

# Legal Notice Order

OFFICIAL STATE NEWSPAPER  
s. 985.04 Wis Stats.  
DOA-3428I (R01/2014)  
Instructions for DOA-3428



## Instructions for Completing Legal Notice Order-Official State Newspaper, [DOA-3428](#)

**INTRODUCTION** — All State of Wisconsin agencies, including UW System campuses and the Legislature, must use Legal Notice Order-Official State Newspaper, [DOA-3428](#) when placing orders for legal notices to be run in the official state newspaper. The newspaper will not accept legal notice orders without this form. This standard form reduces keying and billing errors, is an integral part of the newspaper’s order entry process, and is a mandatory requirement of the official state newspaper contract.

These instructions contain general information for preparing the order form and preparing the copy or text of the notice. Variable information such as publication deadlines, rates and other details are included in State Procurement Contract [505ENT-M17-LEGALNOTIC-01](#) — Legal Notices in the Official State Newspaper.

**ORDERING PROCEDURES** — Complete and submit [DOA-3428](#) to the newspaper as directed in State Procurement Contract [505ENT-M17-LEGALNOTIC-01](#). The newspaper prefers fax over mail. Do not follow fax orders with hard copy as this frequently results in duplicate publication.

1. TO: NEWSPAPER INFORMATION — No. of Pages to Fax including this page — Enter total number of pages to be faxed or mailed in the box at the top right in section 1. The newspaper will not be liable for missing copy if this box is left blank.
2. FROM: AGENCY INFORMATION — Use the following guidelines when furnishing information for this section:

State Agency Name — Enter the agency name associated with the billing address.

Advertisement Contact Name — Enter the name of the person the newspaper should contact if there are pre-publication questions about the notice, e.g., publication dates, text, format. This person may be the agency printing manager, program person responsible for legal notices—not necessarily a person listed in the text of the notice.

Billing Contact Person Name — Enter the name of the agency staff person who will assist the newspaper with tracking invoices.

Billing Address: Street or PO Box — Enter the street address for where the invoice should be mailed.

Billing Reference No. (Purchase Order / Account #) — Enter the purchase order number, account number or other coding that should appear on the invoice to assure prompt processing. It is not necessary to include a copy of the actual purchase order, i.e., the purchase order number is required, but the purchase order form is not.

Advert. Contact Area Code & Phone — Enter the area code and phone and fax number of the “Advertisement Contact Name.”

Billing Contact Area Code & Phone — Enter the area code and phone number and fax number the newspaper should call with questions about receiving payment. Generally, this is the agency accounts payable office. This number also serves as the agency’s account number on the newspaper’s data system. Contact the newspaper for assistance in identifying your account number.

Billing City/State/Zip + plus4 — Enter the City, State, and Zip code for where the invoice should be mailed.

3. PUBLICATION DATE(S) — Each day a notice is published in the newspaper is called an “insertion”. Enter day and date for each insertion. If less than three insertions are required, enter (none) for the unneeded insertions, e.g., if only two insertions are required, enter “None” for the third insertion. If more than three insertions are needed, enter that information to the right of this section and add an alert to this effect under section 7 “COMMENTS AND SPECIAL INSTRUCTIONS”. Current publication deadlines are included in State Procurement Contract [505ENT-M17-LEGALNOTIC-01](#). Indicate what documentation is required with the invoice. Affidavits and/or tear sheets will be mailed with the invoice unless other instructions are listed in section 7.

