

2023 - Seminole County Tax Collector

REAL ESTATE PROPERTY TAX ROLL

Publication Date: 3 Sundays April/May

72 Page Broadsheet - on Standard Newsprint
Non-Bleed, Page Size 11" width x 21" depth
Quantity = 36,600 + 250 client copies

Creative Design & Print	\$21,405.81
Orlando Sentinel - Insertion of 36,600 @ \$199/M	\$7,283.40
7.0% Sales Tax on 250 client copies	\$10.16
Total 72-pg Broadsheet (3 publication dates)	\$28,699.37

TANGIBLE PROPERTY TAX ROLL

Publication Date: 3 Sundays April/May

3 Page Broadsheet - on Upgraded 45# Newsprint
Non-Bleed, Page Size 11" width x 21" depth
Quantity = 36,600 + 250 client copies

Creative Design & Print	\$3,038.99
Orlando Sentinel - Insertion of 16,500 @ \$52/M	\$1,903.20
7.0 % Sales Tax on 250 client copies	1.44
Total 3-page Broadsheet (3 publication dates)	\$4,943.63

If the above ends up as a 2 Page the creative and design cost will be \$2,626.

TOTAL 3 Sunday insertions 72-page Broadsheet	\$28,699.37
TOTAL 3 Saturday insertion 3-page Broadsheet	\$4,943.63
GRAND TOTAL - Section Printing and Insertion in OS	\$33,643.00

Production Schedule: To be provided when Sold.

An additional 25 copies will be printed for the Sales Rep.

Any change to this quote will require Darren Haimer's approval.

Printing in Lakeland, FL

Approx Turnaround from Test Data receipt to Publication is 6-7 weeks

Carrick, Sara

From: Collins, Kim <kacollins@orlandosentinel.com>
Sent: Friday, January 6, 2023 10:33 AM
To: Carrick, Sara
Cc: Darren Haimer; Jecks, Timothy; Bailey Brown, Lorie; Morrell, Desmond
Subject: Re: Notice of Tax Certificate Sale Advertisement
Attachments: Seminole County Tax Collector Sunday Seminole 2023 quote_72BS and 3BS.docx.pdf

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Hi Sara, Here is the Sunday Seminole Insertion quote for your review.
We should have the Full Run Sunday Quote over to you sometime around 1:00
Thanks again and please let me know if you have any questions.

Kim Collins

Senior Multimedia Acct. Manager

:: c 321 438 9505

:: e kacollins@orlandosentinel.com

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On Fri, Jan 6, 2023 at 8:24 AM Carrick, Sara <scarrick@seminolecountyfl.gov> wrote:

Based off the Sunday rates you provided and the updated quote with additional insertion costs, I came up with \$28,603.57 for 3 Sundays total. Can you confirm? Thank you!



Sara Carrick

Financial Administrator
Resource Management Department | Office of Management & Budget

O: (407) 665-7180 | C: (305) 310-5253 | F: (407) 665-5286
1101 E 1st Street,
Sanford, FL 32771

scarrick@seminolecountyfl.gov

www.seminolecountyfl.gov

From: Carrick, Sara

Sent: Friday, January 6, 2023 8:19 AM

To: Collins, Kim <kacollins@orlandosentinel.com>

Cc: Darren Haimer <dhaimer@orlandosentinel.com>; Jecks, Timothy <TJecks@seminolecountyfl.gov>; Bailey Brown, Lorie <lbaileybrown@seminolecountyfl.gov>; Morrell, Desmond <dmorrell@seminolecountyfl.gov>

Subject: RE: Notice of Tax Certificate Sale Advertisement

Hi Kim,

Could you provide me the Sunday rate for just Seminole County? Also, could you provide me the full run cost as well? I would need Sunday costs this morning if possible. I really appreciate your help!

Also, does the quote above include both home subscribers and newspaper stands/businesses? Or just home delivery subscribers in Seminole County?



Sara Carrick

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scarrick@seminolecountyfl.gov

www.seminolecountyfl.gov

From: Collins, Kim <kacollins@orlandosentinel.com>

Sent: Thursday, January 5, 2023 5:08 PM

To: Carrick, Sara <scarrick@seminolecountyfl.gov>

Cc: Darren Haimer <dhaimer@orlandosentinel.com>; Jecks, Timothy <TJecks@seminolecountyfl.gov>; Bailey Brown, Lorie <lbaileybrown@seminolecountyfl.gov>; Morrell, Desmond <dmorrell@seminolecountyfl.gov>

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Hi Sara,

In the past did you advertise full run in our paper or just in Seminole County?

