King Salmon (Bristol Bay Census Area), AK			60		60			65		65		
Kodiak (Kodiak Island Borough), AK			277		277			492		492		
Kotzebue (Northwest Arctic Borough), AK			170		170			235		235		
McGrath (Yukon Kuyukuk Census Area), AK								25		25		
McKinley Park (Denali Borough), AK			370		370			450		450		
Naknek (Lake And Peninsula Borough), AK			50		50			40		40		
Nome (Nome Census Area), AK			230		230			438		438		
Petersburg (Wrangell-Petersburg Census Area), AK			30		30			35		35		
Sitka (Sitka Borough), AK			160		160			200		200		
Tok (S.E. Fairbanks Census Area), AK								175		175		
UNDER 25 COPIES			149	64	213			271	65	336		
TOTAL MISCELLANEOUS BOROUGH AND CENSUS AREAS			2,496	64	2,560	2,295		3,863	65	3,928	3,107	
TOTAL IN ALASKA			72,398	3,180	75,578	68,716		85,107	3,315	88,422	82,945	
<u>ALL OTHER STATES</u>												
<u>MISCELLANEOUS COUNTIES</u>												
Sacramento (Sacramento Co)								66		66		
UNDER 25 COPIES			92		92			384		384		
TOTAL IN ALL OTHER STATES			92		92	83		450		450	357	

State Borough, Census Area or County Town	Morning						Sunday					
	OH's 2000 Census	OH's #1-1-04 Estimate	Individ- ually Paid	Other Paid	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Individ- ually Paid	Other Paid	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.
<u>SUMMARY</u>												
TOTAL ALASKA			72,398	3,180	75,578			85,107	3,315	88,422		
" ALL OTHER STATES			92		92			450		450		
GRAND TOTAL			72,490	3,180	75,670	68,799		85,557	3,315	88,872	83,302	

3B. DISTRIBUTION BY ZIP CODES RECEIVING 25 OR MORE COPIES:

SOURCE - U.S. ZIP Code Directory, #1-1-04 Claritas Inc., See Par. 6(a).

