

FOCUS SB a/k/a THE INQUISITOR

May 28, 2020

Caddo Parish Commission
Official Journal Proposal
Attn: Michelle Nations, Deputy Commission Clerk
P.O Box 1127
Shreveport, LA 71163

RE: Bid
Official Journal for Caddo Parish

Dear Ms. Nations:

Thank you for allowing us to submit a bid for the Official Journal for Caddo Parish. We hereby submit the following answers and rates which will be used for official proceedings if the commission decides to select our publication for the next year.

1. *The Inquisitor* newspaper has and continues to be published in Caddo Parish.
2. *The Inquisitor* was previously published by Danny Lawler Enterprises, (7781 Hwy 1 North, Shreveport, LA) until it was sold this past October 2019, to Settle Talk LLC, (4 Tealwood Drive, Shreveport, LA).
3. *The Inquisitor* has not failed to publish or missed a week of publication and has printed every week for the past three years.
4. *The Inquisitor* has been published weekly in Caddo Parish since 1997.
5. Paid Circulation :

2020 -	7,800
2019 -	8,600
2018 -	9,000
2017 -	9,630
2016 -	9,800
6. *The Inquisitor* newspaper is mailed on Thursday nights, at the main post at 2400 Texas Ave, Shreveport, Louisiana.

7. Copies are sold off the rack and in machines at \$2 a copy. Subscription rates are \$9 a month, \$45 for six-month or \$65 for a year. This includes both mailed and digital copy access.
8. *The Inquisitor* is published weekly, with a press deadline of Wed at 5 p.m.. The paper is printed Thursday afternoons and distribution begins around 8 p.m. and finishes up on Friday mornings to local retailers. Subscribers who receive mailed copies receive their papers on Friday if local and sometimes on Saturday, depending on locations. Subscribers who have digital access are able to read that week's paper as soon as it is completed, around 3 p.m. on Thursday. This allows immediate access to that week's issue. The online website is also updated daily, keeping readers informed throughout the week.
9. The publication rate for official proceedings is as follows:

All printing of official proceedings in the classified section will be at \$3.00 per column inch / \$0.30 per agate line (at 7 font, using 10 agate lines per inch) or at \$2.00 per column inch /\$0.30 per agate line (at 8 font, using 8 agate lines per inch)

***The Inquisitor* prefers to offer a larger font, which allows for easier reading for older citizens.**

We also will be happy to offer display advertising at a reduced rate of \$100 per 1/8 page (4.925" x 2.25"). Regular classifieds may also be submitted at a reduced rate of \$20 for the first 25 words, \$0.20 cents a word thereafter.

***The Inquisitor* has an in-house notary. Therefore, there is no charge for Proof of Publication Affidavits related to official proceedings.**

Two complimentary copies will be mailed to the clerk, which allows for easy access to tear sheets. All tear sheets can also be emailed via PDF. Complimentary copies will also be provided to each Commissioner and to the staff as determined by Dr. Wilson (16 maximum). **This is a total of 30 complementary copies..**

Billing is conveniently done through an online platform, which can accessed via email and can be billed either per submission or billed monthly.

All minutes can be emailed to The Inquisitor and will be published that week, if received by Wed at 5.p.m. We can hold space up until 10 a.m., Thursday if we are contacted, due to any last minute changes, entries or requests.

The Inquisitor uploads all public notices and legals to publicnoticesads.com, which is offered by the Louisiana Press Association. This allows a search of the database of public notices from across the state.

10. *The Inquisitor* has served as the official journal for the Town of Blanchard since 2014. Due to it's popularity and affordable rates, it provides for public notices to be seen by a larger group of citizens who normally do not have access or are readers of other area publications.

The Inquisitor distributes to not only Caddo Parish, but neighboring Bossier, Webster and Desoto Parishes. Subscribers are from around the country, with subscriptions being mailed as far away as California. Many residents who move away, choose *The Inquisitor* to stay up to date with area news and happenings.

11. *The Inquisitor* is sold in over 400 retail establishments in Caddo, Bossier, Webster and DeSoto parishes. In Caddo Parish there are over 200 retail locations.

The Inquisitor runs a minimum of 40 pages per week. During the COVID-19 crises it was reduced to 32 pages and has now gone back to a 40 page per week publication.

The Inquisitor covers parish wide news. It is not directed to a particular demographic

The Inquisitor runs a complimentary adopt a pet from CPAS weekly.

The Inquisitor has provided to CPAS over 5000 "old" issues of the paper for use in kennels - and we will continue to "recycle" them to CPAS.

The Inquisitor was an active supporter of the Parish' last tax renewal for parks.

In March of 2020, Settle Talk LLC launched Focus SB, which allowed for a new section of the newspaper dedicated entirely to local positive, political and cultural news. A new "flip" format was introduced, which allowed for *The Inquisitor* to maintain its current format and allow for the integration of Focus SB.

We hope that you will consider our experience in both publication and in covering news of both parish and city meetings. The Inquisitor is locally owned and operated and proudly supports all areas of the community.

If you have any questions or if I can be of further assistance, please do not hesitate to contact me or my Editor, Liz Morace anytime at (318) 929-5152, ext. 290.

Yours very truly,



John E. Settle, Jr.

(318) 422-2022

(318) 742-5513

JES/kc