



## ADMINISTRATIVE DIRECTIVE

### LEGAL AND DISPLAY ADVERTISEMENTS IN LOCAL NEWSPAPERS

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EFFECTIVE DATE <b>November 25, 2014</b>	

#### I. PURPOSE

To establish policy and procedures for the preparation and submission of legal and display advertisements for publication in local newspapers.

#### II. POLICY

It is the policy of the City of Tucson to publish notices of City functions and actions that impact specific groups of the general public. Legal and display advertisements in local newspapers shall be designed to reach the affected public, and meet any legal requirements, with the least cost to the City.

#### III. DEFINITIONS

A. **Legal Advertisement** – A notice to the public regarding an official City function or action, such as a public hearing, an invitation for bids, or those ordinances and resolutions required to be published pursuant to Section 8 of Chapter IX of the Tucson Charter.

If the notice includes graphics, (i.e. maps, charts, diagrams, etc.) then it becomes a display advertisement.

B. **Display Advertisement** – All types of newspaper advertisements such as classified advertisements, meeting notices, etc., including any advertisements that contain graphics.

#### IV. RESPONSIBILITY

A. **All Departments** – Each department is responsible for determining when a legal or display advertisement is required, and for following the procedures outlined in this directive for preparing and publishing legal and display advertisements.

B. **City Clerk** – Is responsible for ensuring that all Mayor and Council Public Hearings and ordinances and resolutions are advertised.

#### V. PROCEDURES

##### A. **Legal Advertisements**

1. Departments should research applicable local, State and Federal regulations to determine any legal requirements for the timing or frequency of legal advertising for a particular City function or action. For example, Federally funded City programs may have regulations that specify that a notice to the public be published a certain number of times or a certain number of days prior to a public hearing. If no legal requirements apply, then the department should determine the most appropriate frequency and timing for publishing the legal



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advertisement. The department should consult with the City Attorney's Office as needed.

2. The City of Tucson annually contracts with one or more newspapers for legal advertising.

Departments must decide what level of circulation is required for any particular legal advertisement, while striving to minimize advertising costs.

The following are general guidelines to follow in determining what level of circulation is necessary for advertising public hearings.

- a. Public hearings that affect a broad section of the community or are of general public interest, require high circulation advertising. These are generally advertised in the Arizona Daily Star.
  - b. Public hearings that affect a limited section of the community do not require high circulation advertising. They may require a very targeted advertisement in a specific publication.
3. When a department needs to schedule a Mayor and Council public hearing, it must submit a "Request for Legal Advertising" form (see Attachment A). This must be submitted to the City Clerk at least seven (7) working days prior to the publication date. The City Clerk will then submit the advertisement to the newspaper(s) requested and the cost will be charged to Activity Account #1830-266.

If the department decides to use a display advertisement as a legal advertisement for a Mayor and Council Public Hearing, the procedures in Section B, ("Display Advertisements"), shall be followed.

4. Legal advertisements other than for a Mayor and Council Public Hearing are to be handled directly by the individual department. The department responsible should submit the legal advertisement to one of the newspapers doing business with the City that will bill the department directly for each advertisement. (**NOTE:** Departments may charge legal advertising to Activity #1830-266 only with approval from the City Manager).

#### **B. Display Advertisements**

If a department determines a display advertisement is necessary, the following will apply:

1. Determine the size of the advertisement (i.e. 1/8<sup>th</sup> of a page, 1/4<sup>th</sup> of a page, etc.)



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2. Determine the format required for the advertisement (i.e. centered, border, maps, charts, diagrams, etc.)
3. Each department is responsible for using purchase orders established by the Department of Procurement for display advertising in the Arizona Daily Star or the Daily Territorial.
4. Departments producing their own advertisements may submit them directly to the paper. The contact information is:
  - a. Daily Territorial (only advertises Monday through Friday)  
(520) 295-4211  
[legals@dailyterritorial.com](mailto:legals@dailyterritorial.com)
  - b. Arizona Daily Star (advertises seven (7) days per week)  
(520) 573-4292  
[legals@tucson.com](mailto:legals@tucson.com)
5. If a display advertisement is used as a legal advertisement for a Mayor and Council Public Hearing, the department requesting the advertisement shall send the text and publication dates to the City Clerk at least seven (7) working days prior to publication, for the official record.

**Appendices** Attachment A – Request for Legal Advertising Form  
Attachment B – Legal Advertising Deadlines

**References** <http://intranet.ci.tucson.az.us/administrative-directives-forms>

**Review Responsibility and Frequency** The City Clerk will review this directive as needed.

**Authorized**

  
 \_\_\_\_\_ Date Jan 27, 2015

## REQUEST FOR LEGAL ADVERTISING

In accordance with contract provisions, legal advertising can be published with Territorial Publishers, Inc. and with Tucson Newspapers, Inc. Please refer to Administrative Directive 1.02-8 regarding official advertising guidelines before submitting this request to the City Clerk. If you require legal advertising information, contact the City Clerk's Office at (520) 791-4213.