STATE ZIP Code	OH's #1-1-04 Estimate	Morning					Sunday					
		Individually Paid	Other Paid	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Individually Paid	Other Paid	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	
CALIFORNIA												
95821	Sacramento	16,074					66		66	62	0.39%	
ALASKA												
99501	Anchorage	7,572	4,148	1,075	5,223	4,749	62.72%	4,183	1,078	5,261	4,931	65.12%
99502	Anchorage	8,152	4,650	79	4,729	4,300	52.75%	4,839	58	4,897	4,590	56.31%
99503	Anchorage	6,131	3,577	176	3,753	3,412	55.65%	4,202	178	4,380	4,105	66.95%
99504	Anchorage	14,015	6,413	57	6,470	5,883	41.98%	7,494	57	7,551	7,078	50.50%
99505	Fort Richardson	1,199	278		278	253	21.10%	398		398	373	31.11%
99506	Elmendorf Air Force Base	1,676	524	324	848	771	46.00%	858	424	1,282	1,202	71.72%
99507	Anchorage	12,620	5,864		5,864	5,332	42.25%	6,814		6,814	6,387	50.61%
99508	Anchorage	12,663	6,113	659	6,772	6,157	48.62%	6,799	689	7,488	7,019	55.43%
99515	Anchorage	7,070	4,515	65	4,580	4,164	58.90%	6,078	65	6,143	5,758	81.44%
99516	Anchorage	6,344	4,318		4,318	3,926	61.89%	4,344		4,344	4,072	64.19%
99517	Anchorage	6,800	3,770	227	3,997	3,634	53.44%	4,299	128	4,427	4,150	61.03%
99518	Anchorage	3,937	1,996	111	2,107	1,916	48.67%	2,062	111	2,173	2,037	51.74%
99540	Indian	38	100		100	91	239.47%	113		113	106	278.95%
99556	Anchor Point	926	245		245	223	24.08%	312		312	292	31.53%
99559	Bethel	2,665	158		158	144	5.40%	204		204	191	7.17%
99567	Chugiak	2,721	1,416	25	1,441	1,310	48.14%	1,614	25	1,639	1,536	56.45%
99572	Cooper Landing	161	76		76	69	42.86%	76		76	71	44.10%
99574	Cordova	971	210		210	191	19.67%	150		150	141	14.52%
99576	Dillingham	1,156	162		162	147	12.72%	242		242	227	19.64%
99577	Eagle River	7,815	4,257	25	4,282	3,893	49.81%	5,038	25	5,063	4,746	60.73%
99586	Gakona	142	43		43	39	27.46%	43		43	40	28.17%
99587	Girdwood	633	602		602	547	86.41%	635		635	595	94.00%
99588	Glennallen	406	398		398	362	89.16%	501		501	470	115.76%
99603	Homer	3,871	1,255		1,255	1,141	29.48%	1,595		1,595	1,495	38.62%
99605	Hope							30		30	28	
99610	Kasilof	733	177		177	161	21.96%	218		218	204	27.83%
99611	Kenai	5,481	967		967	879	16.04%	1,084		1,084	1,016	18.54%
99613	King Salmon	139	66		66	60	43.17%	71		71	67	48.20%
99615	Kodiak	4,439	277		277	252	5.68%	492		492	461	10.39%
99627	McGrath	160						25		25	23	14.38%
99631	Moose Pass	236	47		47	43	18.22%	47		47	44	18.64%
99633	Naknek		50		50	45		40		40	37	
99635	Nikiski		341		341	310		399		399	374	
99639	Ninilchik	404	298		298	271	67.08%	347		347	325	80.45%
99645	Palmer	7,020	3,286		3,286	2,988	42.56%	3,850	119	3,969	3,720	52.99%
99652	Big Lake		411		411	374		638		638	598	
99654	Wasilla	13,348	3,958	96	4,054	3,686	27.61%	5,177	91	5,268	4,938	36.99%
99663	Seldovia		95		95	86		140		140	131	
99664	Seward	1,660	1,139	53	1,192	1,084	65.30%	1,284	53	1,337	1,253	75.48%
99669	Soldotna	4,628	1,345	28	1,373	1,248	26.97%	1,695	28	1,723	1,615	34.90%
99672	Sterling	1,042	430		430	391	37.52%	529		529	496	47.60%
99674	Sutton		171		171	155		247		247	232	
99676	Talkeetna	952	112		112	102	10.71%	111		111	104	10.92%
99683	Trapper Creek		285		285	259		365		365	342	
99686	Valdez	1,783	416		416	378	21.20%	546		546	512	28.72%
99688	Willow	877	509		509	463	52.79%	776		776	727	82.90%
99692	Dutch Harbor		80		80	73		160		160	150	

STATE ZIP Code	OH's #1-1-04 Estimate	Morning				Sunday					
		Individually Paid	Other Paid	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Individually Paid	Other Paid	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.
<u>ALASKA (Cont'd)</u>											
99693	Whittier	75		75	68		95		95	89	
99694	Houston	64		64	58		64		64	60	
99701	Fairbanks	7,623	601	601	546	7.16%	803		803	753	9.88%
99723	Barrow	1,476	126	126	115	7.79%	223		223	209	14.16%
99734	Prudhoe Bay		427	543	494		450	121	571	535	
99752	Kotzebue	1,038	170	170	155	14.93%	235		235	220	21.19%
99755	McKinley Park		370	370	336		450		450	422	
99762	Nome	1,318	230	230	209	15.86%	438		438	411	31.18%
99780	Tok	804					175		175	164	20.40%
99801	Juneau	10,770	411	411	374	3.47%	412		412	386	3.58%
99827	Haines	1,015					31		31	29	2.86%
99833	Petersburg	1,533	30	30	27	1.76%	35		35	33	2.15%
99835	Sitka	3,399	160	160	145	4.27%	200		200	187	5.50%
99901	Ketchikan	5,166	65	65	59	1.14%	90		90	84	1.63%
Miscellaneous ZIP Codes			213	64	277	251		626	65	691	649
GRAND TOTAL			72,490	3,180	75,670	68,799		85,557	3,315	88,872	83,302

