



February 14, 2023

Re: Indian River County Tax Delinquency tab

The following is the quote for the Indian River County Tax Delinquency tab for 2023. Because it is unknown exactly how many pages will be needed to print the entire delinquent list until after the collection closing date, this quote includes multiple options. However, all the page options fall within the following parameters:

- The tab will be inserted into the Hometown News newspapers in Indian River County for three (3) consecutive Fridays before June 1.
- These insertions will be full runs of approximately 17,450 each.
- An additional 150 copies will be delivered to the Indian River County Tax Collector's office for their use, constituting a total print run of 52,500 copies. If more office copies are wanted, this amount can be adjusted.
- The delinquent list will be printed in tab format, black and white, and will conform with Florida statutes considering font size, etc.

The Tax Collector's office will supply the Hometown News the tax delinquent list in a suitable file for print formatting as soon as possible after the tax collection date.

Page Count – 28 pages - \$16,525

Page Count – 32 pages - \$18,350

Page Count – 36 pages - \$20,150

Based upon a review of the previous year's tax delinquency list, these are the most likely page counts. If the 2023 list varies substantially in length, the Hometown News reserves the right to discuss with the Indian River County Tax Collector either a change in price to encompass altered page counts or a change in press run to keep the quote at the nearest page count cost.

Thank you for the opportunity to become a working partner with the Indian River County Tax Collector's office. If you have any questions about this quote, please do not hesitate to contact me at your convenience.

Kirk Dougal
Hometown News Group Publisher
kdougal@hometownnewsmediagroup.com
(772) 465-5656 Ext. 307

8M. Distribution by County (9/24/2021 Edition) Friday - Hometown News - Sebastian

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Brevard	Barefoot Bay	FL	2,250	0	0	50	2,300
Indian River	Fellsmere Sebastian Vero Beach	FL	4,150	50	0	50	4,250
TOTAL			6,400	50	0	100	6,550

8N. Distribution by County (9/24/2021 Edition) Friday - Hometown News - Suntree / Viera

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Brevard	Rockledge Suntree	FL	9,550	50	0	50	9,650
TOTAL			9,550	50	0	50	9,650

8O. Distribution by County (9/24/2021 Edition) Friday - Hometown News - Vero Beach

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Indian River	Vero Beach	FL	11,000	0	0	100	11,100
TOTAL			11,000	0	0	100	11,100

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Hometown News did not report mail distribution during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Hometown News reported an average carrier delivery distribution of 155,956 during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases.

CVC review indicates that a sufficient number of individuals reported that they receive the (appropriate Hometown News edition) on a regular basis to substantiate the publisher's distribution claims.

CVC verification confirms that 623 of 808 or 77.1% report they regularly read or look through the (appropriate Hometown News edition).

*Households reporting stop delivery requests were excluded from the survey.
The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-4%.

Jordan Abbey

From: Hamm, Tara <thamm@gannett.com>
Sent: Wednesday, February 15, 2023 10:30 AM
To: Jordan Abbey; Downing, Kaylee; Kennedy, Linda
Subject: RE: 2022 Delinquent Tax Advertisement

Hi Jordan

In the past and this year as well we've always charged \$450 per page for the first run and \$300 per page for the second and third runs so depending on the page count.

The costs would be:

28 pages \$29400

32 pages \$33600

The Tangible running as a quarter page would be \$472.50

Those dates work great for us since they are Wednesday's and those are standard inserting dates for us Please let us know if we can help with anything else in the meantime

Tara Hamm

Director – Public Notices | Obituaries
Gannett Classified Business Solutions



thamm@gannett.com

Office: 866-431-8665

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From: Jordan Abbey <jabbey@irctax.com>
Sent: Wednesday, February 15, 2023 8:00 AM
To: Hamm, Tara <thamm@gannett.com>; Downing, Kaylee <kdowning2@localiq.com>; Kennedy, Linda <LKENNED@localiq.com>
Subject: 2022 Delinquent Tax Advertisement

Good morning Tara, Kaylee, and Linda,

Hope all is well! It's that time of the year again and I am getting started on some preliminary stuff for our delinquent tax advertisements. As a reminder, we run our RE tab three times in May and a 3x10 tangible ad once. Ideally this year's ad dates would be May 10,17,24. Last year's tab was 28 pages (it was 32 pages the year before). Could you please provide an estimate for a 28 and a 32 page tab?

Let me know if any other info is needed.

Thank you!

Jordan Abbey

Director of Taxes and Licenses
Tax Collector's Office of Indian River County

CIRCULATION DETAIL

PRINT

		Paid Circulation						
Publication	Frequency	Home Delivery	Single Copy	Total Avg. Individually Paid	Total Avg. Business/Traveler	Total Avg. Paid	Total Avg. Qualified	Total Avg. Circ. - Print
St. Lucie News Tribune	Sun	9,304	1,147	10,451	60	10,511	124	10,635
St. Lucie News Tribune	Avg Mon-Sat	7,289	308	7,597	110	7,707	124	7,831
St. Lucie News Tribune	Mon	6,645	293	6,938	110	7,048	124	7,172
St. Lucie News Tribune	Tue	6,562	282	6,844	110	6,954	124	7,078
St. Lucie News Tribune	Wed	8,421	351	8,772	110	8,882	124	9,006
St. Lucie News Tribune	Thu	7,327	313	7,640	110	7,750	124	7,874
St. Lucie News Tribune	Fri	7,385	314	7,699	110	7,809	124	7,933
St. Lucie News Tribune	Sat	7,366	292	7,658	110	7,768	124	7,892
The Indian River Press Journal	Sun	8,102	846	8,948	8	8,956	25	8,981
The Indian River Press Journal	Avg Mon-Sat	6,657	285	6,942	1	6,943	25	6,968
The Indian River Press Journal	Mon	6,168	264	6,432		6,432	25	6,457
The Indian River Press Journal	Tue	6,102	269	6,371		6,371	25	6,396
The Indian River Press Journal	Wed	7,439	325	7,764		7,764	25	7,789
The Indian River Press Journal	Thu	6,718	289	7,007		7,007	25	7,032
The Indian River Press Journal	Fri	6,757	296	7,053		7,053	25	7,078
The Indian River Press Journal	Sat	6,737	266	7,003	8	7,011	25	7,036
The Stuart News	Sun	5,117	531	5,648		5,648	102	5,750
The Stuart News	Avg Mon-Sat	4,271	170	4,441		4,441	122	4,563
The Stuart News	Mon	4,047	155	4,202		4,202	122	4,324
The Stuart News	Tue	3,984	157	4,141		4,141	122	4,263
The Stuart News	Wed	4,648	180	4,828		4,828	122	4,950
The Stuart News	Thu	4,286	180	4,466		4,466	122	4,588
The Stuart News	Fri	4,334	181	4,515		4,515	122	4,637
The Stuart News	Sat	4,318	165	4,483		4,483	122	4,605