

YOUR PUBLIC NOTICE PARTNER

PRINT/ONLINE VERIFICATION AND ONLINE PARTNERS

As indicated in previous newsletters, the new public notice law (HB 35) will allow for smaller free newspapers to compete for the legal notices if they meet certain audience thresholds based on certified audits. As a result, as the law is rolled-out on Jan. 1 and beyond, audits will become more and more important— especially in the non-fiscally restrained counties—and the periodicals permit of less relevance, in many cases.

In light of the fast-approaching effective date, it will also be important for papers (lacking periodicals permits) that wish to begin running legal notices to get started now by having monthly or other periodic audits undertaken so that there is a data “runway” on which to base the certified audience numbers.

FPA has reached out to several companies that offer these services and here is a sampling of those in no particular order:

AAM – Alliance for Audit Media
48 W. Seegers Road
Arlington Heights, IL 60005-3913
Tel: 800-285-2220
Tel: 224-366-6939

VAC – Verified Audit Circulation
Corporate Headquarters
1101 Fifth Avenue, Suite 270
San Rafael, CA 94901-2993
Phone 415-461-6006
Tol Free 800-775-3332

CVC – Circulation Verified Council
Circulation Verification Council
12166 Old Big Bend Road Suite 210
Kirkwood, MO 63122
Phone: (314) 966-7711

While pricing will vary, the general estimates range from \$700 to more than \$1000 for small circulation publications (10,000-30,000) with larger circulation of 30,000 or more requiring a custom quote.

Keep in mind that there may be opportunities to leverage the audit data with your selling efforts: Specifically, some audit vendors will also provide market studies a few times a year in an effort to offset your audit expense.

Also, for possible digital measurement partners, we would recommend Google Analytics, and Adobe Analytics (Omniure) to name a few.

A NOTE ON FORECLOSURE NOTICE

In last week’s newsletter we indicated in one of the Q&A’s that both privately placed and government agency notices that fall under Chapter 50 can be run in newspapers that qualify under the new criteria. However, keep in mind that one category of notices—property foreclosure notices such as Notices of Action and Sale—are covered by s.702.035, which has no reference to Chapter 50.

This section imposes two general requirements which apply to these notices: 1) the ad be placed by the plaintiff’s attorney or plaintiff and 2) only the actual cost may be charged. Two other requirements exist, BUT they only apply to Miami-Dade, Broward and Palm Beach counties (those are the counties that had a population in excess of one million according to the 2000 census). In these areas, the paper must be a daily which has a periodicals permit. In keeping with the sponsors’ stated legislative intent, foreclosure notice under s.702.035 has not been impacted.

ORGANIZATION
LOGO

NAME

Address

City, State, Zip

Phone number

Web address

**FOR MORE INFO, CONTACT US AT
EMAIL@ORGANIZATION.COM**