ANALYSIS OF HOME DELIVERY & MAIL SUBSCRIPTION SALES (New & Renewal)

4. PREMIUM, COMBINATION, SPECIAL OFFERS, CLUBS AND INSURANCE:

	Term Ordered				Misc. Periods
	4 Wks.	13 Wks.	26 Wks.	52 Wks.	
(c) With premium only, See Par. 6(d) M & S			12,299	9,811	
(e) Special reduced prices, See Par. 5(b) M & S		13,971			
Fri M, Sat M & S		8,677			
M					5,116*
Fri M					5,692*
S					1,435*

*This figure does not represent the total number of subscriptions received, but represents the average number of copies served during this report period on Newspapers in Education sold at the price(s) shown in Par. 5(b).

5A. BASIC PRICES:

	By Mail				By Home Delivery				
	52 Wks.	26 Wks.	13 Wks.	4 Wks.	52 Wks.	26 Wks.	13 Wks.	4 Wks.	1 Wk.
NEWSPAPER DESIGNATED MARKET:									
M & S*									
to 12/29/03	\$390.00	\$195.00	\$97.50	\$32.50	\$145.80	\$76.95	\$40.50	\$12.48	\$3.12
since 12/29/03	390.00	195.00	97.50	32.50	152.10	88.28	42.25	13.00	3.25
M (Mon. to Fri.)									
to 12/29/03					90.00	45.00	22.50	6.96	1.74
since 12/29/03					94.64	47.32	23.66	7.28	1.82
Weekend (Fri. M, Sat. M, & S)									
to 12/29/03					90.00	45.00	22.50	6.96	1.74
since 12/29/03					93.60	46.80	23.40	7.20	1.80
S only*	150.00	75.00	37.50	12.50					

*This frequency included Intermittent Subscriptions. See Par. 6(c).

OUTSIDE NEWSPAPER

DESIGNATED MARKET: By Mail, same as Newspaper Designated Market.

By Home Delivery, same as Newspaper Designated Market.

By Motor Route

Single Copy

NEWSPAPER DESIGNATED MARKET & OUTSIDE NEWSPAPER DESIGNATED MARKET:

	52 Wks.	26 Wks.	13 Wks.	4 Wks.	1 Wk.		
M & S							
to 12/29/03	\$145.80	\$76.95	\$40.50	\$12.48	\$3.12		
since 12/29/03	152.10	88.28	42.25	13.00	3.25		
M (Mon. to Fri.)							
to 12/29/03	90.00	45.00	22.50	6.96	1.74		
since 12/29/03	94.64	47.32	23.66	7.28	1.82		
Weekend (Fri. M, Sat. M, & S)							
to 12/29/03	90.00	45.00	22.50	6.96	1.74		
since 12/29/03	93.60	46.80	23.40	7.20	1.80		
M only						50¢ (a)	\$1.00 (b)
S only						\$1.50 (a-b)	

(a) Newspaper Designated Market; (b) Outside Newspaper Designated Market.

5A. PRICES: (Continued)

