

The Ruston Daily Leader

2010-2011 Official Journal Proposal

Mayor Dan Hollingsworth
City of Ruston
Ruston, LA 71270

Friday, May 14, 2010

Dear Mayor Hollingsworth,

In response to your request for information concerning the Official Journal for 2010-2011, I offer the following:

Public notices are key to an informed public. Taxpaying citizens that have access to public notices and legal advertising leads to more involvement and input for a more efficiently run governmental body. The Ruston Daily Leader provides substantially higher readership in Lincoln Parish than any other publication.

The fact that we are a daily publication also allows quick turnaround times for publishing legal notices, if needed.

• **CIRCULATION**

Total readership of the Ruston Daily Leader is 13,000-15,000 readers. The Ruston Daily Leader currently has a daily average circulation of 5,418 households. If your intention is to notify the general public of the actions of the City of Ruston through public notices, the Ruston Daily Leader is by far the highest read newspaper in Lincoln Parish.

• **INTERNET ACCESS of PUBLIC NOTICES**

All legal advertising will also be published on the Ruston Daily Leader's website and in a central database for Louisiana public notices through the Louisiana Press Association. This searchable web site contains public notices and legal advertising from most official journal newspapers in the state and will reach a much larger regional audience throughout the state and nation. If you are seeking bids for any equipment, employment or services, your request will reach a much larger audience through this web site. This service is only available in Lincoln Parish through the Ruston Daily Leader. There is no additional charge for this service if the Ruston Daily Leader is selected as the Official Journal of the City of Ruston and the request is made.

• **RATES**

Our rate of \$3.75 per legal square (100 words) for the City of Ruston falls well below the maximum charge of \$6.00 per 100 word square as set by the State Legislature.

A 50¢ discount per square may be applied for copy submitted by disk or e-mail. The e-mail address for the Ruston Leader: class@rustonleader.com

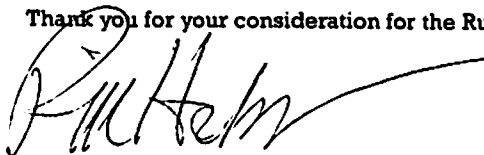
• **QUALIFICATIONS**

The Ruston Daily Leader is the only newspaper in Lincoln Parish that meets all state and federal statutes governing qualifications for official journal.

- The Leader has been published in an office within the parish for more than five years.
- The Leader has never missed publishing three consecutive issues.
- The Leader has held a second class U. S. mailing permit for over five years
- The Leader has maintained a paid circulation base of bona fide paying subscribers in Lincoln Parish for over 5 consecutive years.

The Ruston Daily Leader currently has 23 full-time and 24 part-time employees.

Thank you for your consideration for the Ruston Daily Leader to serve as the Official Journal of the City of Ruston.



Rick Hohlt
Publisher & Vice President