After looking at the prior years quote it appears that it was inserted full run.

Our Zoned sections only publish on Sundays.

If this is full run then yes the numbers are incorrect and we will need to revise them.

But if this is only for Seminole County then it will have to be published on Sunday and you would use

the Sunday rates we provided for Seminole County circulation.

Would it be better if I call you real quick? Thanks

Kim Collins

Senior Multimedia Acct. Manager

:: c 321 438 9505

:: e kacollins@orlandosentinel.com

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On Thu, Jan 5, 2023 at 4:58 PM Carrick, Sara <scarrick@seminolecountyfl.gov> wrote:

Hi Kim,

I was reviewing the prior year quotes that the Orlando Sentinel sent to us for the tax advertisement and the costs were significantly higher. See attached. Have the costs for advertising gone down with the paper? We just want to make sure that the quote you provided is sufficient with the requirements we are requesting. I have attached the scope again for review. Please let us know after you discuss with your team. We have to finalize our decision by Monday at the latest. I appreciate you working with me on my questions and all the information you have provided. Please reach out if you have any other questions. Thank you!



Sara Carrick

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Sanford, FL 32771

scarrick@seminolecountyfl.gov

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From: Collins, Kim <kacollins@orlandosentinel.com>
Sent: Thursday, January 5, 2023 3:22 PM
To: Carrick, Sara <scarrick@seminolecountyfl.gov>
Cc: Darren Haimer <dhaimer@orlandosentinel.com>; Kim Collins <kacollins@orlandosentinel.com>
Subject: Re: Notice of Tax Certificate Sale Advertisement

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Hi Sara,

Thanks so much for verifying the totals. After further review, we did not include the insertion cost.

Please see the attachment that should spell out everything for you. Again, my apologies and thank you

for reaching out to verify.

Kim Collins

Senior Multimedia Acct. Manager

:: c 321 438 9505

:: e kacollins@orlandosentinel.com

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On Thu, Jan 5, 2023 at 2:01 PM Carrick, Sara <scarrick@seminolecountyfl.gov> wrote:

Hi Kim – yes we have to advertise them 3 times. So, each week would be \$4,703.21? If we chose to run them on Saturdays?

From: Collins, Kim <kacollins@orlandosentinel.com>

Sent: Thursday, January 5, 2023 1:35 PM

To: Carrick, Sara <scarrick@seminolecountyfl.gov>

Cc: Darren Haimer <dhaimer@orlandosentinel.com>

Subject: Re: Notice of Tax Certificate Sale Advertisement

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Hi Sara,

The total of \$14,109.63 is the total for running the approx 70 pages for 3 Saturdays.
Per the document you sent, I hope I read that correctly. You need to advertise each of

them 3 times, correct?

Please let me know if you have any other questions. Thanks

I had another thought that if you wanted us to do a reverse pub flip book on our digital site
we would be able to add that for an additional cost. Please let me know what you think.

Thanks Sara

Kim Collins

Senior Multimedia Acct. Manager

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On Thu, Jan 5, 2023 at 12:22 PM Carrick, Sara <scarrick@seminolecountyfl.gov> wrote:

Hi Kim,

Thank you for the information. Just want to clarify the number below is for each day for one week, correct? We would have to advertise for 3 weeks. So, if we advertised 3 Saturdays the total cost would be \$42,328.89 or something around that?

Page Size	72 Standard Page	72 Page	72 Page	2
Day	Saturday	Thursday	Sunday	S
3 Drop Cost	\$14,109.63	\$18,465.56	\$21,405.81	
Single Day Circ Count	5500	9500	12200	
3 day Circ Count	16500	28500	36600	
Costs and Pricing are for 3 dates drops				

From: Collins, Kim <kacollins@orlandosentinel.com>
Sent: Thursday, January 5, 2023 11:30 AM
To: Carrick, Sara <scarrick@seminolecountyfl.gov>
Cc: Kim Collins <kacollins@orlandosentinel.com>; Darren Haimer <dhaimer@orlandosentinel.com>
Subject: Re: Notice of Tax Certificate Sale Advertisement

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Hi Sara, Please see attached and below answers to questions. Please let me know if

for some reason this does not come thru OK. Thanks again.