5(b). Special Reduced Prices: By Home Delivery and Motor Route, Morning and Sunday, 13 weeks, \$3.25, \$6.25, \$7.50, \$8.25, \$13.10, \$15.25, \$16.25, \$18.20 discount; Weekend \$1.40, \$3.40, \$4.20, \$6.40 discount. Paid-in-advance by Home Delivery and Motor Route, Morning and Sunday, 10 wks. \$8.25, \$16.25, \$22.25 discount. MatSu Morning and Sunday, 13 weeks, \$3.55, \$7.55, \$9.55, \$10.00, \$10.50, \$12.50, \$16.00, \$17.50, \$17.55, \$19.50 discount. Kenai Morning and Sunday, 13 weeks, \$3.80, \$7.80, \$8.80, \$13.50, \$17.80, \$18.50, \$19.50, \$22.75 discount; Weekend, \$2.35, \$3.35, \$6.00, \$7.35, \$8.00 discount. Valdez Morning and Sunday, 13 weeks, \$11.50, \$15.50 discount; Weekend, \$5.00, \$7.00 discount. Weekend conversions by Home Delivery and Motor Route, 13 weeks, \$18.85 discount. Weekend conversion MatSu, 13 weeks \$19.50 discount. Weekend conversions Kenai \$21.45 discount. Weekend conversions Glenallen 13 weeks \$19.50 discount. Auto pay new starts and renewal Morning and Sunday \$1.00; Weekend 50¢ discount in all areas from basic prices. Paid-in-advance 6 month subscription 5% discount in all areas from basic prices. Paid-in-advance one year subscription 10% discount in all areas from basic prices. Employees, 50% of basic prices. Newspapers in Education for classroom use, 25% of basic prices.

5(d). Higher Than Basic Prices: Matsu Home Delivery, Morning and Sunday, 13 weeks \$43.55; Weekend, 13 weeks \$24.05; Monday to Friday, \$24.38. Kenai Home Delivery, Morning and Sunday, 13 weeks \$46.80. Weekend, \$25.35; Monday to Friday, \$26.81. Glenallen Home Delivery, Morning and Sunday, 13 weeks \$48.00; Weekend \$28.50. Valdez Home Delivery, Morning and Sunday, 13 weeks \$67.50; 26 weeks, \$128.25; 52 weeks, \$243.00; Weekend or Monday to Friday 13 weeks \$39.00; 26 weeks \$78.00; 52 weeks \$156.00. By First Class Mail to U.S., Morning and Sunday, 1 month \$130.00; 3 months \$390.00; 1 year \$1,560.00. First class mail to U.S., 1 month \$30.00; 3 months \$90.00; 1 year \$360.00. Second class mail to U.S., Morning and Sunday, 1 month \$32.50; 3 months \$97.50; 1 year \$422.50. Second class mail to U.S., Sunday only, 1 month \$12.50; 3 months \$37.50; 1 year \$162.50.

6. EXPLANATORY:

Regular publishing days on which no paper was issued:

Morning (Mon. to Thu. & Sat.): None.

Friday Morning: None.

Sunday: None.

In accordance with Bureau Rule C 2.7 the following issue(s) has been eliminated from the averages reported in Pars. 1 & 5. The incremental net paid circulation for the issues is as follows:

	Morning (Mon. to Thu. & Sat.)
December 31, 2003 (Pre/Post Holiday)	59,567
June 1, 2004 (Holiday)	60,339

MARKET DESCRIPTION:

CITY ZONE is the corporate limits of Anchorage City (coextensive with Anchorage Borough), Alaska.

BALANCE IN NEWSPAPER DESIGNATED MARKET comprises boroughs of Kenai Peninsula and Matanuska - Susitna plus Valdez - Cordova Census Area.

(a) County population and occupied household estimates appearing in ABC reports are obtained from Claritas Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon Claritas Inc. estimates. The Claritas 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 Claritas Inc.

(b) Included in Home Delivery and Mail is an average of the following:

	City Zone	Balance in Newspaper Designated Market	Outside Newspaper Designated Market
Morning (Mon. to Thu. & Sat.)	897	176	
Friday Morning	693	173	
Sunday	937	234	

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.

