



CITY OF CAMBRIDGE
INTEROFFICE CORRESPONDENCE

To The Honorable, the members of the City Council

Date September 19, 1983

From Paul E. Healy, City Clerk

Reference

Subject Legal Advertising

Pursuant to the request of Councillor Duehay at the City Council meeting of September 12, 1983, I submit the following information regarding the legal advertising expenditures for City Council business in fiscal year 1981-82 and the fiscal year 1982-83.

PART I

Fiscal year 1981-1982

Dole Publishing Company	85 ads	Cost	\$7,907.25
Boston Herald	10 ads	Cost	4,009.80
The Cambridge Tab	2 ads	Cost	<u>223.50</u>
Total expended			\$12,140.55

Fiscal year 1982-1983

Dole Publishing Company	73 ads	Cost	\$ 5,726.53
Boston Herald	8 ads	Cost	3,549.40
The Cambridge Tab	3 ads	Cost	<u>188.30</u>
Total expended			\$ 9,464.23

PART II

Schedule of Rates:

Dole Publishing-----	\$5.75 per column inch
Boston Herald -----	\$52.00 per 10 lines
The Cambridge Tab -----	\$7.00 per column inch

PART III

Criteria used in selection of publication:

1. Time requirements imposed by city ordinance or state law.
2. Cost factor in accordance with budget appropriations.
3. The most effective publication in delivering the message to meet the standard as "a paper of general circulation".
4. The response to emergency situations by the publication.
5. A combination of all foregoing factors.

12 5-493

Comm. from Paul E. Healy, City Clerk Re:
legal advertising expenditures for City
Council business during Fiscal Year 1981-82
and Fiscal Year 1982-83.

- Sept 19, 1983 -

Placed on File

In City Council,
September 19, 1983