

FOCUS SB a/k/a

THE INQUISITOR

May 3, 2021

Mrs. Danielle A. Farr-Ewing
Clerk of Shreveport City Council
505 Travis Street
Suite 410
Shreveport, Louisiana 71101

RE: Bid
Official Journal for City of Shreveport

Dear Mrs. Farr-Ewing:

Thank you for allowing us to submit a bid as the official Journal on behalf of the City of Shreveport. We hereby submit the following answers and rates which will be used for official proceedings if the council 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 in October 2019, to Settle Talk LLC, (4 Tealwood Drive, Shreveport, LA) who has retained ownership since that date.
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. Circulation :

2021 -	8,000
2020 -	8,000
2019 -	8,600
2018 -	9,000
2017 -	9,630
2016 -	9,800

1915 Citizens Bank Drive * Bossier City, Louisiana 71111
(318) 929-5152 * Fax (318) 459-9706

6. *The Inquisitor* newspaper is mailed on Monday nights for the Tuesday paper and on Thursday nights for the Friday paper, 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 \$12.00 a month, \$50 for six-month or \$75 for a year mail in. To subscribe to obtain the paper by mail and digitally the cost per year is \$85.00.
8. *The Inquisitor* is published bi-weekly, on Tuesdays and Fridays. The press deadline for Tuesday publication is noon on the Friday before the Tuesday. The paper is sent to press by 2:00 p.m. on Monday afternoon and is delivered and posted for mail before midnight on Monday evening.

For the Friday paper the press deadline is 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 the next day, depending on locations. Subscribers who have digital access are able to read the Friday paper by Thursday afternoon once it has been printed, usually around 3 p.m. 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 \$2.50 per column inch / \$0.30 per agate line (at 7 font, using 10 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.**

Complimentary copies are delivered on Tuesday mornings to the City Offices building for easy access of tear sheets. Tear sheets along with the Proof of Publication are also mailed on the date of the publication. All tear sheets can also be emailed via PDF.

Complimentary copies are provided to each Council member, the City Auditor and 20 to the Mayor's staff as determined by the Mayor. **This is a total of 30 complimentary subscriptions.**

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

Presently the *Inquisitor* is enjoying publishing the public notices for the City of Shreveport. All minutes are published in the Tuesday edition of the paper and other public notices from various city agencies run either on the Tuesday edition or the Friday edition.

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, for the Town of Greenwood since 2020 and for the City of Shreveport since 2020. Due to its 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 on its Friday edition and a minimum of 16 pages on the Tuesday edition.

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

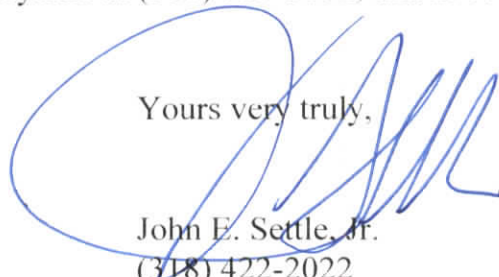
In March of 2020, Settle Talk LLC launched Focus SB, which allowed for a new section of the newspaper dedicated entirely to local positive, political and cultural news. A new "flip" format was introduced, which allowed for *The Inquisitor* to maintain its current format

and allow for the integration of Focus SB.

We hope that you will continue to utilize our publication as the official journal on behalf of the City of Shreveport 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.

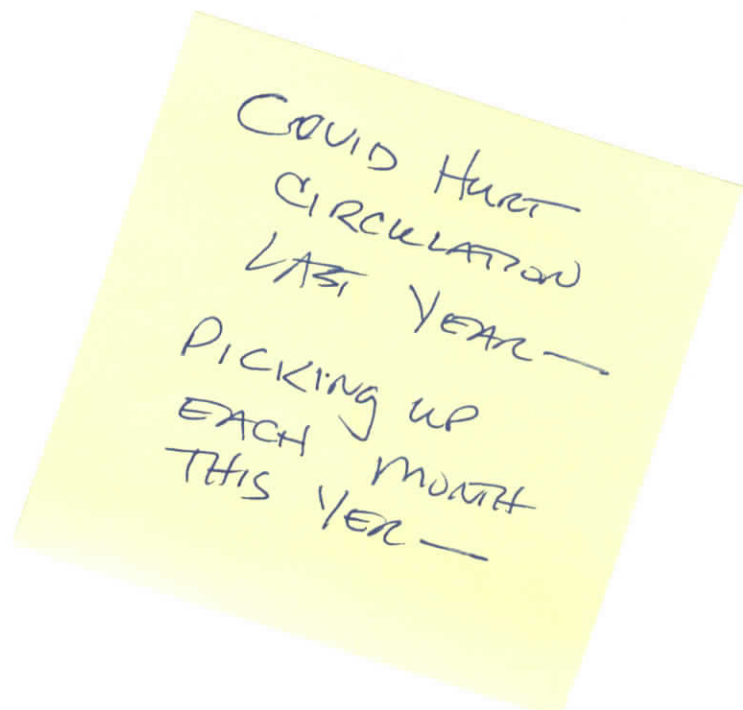
If you have any questions or if I can be of further assistance, please do not hesitate to contact me or my Editor, Liz Morace anytime at (318) 929-5152, ext. 290.

Yours very truly,



John E. Settle, Jr.
(318) 422-2022
(318) 742-5513

JES/kc



COVID HURT
CIRCULATION
LAST YEAR—
PICKING UP
EACH MONTH
THIS YEAR—