4. **FORMAT** — Check the checkbox if you want a Single Column, Display, or Other, specify formatted notice. Displays are calculated differently and are much more expensive than if the newspaper simply enters the text you supply.
5. **LOGO** — Check the checkbox if you want the State Coat of Arms, No logo, or Other, specify included with your notice.
6. **PLACE AD IN FOLLOWING SECTION** — Legal notices in the official state newspaper are grouped into seven classifications in order — General, Secretary of State, Bid/Proposals, Employment Ad, Public Meeting Notice, Construction Bids, and Other, specify. General notices include all notices that are not bid or construction related. Secretary of State notices are limited to that agency only. Bid/Proposals includes requests for bids (RFB) and request for proposals (RFP) and require the special formatting described in section 8.3 below. Construction Bids follow after Bid/Proposals and do not have any special formatting requirements. Bid waivers and sale of surplus property are not bids or proposals and are classified as General notices. Other, specify is used for those notices not covered by the other classifications listed.
7. **COMMENTS AND SPECIAL INSTRUCTIONS** — Enter additional information to assist the newspaper with processing the notice. Examples include but are not limited to, special address for affidavit, confirmation/alert of short deadline, if more than three insertions are needed, or notice of special format requirement.
8. **TEXT** — Enter the text of notice here or indicate “see attached”, if using attached page. Include the following at the top of each page. Agency name, Notice contact name, Notice contact phone. The newspaper will format and hyphenate the notice to fit the required column width. Use upper case, lowercase and bold. Bold and uppercase letters take up more space per line and as a result, add to the cost of the notice. If underline, strikeout or italics are required, contact the newspaper for special instructions prior to submitting the notice.

Note: It is not necessary to include ADA language in the text for any legal notice to be run in the official state newspaper. Instead, the following statement is published every day as part of the overall State of Wisconsin Legal Notices header and applies to all legal notices: “Reasonable accommodation, including the provision of informational material in an alternative format, will be provided for qualified individuals with disabilities upon request.” The newspaper provides this statement as a service to the state to save the cost of publishing the same language in each notice.

- 8.1. **General notice** — Enter the text as it should appear in the notice. The newspaper will hyphenate the text and format it to fit the newspaper’s margins. Notice that bid waivers and sale of surplus property are included under General notices and do not use the special formats described later for bids and proposals.

*General notice examples:* Use the following formats when entering text for a **General** notice in Form [DOA-3428](#), Section 6. (Examples of bid and request for proposal notices follow later in this document.)

**Example A — Meeting Announcement**

Notice of Public Hearing - The Wisconsin Housing and Economic Development Authority will hold a public hearing at 10:30 am in Conference Room C on 8/22/15 at its office located at 1 S Pinckney St Ste 500 in Madison, WI regarding the proposed issuance of Beginning Farmer Bonds pursuant to Chapter 234.65, Wis Stats, in a principal amount not to exceed \$250,000 to finance a project to be owned and operated by Thomas J. Dorn.

The project consists of the construction of a 60' x 456' two-story pullet barn located approximately 4.5 miles north of Arcadia on County Rd C and 1/4 mile south on Coms Rd in Glencoe, WI to be utilized by Thomas J. Dorn. At the hearing, all persons will be afforded a reasonable opportunity to express their views both orally and in writing regarding the issuance of the proposed bonds and the location and nature of the proposed project. Comments made at the hearing are for consideration by the Members of the Wisconsin Housing and Economic Development Authority and the Governor of the State of Wisconsin.  
9/7/16 WHEDA, P.O. Box 1728, Madison, WI 53701-1728

**Example B — Waiver**

STATE BUREAU OF PROCUREMENT  
The State Bureau of Procurement, 7th fl, 101 S Webster St, PO Box 7867, Madison WI 53707, will be contracting with John Doe Co. to perform a study of energy alternatives. These services will be purchased from a private source without soliciting bids. The contract will be awarded on or after 8/12/16.

*Example C — Sale of Surplus Property*

SALE OF SURPLUS ITEM - Official sealed bids will be received for the following by the Bu of Transportation Svc, 201 S Dickinson St, PO Box 7880, Madison WI 53707 on or before 2/16/16. Details are available at the above address or by calling 608-266-8024.

Paper Baler-Summit Model C7-6 with fluffer and regeneration hydraulic system, 7" cycle, 16" dual state power unit, 2 years old, excellent condition.

- 8.2. Secretary of State — This classification may only be used for notices placed by the Office of the Secretary of State. Special formatting and rates are negotiated between the Secretary of State and the newspaper.
- 8.3. Bid / Proposals — Enter the text of the notice as described below. This format reduces the number of lines and overall cost of the notices, reduces keying errors at the newspaper, and improves the readability of this classification. Bold text may only be used for "Item"; see 8.3.2 below.

8.3.1. Header — The header in the box to the right precedes the Bid / Proposals classification and is automatically included each day by the newspaper.

8.3.2. Data Elements — The following data elements are included in the Bid / Proposal format. Follow the sample notices below when preparing the text submitted for section 8 of [DOA-3428](#). There is no limit to the amount of text that may be included under any of these data elements.