6. **EXPLANATORY:** (Continued)

(c) In accordance with Bureau Rule C 2.11, the following dates represent incremental circulation served to subscribers who received intermittent subscriptions. The incremental net paid circulation for the issues are as follows:

	Morning (Mon. to Thu. & Sat.)	Sunday
July 4, 2003.....	10,110	
September 1, 2003	10,975	
September 8, 2003	10,682	
September 15, 2003	10,352	
September 22, 2003	10,041	
September 29, 2003.....	9,775	
October 6, 2003	9,796	
October 13, 2003	10,014	
October 14, 2003	10,014	
October 20, 2003	10,095	
October 27, 2003	10,328	
November 3, 2003	10,438	
November 10, 2003	10,576	
November 11, 2003	10,530	
November 17, 2003	10,730	
November 24, 2003	10,779	
November 27, 2003	10,779	
November 30, 2003.....		1,166
December 1, 2003	10,797	
December 7, 2003		1,176
December 8, 2003	10,549	
December 14, 2003		1,174
December 15, 2003	10,193	
December 21, 2003		1,169
December 22, 2003	9,870	
December 24, 2003	9,837	
December 25, 2003.....	9,870	
December 28, 2003		1,158
December 29, 2003.....	9,563	
January 1, 2004	9,563	
January 19, 2004	9,370	
February 16, 2004	9,742	
April 12, 2004	10,604	
May 31, 2004	9,441	

(d) Records show an Advantage club membership, with a pro-rated value of 3 years \$25.00 based on subscription length, was offered with 26 and 52 week Morning & Sunday subscriptions at basic prices.

Average Unpaid Distribution:	Morning (Mon. to Thu. & Sat.)	Friday Morning	Sunday
Arrears			
Advertisers, Agencies			
Complimentary, Sample, Service	2,696	2,801	3,178
Total	2,696	2,801	3,178

6. EXPLANATORY: (Continued)

PUBLISHER'S RETURN POLICY: Fully Returnable.

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

	City Zone	Balance in Newspaper Designated Market	Outside Newspaper Designated Market
Morning (Mon. to Thu. & Sat.)	6.18%	6.08%	7.74%
Friday Morning	9.08%	6.90%	8.82%
Sunday	19.12%	17.42%	20.03%

These percentages are based on the gross figures and have been deducted, leaving paid circulation shown in Pars. 1 & 2.

ABC Interactive Definitions:

Page Impressions: 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.

Unique Users:

This site uses the cookie-based method to measure unique users. If cookies are not accepted, then the IP address & user-agent in combination based method to measure unique users.

Note: The Total number of Unique Users is adjusted to remove duplicate visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique User for the period. The Daily average represents the number of Unique Users that visited the site each day added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily average but limited to weekdays and weekends respectively.

Kurt Vantosky, Director of Sales and Marketing
Telephone (907) 257-4579 - FAX (907) 257-4246
1001 Northway Drive
Anchorage, AK 99508
e-mail: kvantosky@adn.com

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 paid 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 paid circulation.

Audit Bureau of Circulations

OFFICE OF THE
CITY CLERK AND COUNCIL

CITY OF WASILLA

290 E. Heming Ave.
Wasilla, AK 99654-7091
Phone: (907) 373-9090
Fax: (907) 373-9092

April 18, 2005

Wayne Martin
Advertising Director
Frontiersman
5751 E. Mayflower Ct.
Wasilla, AK 99654

RE: Request for Proposal for Advertising

Dear Mr. Martin:

Thank you for responding to the Advertising Request for Proposal (RFP) for the City of Wasilla. A committee carefully reviewed all proposals submitted and although both were extremely competitive, the committee selected the Anchorage Daily News, based on the following scores:

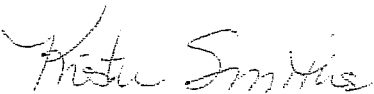
- 1) Anchorage Daily News - 275
- 2) Frontiersman - 271

The Wasilla City Council will consider the award of contract to the Anchorage Daily News at their upcoming City Council Meeting to be held on Monday, April 25, 2005, beginning at 7 p.m.

If you have any questions, please do not hesitate to contact me.

