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**CITY COUNCIL AGENDA ITEM**

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**TO:** Mayor & City Council

**DATE:** July 28, 2011

**FROM:** John McDonough, City Manager

**AGENDA ITEM:** Requirements for Legal Advertising or Official Advertising for the City

**MEETING DATE:** For Submission onto the August 2, 2011, City Council Work Session Meeting Agenda

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*BACKGROUND INFORMATION: (Attach additional pages if necessary)*

See attached:

Memorandum

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APPROVAL BY CITY MANAGER:  APPROVED

\_\_\_\_\_ NOT APPROVED

PLACED ON AGENDA FOR: 8/2/11

CITY ATTORNEY APPROVAL REQUIRED: ( ) YES ( ) NO

CITY ATTORNEY APPROVAL: 

REMARKS:



To: Honorable Mayor and City Council Members  
From: Wendell K. Willard  
Date: For Submission onto the August 2, 2011, City Council Work Session Agenda  
Agenda Item: Requirements for legal advertising or official advertising for the City.

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***City Attorney's Recommendation:***

The City Attorney's Office recommends that the City Council consider designating the Sandy Springs Neighbor and the Sandy Springs Reporter as the City's official newspapers for legal advertising.

***Background and Discussion:***

O.C.G.A. § 9-13-142 sets out the requirements newspapers must satisfy to be declared the official organ of a county for the publication of official or legal advertising. The Georgia Code does not speak to legal advertising in municipalities. Currently, public notices required by the City are printed in The Fulton County Daily Report, a newspaper that serves the metro-Atlanta legal community.

Sandy Springs has two local papers that focus on the City: the Sandy Springs Neighbor and the Sandy Springs Reporter. The Sandy Springs Neighbor has been in business for more than 40 years. It is delivered weekly to more than 10,000 single-family homes in the 30328 and 30350 zip codes. The Sandy Springs Neighbor is part of the Neighbor Newspaper group, owned by Times Journal, Inc. Eight cities, including Roswell, use a Neighbor newspaper as their newspaper of record for municipal advertisements.

The Sandy Springs Reporter is one of four local bi-weekly papers in the Reporter Newspaper group. It delivers 24,000 papers, every other Friday, to the 30350, 30328, 30327 and 30342 zip codes. The Reporter does not have ad rates for legal notices at this time, but has proposed the rates listed below.

The display ad rates for the three papers are:

1/8 page vertical ad (approximately 2 inches x 6 inches)

Daily Report: \$930 for a one-time ad; \$675 each for ad run 4 times

Neighbor: \$120 each time ad is run

Reporter: \$250 each time ad is run

*City  
Attorney*



All three newspapers post advertisements on their websites.

The City could save advertising dollars by designating the local newspapers as its legal organs. Since the Neighbor and Reporter are general interest papers, public notices printed in those papers are likely to be viewed by a wider audience than public notices printed in the Fulton County Daily Report.

*City  
Attorney*