<p style="text-align: center;">BID / PROPOSALS</p> <p>Each section includes a brief description of the item or service, the Request for Bid (RFB) or Request for Proposal (RFP) number, the date and time due, the agency issuing the bid/proposal and name and telephone to contact for a copy of the bid/proposal and/or additional information. These and other bids and proposals are posted on the <a href="http://publicnotices.wi.gov/">http://publicnotices.wi.gov/</a> website per WI Statute 16.75. Construction bids, if any, follow this section.</p>
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Item — Brief description of the bid or proposal, e.g., one to three words. (If more detail is needed beyond this brief description, include the detail as part of the additional information data element.) "Item" always begins a new line and should appear **in bold text**. "Item" may be repeated as necessary within the notice. See samples below.

RFB/RFP — Indicate RFB: or RFP: followed by the alpha/numeric bid/proposal number. "RFB/RFP" begins a new line. This data element may be repeated as necessary within the notice. See samples below.

Due — Due date and time as listed by the ordering agency on the order form. Dates are entered in numerical fashion (e.g., 1/1/16). Time abbreviations do not include periods and are without space after the hour/minutes, i.e., 10:40am, not 10:40 a.m.; generally follows "RFB/RFP" but may start a new line if one due date applies to several different bids or proposals in the same notice. See samples below.

Agency — Agency issuing the RFB or RFP; may include easily recognized abbreviations, e.g., Div, Dept, UW; punctuation not required; may also include city or other brief description to aid readers in identifying the agency.

Tel — Name and telephone to contact for additional information and/or a copy of the bid/proposal; may be only a telephone #; may be followed by additional instructions such as "...or fax ###-###-####." Begins a new line after "Agency". May also follow "Due" for multiple listings with more than one telephone # (see example I).

Additional information — as desired by the ordering agency. This data element simply begins as text, i.e., do not start with "additional information". The text should appear on a new line following the last "Tel."

8.3.3. *Bid / Proposals examples: Use the following formats when entering text for bids and proposals on Form [DOA-3428](#), Section 8. (Note: Items in italics are labels for purposes of these instructions only. Do not include them in the text of the notice.)*

*Example D — Request for Bid*

**Item: Eyeglass Contract**

RFB: FAD-011; Due 6/27/16, 4:00pm CDST

Agency: Dept Health & Social Services, Div of Health, Bureau of Health Care Financing Madison

Tel: Kevin Pepin 608-266-2522

Includes lenses, frames, cases, etc. Contract period 11/1/16 thru 10/31/17 with 2 optional 1-year renewals.

*Example E — Request for Proposal*

**Item: Vending Equipment**

RFB: OSB004-94; Due: 6/3/16, 2:00pm local time

Agency: Div of Vocational Rehabilitation Business Enterprise Program, Madison

Tel: Dennis Hughes 608-266-8835

Equipment to be installed throughout the state.

*Example F — Request for Proposal*

**Item: Angioplasty Cutting System**

RFP: H4-3852-C; Due: 6/3/16, 2:00pm CDST

Agency: UW Hospital & Clinics

Tel: William A. Rosko 608-262-3211

*Example G — Multiple listing all with same due date*

**Item: Lounge Furniture**

RFB: 61340-MM

**Item: Demolition Project**

RFP: 61384-MM

**Item: Carpeting**

RFB: 61387-MM

Due: 11/21/16, 1:30pm

Agency: UW-Stout Purchasing, Menomonie

Tel: 715-232-2453

*Example H — Multiple Listing all with different due dates*

**Item: Lounge Furniture**

RFB: 61340-MM; Due 11/1/16, 1:30pm

**Item: Demolition Project**

RFP: 61384-MM, Due 11/8/16, 1:30pm

**Item: Carpeting**

RFB: 61387-MM, Due 11/10/16, 1:30pm

Agency: UW-Stout Purchasing, Menomonie

Tel: 715-232-2453

*Example I — Multiple Listing all with different due dates and telephone numbers*

**Item: Lounge Furniture**

RFB: 61340-MM; Due 11/1/16, 1:30pm, Tel: G Burling 715-346-2721

**Item: Demolition Project**

RFP: 61384-MM, Due 11/8/16, 1:30pm, Tel: K Schroth 715-346-3930

**Item: Carpeting**

RFB: 61387-MM, Due 11/10/16, 1:30pm, Tel: L Beck 715-346-3059

Agency: UW-Stout Purchasing, Menomonie

NOTE: The above formats do not apply for bid waivers, sale of surplus property or other general notices. See section 8.2 for these instructions.