Sincerely,

CITY OF WASILLA



KRISTIE SMITHERS, MMC
Wasilla City Clerk

March 23, 2005

Office of the City Clerk
City of Wasilla
290 E. Herning Ave.
Wasilla, Alaska 99654

RECEIVED
MARCH
APR 23 2005
CLERK'S OFFICE
CITY OF WASILLA

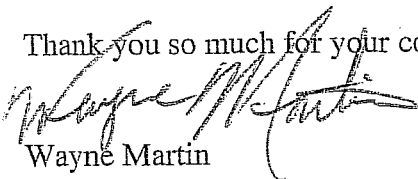
Greetings,

Please find enclosed information regarding the Request for Proposal, dated March 9, 2005.

We appreciate your business, and are excited to continue our relationship.

If you have any questions concerning this proposal, please feel free to contact me at your convenience.

Thank you so much for your consideration,



Wayne Martin
Advertising Director
Mat-Su Valley Frontiersman
352-2259



March 23, 2005

City of Wasilla

Advertising Proposal

One Year Commitment: \$495 per week.

Run a half page ad (6 columns by 11") on page A-3 (guaranteed placement) of the Tuesday issue of the Mat-Su Valley Frontiersman and the same ad will appear in the Wednesday Valley Sun.

Any additional advertising will be billed at \$7.50 per column inch and will include one run in a Frontiersman and one run in the Wednesday Valley Sun.

Classified advertising is available at \$14.75 per column inch for an entire week (pickup same ad).

Color pricing: One spot color – No charge
 Full color - \$3.50 per column inch

Two Year Commitment: \$462 per week.

Run a half page ad (6 columns by 11") on page A-3 (guaranteed placement) of the Tuesday issue of the Mat-Su Valley Frontiersman and the same ad will appear in the Wednesday Valley Sun.

Any additional advertising will be billed at \$7.00 per column inch and will include one run in a Frontiersman and one run in the Wednesday Valley Sun.

Classified advertising is available at \$14 per column inch for an entire week (pickup same ad).

Color pricing: One spot color – No charge
 Full color - \$2.50 per column inch

Pricing is based on the city running at least one half page, 24 times per year. All regular deadlines apply unless previous arrangements are made.

Current Circulation Numbers

Copies printed and distributed:

Tuesday Frontiersman:	- 8,000
Wednesday Valley Sun:	- 6,200
Total:	<hr/> 14,200

Tuesday's number includes approximately 1,000 copies going to the schools as part of our NIE program.

Paid and audited circulation:

Tuesday Frontiersman:	- 5,655
Wednesday Valley Sun:	- 6,200
Total:	<hr/> 11,855

The Tuesday Frontiersman is audited by the Audit Bureau of Circulations. The above number is taken from the last audit, dated June 30, 2004. Valley Sun is a free, non-audited publication that is mailed to non-subscribers and also available at many locations throughout the community.

Extra Bonus

If the city chooses to enter into one of the agreements above, the Mat-Su Valley Frontiersman will publish a separate special section one time per year featuring the City of Wasilla. This can be used as an annual city report to the community at no cost to the city.

- This will be a newsprint product
- Full run inserted into the Frontiersman with 2,000 extra copies available
- At least 8 pages of space available to the city, including the back page
- Full color on front and back pages
- 11.5 inches wide by 12.5" tall.

Text, photos, and graphs to be supplied by the city. We will need 45 days to produce and can be done at anytime throughout the year. Any advertising revenue will be retained by the Frontiersman and will be used to offset printing expenses. There will be no cost to the city for this project.

