



City of Blaine Anoka County, Minnesota

Blaine City Hall
10801 Town Sq Dr NE
Blaine MN 55449

Legislation Text

File #: MO 21-04, Version: 1

ORGANIZATIONAL BUSINESS - *Cathy Sorensen, City Clerk*

DESIGNATE OFFICIAL NEWSPAPER FOR 2021

State Law and City Code require that City Council designate a single newspaper as its official newspaper:

CHAPTER 12. - MISCELLANEOUS AND TRANSITORY PROVISIONS

Sec. 12.01. - Official publications.

The council shall annually designate a legal newspaper of general circulation in the city as its official newspaper in which shall be published ordinances and other matters required by law to be so published as well as such other matters as the council may deem it in the public interest to have published in this manner.

Minnesota Statute 331A.02, Subd. 1 defines the qualifications for a publication to be designated as an official newspaper. Below is a summary of the two bids received which meets Statute:

Blaine/Spring Lake Park Life (unchanged from 2020)

Publication cost	\$10.75/column inch
Manual typeset	\$20/notice (if needed)
Frequency	1 day/week- Fridays
Deadline	Wednesday @ 10AM
Primary distribution	Home delivery
Average circulation	8,913
	<i>Blaine/ Spring Lake Park Life content</i>
	<i>is front of paywall and requires no subscr</i>
Monthly pageviews	184,812/month
Unique monthly pageviews	136,700

Star Tribune

Publication cost	\$14.85/column inch
Manual typeset	N/A
Frequency	7 days per week
Deadline	Wednesday @ 10AM

Primary distribution	Home delivery
Average circulation	134,000 (280,000 Sundays) <i>Star Tribune content is front of paywall and requires no subscription</i>
Desktop rolling average	
- Pageviews	38M/month
- Unique monthly visitors	2M/month
Mobile rolling average	
- Pageviews	19M/month
- Unique monthly visitors	4M/month

Public notices are also posted at City Hall, on the City's website and distributed through the CivicPlus NotifyMe communication tool.

By motion, staff recommends Council designate *Blaine/Spring Lake Park Life* as the official newspaper for 2021.