1. How many papers are distributed to current subscribers within Seminole County? 12,200 on Sunday; 9,500 on Thursday; 5,500 on Saturday.
2. How many papers are distributed to current subscribers outside of Seminole County? 41,000 on Sunday; 28,500 on Thursday; 16,500 on Saturday.
3. How many are circulated through newspaper stands and store/business counters within the County? 600 on Sunday; 300 on Thursday; 300 on Saturday.
4. Where are the primary locations of your newspaper stands and store/business distributions? Please provide name of businesses. Publix is the largest and most prominent single copy vendor
5. What is your average subscriber/circulation base and primary distribution area of subscribers? 53,200 on Sunday; 38,000 on Thursday; 22,000 on Saturday.

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On Thu, Jan 5, 2023 at 8:18 AM Carrick, Sara <scarrick@seminolecountyfl.gov> wrote:

Hi Kim – good morning. I didn't see any circulation information attached. Would you mind sending that again to me? We are meeting this afternoon to review quotes and I am putting a matrix together from the paper that submitted quotes. If you could provide me the quote and answers to questions by this morning, that would be great. I appreciate your help!



Sara Carrick

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1101 E 1st Street,
Sanford, FL 32771

scarrick@seminolecountyfl.gov

www.seminolecountyfl.gov

From: Collins, Kim <kacollins@orlandosentinel.com>

Sent: Wednesday, January 4, 2023 5:46 PM

To: Carrick, Sara <scarrick@seminolecountyfl.gov>; Kim Collins <kacollins@orlandosentinel.com>

Cc: Darren Haimer <dhaimer@orlandosentinel.com>; Bailey Brown, Lorie <baileybrown@seminolecountyfl.gov>; Jecks, Timothy <TJecks@seminolecountyfl.gov>; Morrell, Desmond <dmorrell@seminolecountyfl.gov>; Roberts, Tammy <TRoberts@seminolecountyfl.gov>; Reed, Diane <DReed@seminolecountyfl.gov>

Subject: Re: Notice of Tax Certificate Sale Advertisement

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Hi Sara, Please see the circulation info you requested as well as the other documents.

We included Thursday, Saturday and Sunday just to be sure you have what you need. We were not sure what day you will be running and I am still waiting on that info to come back. I will have the quote back to you in the morning.

Thanks again and we appreciate the opportunity to work with you.

Kim Collins

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On Wed, Jan 4, 2023 at 3:39 PM Carrick, Sara <scarrick@seminolecountyfl.gov> wrote:

Hi Kim – just checking in to see if you all had a quote available for us to review? Thank you!



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From: Collins, Kim <kacollins@orlandosentinel.com>

Sent: Thursday, December 22, 2022 3:49 PM

To: Carrick, Sara <scarrick@seminolecountyfl.gov>

Cc: Darren Haimer <dhaimer@orlandosentinel.com>; Bailey Brown, Lorie <lbaileybrown@seminolecountyfl.gov>; Jecks, Timothy <TJecks@seminolecountyfl.gov>; Morrell, Desmond <dmorrell@seminolecountyfl.gov>; Roberts, Tammy <TRoberts@seminolecountyfl.gov>; Reed, Diane <DReed@seminolecountyfl.gov>

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Hi Sara,

Thank you for this information. We would love to submit a bid for the notice of tax Certificates.

Thanks again for the opportunity and we will submit by the deadline.

Kim Collins

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On Thu, Dec 22, 2022 at 3:41 PM Carrick, Sara <scarrick@seminolecountyfl.gov> wrote:

Darren/Kim:

Happy Holidays! We are in the process of obtaining quotes from local newspapers to advertise our Notice of Tax Certificate Sales which will be advertised in April 2023. The last few years, we did a formal bid process through our Purchasing Department related to the quotes. This year, we are just requesting interested newspapers to just submit quotes to us and to provide answers to the questions provided in the attachment. If you are interested in providing us a quote, please submit that plus any additional information requested in the attachment to us by Wednesday, January 4th. Should you have any questions, please contact me at 407-665-7180. Thank you for your time.