### COMPLETED FORMS MUST BE RECEIVED BY THE CITY CLERK SEVEN (7) WORKING DAYS PRIOR TO PUBLICATION DATE

**Department/Division:** \_\_\_\_\_

**Approved by Department Head:** \_\_\_\_\_

**Contact:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Date Submitted:** \_\_\_\_\_

**Newspaper(s) Selected:**

**Dates for Publication:**

\_\_\_\_\_ **TERRITORIAL PUBLISHERS**  
[Published: Monday thru Friday - excluding Holidays]

\_\_\_\_\_

\_\_\_\_\_ **ARIZONA DAILY STAR**  
[Published: Monday thru Sunday - including Holidays]

\_\_\_\_\_

**Reason for Publication:**

(Where appropriate, indicate the City, State or Federal Law requiring publication)

\_\_\_\_\_  
\_\_\_\_\_

**If direct mail notification of public hearing will be made, will assistance be needed?**

YES\_\_\_\_\_ (If yes, please provide mailing labels)

NO\_\_\_\_\_

Special instructions regarding direct mailing:

\_\_\_\_\_  
\_\_\_\_\_

**Description of Item to be Published:**

\_\_\_\_\_ PUBLISH COPY OF THE ATTACHED EXACTLY AS IS: Ensure that the copy attached is legible; that any signatures are legible (print name beneath illegible signatures); and that all blanks are explained (write "leave blank" in margin where appropriate).

\_\_\_\_\_ PUBLISH NOTICE OF PUBLIC HEARING: Complete attached standard notice.

## **NOTICE OF PUBLIC HEARING**

NOTICE IS HEREBY GIVEN that the Mayor and Council of the City of Tucson will hold a public hearing on \_\_\_\_\_, at or after \_\_\_\_\_ p.m. in the Mayor and Council Chambers of City Hall, 255 West Alameda, Tucson, Arizona, at which time and place all interested persons will have an opportunity to appear and be heard in relation to the following:

The Council Chambers is wheelchair accessible. A request for reasonable accommodation for persons with disabilities must be made to the City Clerk's Office by parties at least five (5) working days in advance of the scheduled meeting and can be made by calling (520) 791-4213 or (520) 791-2639 (TDD).

*(Please submit this page in Word)*

**LEGAL ADVERTISING DEADLINES****DAILY TERRITORIAL** (Monday thru Friday)**Publication Date****Deadline to Territorial:**

Monday	Thursday (1:00 p.m.)
Tuesday	Friday (2:00 p.m.)
Wednesday	Monday (2:00 p.m.)
Thursday	Tuesday (2:00 p.m.)
Friday	Wednesday (2:00 p.m.)

**Corrections/Additions** – 2 days prior to publication date (2:00 p.m.)

**Cancellations** – 2 days before publication date (2:00 p.m.)

The Daily Territorial  
3280 E. Hemisphere Loop, #174  
Tucson, AZ 85706-5027

Territorial doesn't publish on holidays  
or weekends. Ad must be published  
consecutive days. (ie, watch for  
Memorial Day, etc.)

Email [legals@dailyterritorial.com](mailto:legals@dailyterritorial.com)  
Contact Roxanne Murray  
Phone# (520) 295-4211  
Fax# (520) 295-4076

**AZ DAILY STAR** (Except Sundays)**Publication Date****Deadline to TNI:**

Monday	Thursday (10:00 am)
Tuesday	Friday (10:00 am)
Wednesday	Monday (10:00 am)
Thursday	Tuesday (10:00 am)
Friday	Wednesday (10:00 am)
Saturday	Wednesday (10:00 am)
Sunday	Wednesday (12:00 noon)

**Corrections/Additions** – 2 full working days prior to publication date (10:00 a.m.)

**Cancellations** – 2 days before publication date (10:00 a.m.)

**Maps** – 4 days prior to publication date

**Display Ads** (ads with borders, etc.) – One day prior to deadline above.

Tucson Newspapers Inc.  
4850 S. Park Avenue  
PO Box 26887  
Tucson, AZ 85726

Departments to submit legal ad  
request seven (7) working days  
prior to publication dates.

Email [legals@tucson.com](mailto:legals@tucson.com)  
Contact: Debbie Capanear  
Phone# (520) 573-4292  
Fax# (520) 573-4381

**(Contact Rosemary Ochoa if serious problems arise;  
(520) 573-4325; mobile (520) 488-8125)**

**15-Day Requirement:** (Count from the day BEFORE the meeting date; the 16th day is 15 days).

Departments must decide what level of circulation is required for any particular Legal Ad, while striving to minimize costs.

**Guidelines:** Public Hearings which affect a Broad Section of the community or are of GENERAL PUBLIC INTEREST require High Circulation (STAR). Public Hearings or Public Notice, which affect LIMITED AUDIENCE do not require High Circulation (TERRITORIAL).