

2016-0317-001 RFP Newspaper Advertising

Yes / No	Company Name	Newspaper Name	Cost Per Column Inch	Color Cost Per Column Inch	Circulation	Additional Comments
No	1 Greeley Tribune	Greeley Tribune	\$ 15.50	\$ 16.50	17,000 - 18,000	Not cost effective
No	2 Greeley Tribune	Windsor Now	\$ 7.00	\$ 8.00	8,600	Not cost effective
Yes	3 Greeley Tribune	Tribune Extra	\$ 7.00	\$ 8.00	26,000	3x7 - 5 weeks - \$840
No	4 Greeley Tribune	Greeley Stampede		\$ 16.50	100,000	Not cost effective
No	5 Greeley Tribune	Raised in Weld		\$ 16.50	25,000	Not cost effective
No	6 Greeley Tribune	Greeley Unexpected Magazine		\$ 1,500.00	40,000	Not cost effective
No	7 Greeley Tribune	Greeley Arts Guide		\$ 16.50	30,000	Not cost effective
No	8 Star Herald	Neighbors	\$ 22.30	\$ 27.30	26,700	Not cost effective
No	9 Star Herald	Gering Courier	\$ 6.50	\$ 11.50	1,200	Not cost effective
No	10 Prairie Mtn. Media	Boulder Camera	\$ 31.21	\$ 36.21	15,900	Not cost effective
No	11 Prairie Mtn. Media	Broomfield Enterprise	\$ 15.34	\$ 18.34	16,796	Not cost effective
No	12 Prairie Mtn. Media	Colorado Hometown	\$ 5.00	\$ 8.00	13,849	Not cost effective
No	13 Prairie Mtn. Media	Estes Park Trail Gazette	\$ 11.50	\$ 14.50	1,573	Not cost effective
No	14 Prairie Mtn. Media	Longmont Times Call	\$ 21.78	\$ 25.28	9,269	Not cost effective

Approved upon approval of tourism panel

4-19-16 Board awarded to Greeley Tribune w/ the caveat the Tourism Panel agrees and approves as well. as presented by Ms. Rodine.

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No	15 Prairie Mtn. Media	Loveland Reporter	\$ 21.76	\$ 25.26	9,338	Not cost effective
No	16 Prairie Mtn. Media	Loveland Weekly	\$ 5.00	\$ 5.00	12,700	While cost is effective, the reach isn't sufficient
No	17 Casper Star Tribune	Casper Star Tribune	\$ 39.12	\$ 54.12	17,148	Not cost effective
No	18 Casper Star Tribune	Casper Journal	not included	not included	21,900	information not available via bid proposal
No	19 Bob Grand	Lost Creek Guide	\$ 5.50	\$ 7.50	16,000	<u>Not outside of the 60 mile radius required</u>
No	20 Bob Grand	Carbon Valley Independent	\$ 13.50	\$ 16.50	26,000	Not cost effective

Total Amount of Ads Per Week: 1

Total Overall Amount of Ads at 5 weeks: 5

Total Cost Per Week: \$ 168.00

Total Overall Cost at 5 weeks: \$ 840.00