



Comparison of Public Notice Publication Options

Background: At its February 2016 meeting, the BCWMC did not designate an official publication. It was noted that although Finance & Commerce's circulation reaches all nine member cities, it is not a publication read by a typical resident. Staff was asked to research options including the Star Tribune. Below is a comparison of public notice publication options for a typical-length BCWMC notice. The BCWMC's latest practice is to post public notices in Finance & Commerce (its official publication) + Lakeshore Weekly News + Sun Sailor/Sun Post for a total cost (for two weeks of printing a typical-length notice) of \$1,084.79.

Staff Recommendation: Staff believes that the BCWMC notices "stand out" better in smaller, local papers rather than the Star Tribune. Unfortunately, the local papers currently used by the BCWMC do not reach residents in Minneapolis. Therefore, staff recommends that the Commission designate Finance & Commerce as its official publication and use it and the Sun publications to publish its legal notices for a total two-printing cost of \$875.78. Staff recommends eliminating BCWMC notices in the Lakeshore Weekly News and instead, working with the Bryn Mawr and Harrison Neighborhood Associations to publish BCWMC notices (or provide links to online notices) in their neighborhood newsletters.

Newspaper	Rate of cost	Cost of typical length notice/ 1 printing	Circulation (# of papers)	Estimated readers	BCWMC Communities Reached
Finance & Commerce	\$0.66 per line at 7 pt. font; \$0.61 per line at 8 pt. font	\$60.15			Hennepin County
Lakeshore Weekly News	\$9.50 per inch	\$104.50	15,000	30,240	Minnetonka & Plymouth
Star Tribune	\$5.60 per line	\$571.20	172,130	989,494	All nine
Sun Sailor/Sun Post	\$11.50 per inch	\$377.74	55,990	140,000	Sun Post: Crystal, Golden Valley, New Hope, and Robbinsdale; Sun Sailor: Minnetonka, Plymouth, St. Louis Park

Information provided by the BMNA website: The *Bryn Mawr Bugle* is published monthly, except in January, by the Bryn Mawr Neighborhood Association (BMNA). It is the official newsletter of the BMNA. Distribution is free to Bryn Mawr residents. Copies are also available at the Bryn Mawr Market, Bryn Mawr Mobil and Cuppa Java.