Pricing offered through June 30, 2005



Audit Bureau
of Circulations
900 N. Meacham Rd.
Schaumburg, IL
60173-4968
accessabc.com

AUDIT REPORT:

AUDITED EVERY OTHER YEAR

Wasilla (Matanuska-Susitna Borough), Alaska

24 months ended June 30, 2004

FRONTIERSMAN

	Tuesday & Friday	Sunday
1A. TOTAL AVERAGE PAID CIRCULATION	5,655	4,297
1B. AVERAGE PAID CIRCULATION:		
Paid for by Individual Recipients (Sold at 50% or more of basic price)		
Home Delivery and Mail	2,388	2,187
Single Copy Sales	2,916	2,070
Subtotal	5,304	4,257
Paid for by Individual Recipients (Sold at or more than 25% but less than 50% of basic price)		
Home Delivery and Mail		
Single Copy Sales		
Subtotal		
Total Average Individually Paid Circulation	5,304	4,257
Other Paid Circulation:		
Single Copy Sales		
Educational Programs		
Newspapers in Education	316	6
Employee Copies	35	34
Subtotal	351	40
Total Paid Circulation	5,655	4,297
Other Audited Distribution (Optional)		
Total Distribution (Optional)		
Days Omitted from Averages	None of record	None of record

2. TOTAL AVERAGE PAID CIRCULATION	Tuesday & Friday	Sunday
Home Delivery and Mail	2,388	2,187
Single Copy Sales (Individual)	2,916	2,070
Educational Programs		
Newspapers in Education	316	6
Employee Copies	35	34
Total Average Paid Circulation	5,655	4,297

AUDIT STATEMENT

The difference shown in average paid circulation in comparing this report with the Publisher's Statements for the period audited is 48 copies per issue deduction, Morning and 432 copies per issue deduction, Sunday.

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

Calendar Quarter Ended	Tuesday & Friday	Sunday
September 30, 1999	7,038	
December 31, 1999	6,821	
March 31, 2000	6,762	
June 30, 2000	6,962	
September 30, 2000	7,231	
December 31, 2000	6,881	
March 31, 2001	6,746	
June 30, 2001	6,773	
September 30, 2001	7,516	
December 31, 2001	7,162	
March 31, 2002	6,909	
June 30, 2002	7,189	
September 30, 2002	6,754	3,446
December 31, 2002	6,088	4,691
March 31, 2003	5,794	4,473
June 30, 2003	5,463	4,183
September 30, 2003	5,326	4,384
December 31, 2003	5,457	4,238
March 31, 2004	5,200	4,337
June 30, 2004	5,161	4,623

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

	Year	Home Delivery & Mail	Single Copy Sales	Other Paid	TOTAL Average Paid Circulation
Tuesday & Friday	2004	2,388	2,916	351	5,655
	2002*	2,806	4,084	107	7,051
	2000	3,036	3,857	35	6,928
	1998	2,855	3,689	30	6,574
	1996	2,948	3,367		6,315
Sunday	2004	2,187	2,070	40	4,297

*Effective with September 30, 2001 reports, a change was made in the qualification and reporting format.

3. ACTUAL ONE-DAY GROSS DISTRIBUTION AND AVERAGE PROJECTED PAID CIRCULATION AVERAGES BY COUNTIES:

Friday, June 18, 2004; Sunday, June 20, 2004.

(OH's) Occupied Households - #1-1-04 Claritas Inc.

The listing below gives gross distribution for Tuesday and Friday and is 8.29% greater and Sunday 30.40% greater than the average paid for the twelve months ended June 30, 2004.

The "Average Projected Paid Circulation" (Avg. Proj. Pd. Circ.) has been arrived at by projecting the averages in Paragraphs 1 and 2 to the appropriate ABC geographic market one day(s) gross distribution figures in this report.

State County/Borough	OH's #1-1-04 Estimate	Friday			Avg. Proj. Pd. Circ.*	Hshld. Cov.	Sunday			Avg. Proj. Pd. Circ.*	Hshld. Cov.
		Individually Paid Actual Gross Dist.	Other Paid Actual Gross Dist.	Total Paid Actual Gross Dist.			Individually Paid Actual Gross Dist.	Other Paid Actual Gross Dist.	Total Paid Actual Gross Dist.		
ALASKA											
MATANUSKA-											
SUSITNA	24,093	5,504	35	5,539	5,115	21.23%	5,509	35	5,544	4,252	17.65%
Miscellaneous Boroughs		110		110	102		112		112	86	
TOTAL IN ALASKA		5,614	35	5,649			5,621	35	5,656		
All Other		75		75	69		75		75	57	
GRAND TOTAL		5,689	35	5,724	5,286		5,696	35	5,731	4,395	

#County population and occupied household estimates appearing in ABC reports are obtained from Claritas Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon Claritas Inc. estimates. The Claritas 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 Claritas Inc.