Sara Carrick

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Carrick, Sara

From: Collins, Kim <kacollins@orlandosentinel.com>
Sent: Thursday, January 5, 2023 11:30 AM
To: Carrick, Sara
Cc: Kim Collins; Darren Haimer
Subject: Re: Notice of Tax Certificate Sale Advertisement
Attachments: _Seminole County Tax Quotes 2023 - Sheet1.pdf

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2023 Florida Annual Resale Certificate for Sales Tax

DR-13
R. 10/22

This Certificate Expires on December 31, 2023

Business Name and Location Address

Certificate Number

ORLANDO SENTINEL COMMUNICATIONS COMPANY 80-8012417614-8
ORLANDO SENTINEL COMM. COMPANY LLC
PO BOX 2833
ORLANDO, FL 32802-2833

By extending this certificate or the certificate number to a selling dealer to make eligible purchases of taxable property or services exempt from sales tax and discretionary sales surtax, the person or business named above certifies that the taxable property or services purchased or rented will be resold or re-rented for one or more of the following purposes:

- Resale as tangible personal property
- Re-rental as tangible personal property
- Resale of services
- Re-rental as commercial real property
- Incorporation into tangible personal property being repaired
- Re-rental as transient rental property
- Incorporation as a material, ingredient, or component part of tangible personal property that is being produced for sale by manufacturing, compounding, or processing

Your *Florida Annual Resale Certificate for Sales Tax* (Annual Resale Certificate) allows you or your representatives to buy or rent property or services tax exempt when the property or service is resold or re-rented. You **may not** use your Annual Resale Certificate to make tax-exempt purchases or rentals of property or services that will be used by your business or for personal purposes. Florida law provides for criminal and civil penalties for fraudulent use of an Annual Resale Certificate.

As a seller, you must document each tax-exempt sale for resale using one of three methods. You can use a different method each time you make a tax-exempt sale for resale.

1. Obtain a copy (paper or electronic) of your customer's current Annual Resale Certificate.
2. For each sale, obtain a transaction authorization number using your customer's Annual Resale Certificate number.
3. Each calendar year, obtain annual vendor authorization numbers for your regular customers using their Annual Resale Certificate numbers.

Online: Visit floridarevenue.com/taxes/certificates

Phone: 877-357-3725 and enter your customer's Annual Resale Certificate number

Mobile App: Available for iPhone, iPad, and Android devices

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Tribune Publishing Company, LLC

2 Business name/disregarded entity name, if different from above
Orlando Sentinel Communications Company, LLC

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

Individual/sole proprietor or single-member LLC C Corporation S Corporation Partnership Trust/estate

Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ **C**

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) **5**

Exemption from FATCA reporting code (if any) **E**

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
333 SW 12th Ave

6 City, state, and ZIP code
Deerfield Beach, FL 33442

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

			-			-				
--	--	--	---	--	--	---	--	--	--	--

or

Employer identification number

3	6	-	3	7	7	9	7	2	0
---	---	---	---	---	---	---	---	---	---

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶ *Michael D. Adams* Date ▶ **3/7/22**

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

2023 - Seminole County Tax Collector

REAL ESTATE PROPERTY TAX ROLL

Publication Date: 3 Sundays April/May

72 Page Broadsheet - on Standard Newsprint
Non-Bleed, Page Size 11" width x 21" depth
Quantity = 156,000 + 250 client copies

Creative Design & Print	\$64,030.00
Orlando Sentinel - Insertion of 156,000 @ \$199/M	\$31,044.00
7.0% Sales Tax on 250 client copies	\$7.17
Total 72-pg Broadsheet (3 publication dates)	<u>\$95,081.17</u>

TANGIBLE PROPERTY TAX ROLL

Publication Date: 1 Sunday April/May

3 Page Broadsheet - on Upgraded 45# Newsprint
Non-Bleed, Page Size 11" width x 21" depth
Quantity = 52,000 + 250 client copies

Creative Design & Print	\$3,521.00
Orlando Sentinel - Insertion of 52,000 @ \$52/M	\$2,704.00
7.0 % Sales Tax on 250 client copies	1.18
Total 3-page Broadsheet (1 publication dates)	<u>\$6,226.18</u>

If the above ends up as a 2 Page the creative and design cost will be \$3,170.

TOTAL 3 Sunday insertions 72-page Broadsheet	\$95,081.17
TOTAL 1 Sunday insertion 3-page Broadsheet	\$6,226.18
GRAND TOTAL - Section Printing and Insertion in OS	<u>\$101,307.35</u>

Production Schedule: To be provided when Sold.

An additional 25 copies will be printed for the Sales Rep.

Any change to this quote will require Darren Haimer's approval.

Printing in Lakeland, FL

Approx Turnaround from Test Data receipt to Publication is 6-7 weeks

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