*Arrived at by relating actual gross distribution figures to average paid circulation for the period covered by this report.

3A. ACTUAL ONE-DAY GROSS DISTRIBUTION AND AVERAGE PROJECTED PAID CIRCULATION AVERAGES BY COUNTIES:

Friday, June 18, 2004; Sunday, June 20, 2004.

(OH's) Occupied Households - 2000 Census; #1-1-04 Claritas Inc. See Par. 6(a).

"BALANCE IN COUNTY" is comprised of the distribution in towns receiving less than 25 copies which is not identified with the towns, townships or minor civil divisions listed.

State County/Borough Town	OH's 2000 Census	OH's #1-1-04 Estimate	Individ- ually Paid	Friday				Sunday				
				Other Paid	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Individ- ually Paid	Other Paid	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.
ALASKA												
<u>MATANUSKA-SUSITNA</u>												
<u>BOROUGH</u>												
	20,556	24,093										
Big Lake			286		286			312		312		
Houston			25		25			25		25		
Palmer			1,625		1,625			1,573		1,573		
Sutton			49		49			44		44		
Talkeetna			63		63			67		67		
Trapper Creek			34		34			32		32		
Wasilla			3,286	35	3,321			3,315	35	3,350		
Willow			136		136			141		141		
TOTAL MATANUSKA- SUSITNA BOROUGH			5,504	35	5,539	5,115	21.23%	5,509	35	5,544	4,252	17.65%
<u>MISCELLANEOUS BOROUGHES AND CENSUS AREAS UNDER 25 COPIES</u>												
			110		110	102		112		112	86	
TOTAL IN ALASKA			5,614	35	5,649			5,621	35	5,656		
<u>ALL OTHER STATES</u>												
<u>MISCELLANEOUS COUNTIES UNDER 25 COPIES</u>												
			75		75	69		75		75	57	
<u>SUMMARY</u>												
TOTAL ALASKA			5,614	35	5,649			5,621	35	5,656		
" ALL OTHER STATES			75		75			75		75		
GRAND TOTAL			5,689	35	5,724	5,286		5,696	35	5,731	4,395	

3B. DISTRIBUTION BY ZIP CODES RECEIVING 25 OR MORE COPIES:

SOURCE - U.S. ZIP Code Directory, #1-1-04 Claritas Inc., See Par. 6(a).

STATE ZIP Code	OH's #1-1-04 Estimate	Friday					Sunday					
		Individually Paid	Other Paid	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Individually Paid	Other Paid	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	
<u>ALASKA</u>												
99645	Palmer	7,020	1,625		1,625	1,501	21.38%	1,573		1,573	1,206	1,206
99652	Big Lake		286		286	264		312		312	239	239
99654	Wasilla	13,348	3,215		3,215	2,969	22.24%	3,244		3,244	2,488	2,488
99674	Sutton		49		49	45		44		44	34	34
99676	Talkeetna	952	63		63	58	6.09%	67		67	51	51
99683	Trapper Creek		34		34	31		32		32	25	25
99687	Wasilla	1,356	71	35	106	98	7.23%	71	35	106	81	81
99688	Willow	877	136		136	126	14.37%	141		141	108	108
99694	Houston		25		25	23		25		25	19	19
Miscellaneous ZIP Codes			185		185	171		187		187	144	143
GRAND TOTAL			5,689	35	5,724	5,286		5,696	35	5,731	4,395	

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 paid 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 paid circulation.

Audit Bureau of Circulations

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