8.4. Employment Ad, Public Meeting Notice, and Construction Bids — Enter text as it should appear in the notice, i.e., the same as for General notices described earlier in section 8.1 of these instructions. The newspaper will apply the correct margins and apply hyphenation.

NOTE: Proof all notices carefully prior to submitting them to the newspaper. The text all notices is the responsibility of the ordering agency. The newspaper may question what appear to be glaring errors as part of routine processing, however, this is the exception rather than the rule.

STATE OF WISCONSIN  
 DEPARTMENT OF ADMINISTRATION  
 S. 16.75 WIS. STATS.  
 DOA-3428 (R12/2015)



STATE BUREAU OF PROCUREMENT  
 101 E. WILSON STREET, 6TH FLOOR  
 MADISON, WI 53707-7867

Statewide Contract:  
 505ENT-M16-LEGALNOTIC-01

### Public or Legal Notice Order

Instructions: Tab to each section and complete the information indicated. Save a copy of the order form to your computer. Email or fax this form with your agency's notice of publication. If ad proof is required, please indicate in the Special Instructions section.

<b>1. TO: NEWSPAPER INFORMATION</b>		<b>No. of Pages to Fax</b> including this page:	
Newspaper Name <b>Wisconsin State Journal</b>		Newspaper Contact Name <b>Ellen Morgan</b>	
Newspaper Contact Email Address <b>legals@madison.com</b>		Newspaper Area Code & Phone <b>(608) 283-7600</b>	Fax
Address: Street or PO Box <b>PO Box 8056</b>		City/State/Zip+4 <b>Madison, WI 53708</b>	
<b>2. FROM: AGENCY INFORMATION</b>			
State Agency Name <b>Department of Workforce Development</b>		Billing Reference No. (Purchase Order / Account #) <b>ILD000531</b>	
Advertisement Contact Name <b>Sarah Boyle</b>		Advert. Contact Area Code & Phone <b>(608) 266-6892</b>	Advert. Fax <b>(608) 264-5571</b>
Billing Contact Person Name <b>Fred Savage</b>		Billing Contact Area Code & Phone <b>(608) 267-4001</b>	Billing Fax <b>(608) 264-5569</b>
Billing Address: Street or PO Box <b>201 E Washington Ave</b>		Billing City/State/Zip + 4 <b>Madison, WI 53703</b>	
<b>3. PUBLICATION DATE(S)</b> Enter DAY(S) and DATE(S) advertisement should appear in the newspaper.			
	DAY	DATE (mm/dd/ccyy)	
First Insertion	Tuesday	6/10/2016	
Second Insertion	Tuesday	6/17/2016	
Third Insertion	None	None	
<input checked="" type="checkbox"/> <b>Tear Sheet Required with Invoice</b>		<input type="checkbox"/> <b>Affidavit Required with Invoice</b>	
<b>4. FORMAT</b>		<b>5. LOGO</b>	
<input checked="" type="checkbox"/> Single column		<input type="checkbox"/> State Coat of Arms	
<input type="checkbox"/> Display		<input type="checkbox"/> None	
<input type="checkbox"/> Other, specify _____		<input type="checkbox"/> Other, specify _____	
<b>6. PLACE AD IN FOLLOWING SECTION</b> These are generic classifications and may or may not appear in this newspaper. Contact the newspaper for a list of specific classifications.			
<input type="checkbox"/> General		<input type="checkbox"/> Employment Ad	
<input type="checkbox"/> Secretary of State		<input type="checkbox"/> Public Meeting Notice	
<input checked="" type="checkbox"/> Bid / Proposals		<input type="checkbox"/> Construction Bids	
<input type="checkbox"/> Other, specify _____			
<b>7. COMMENTS AND SPECIAL INSTRUCTIONS</b> Enter comments or special instructions below. This information will not be published in the newspaper.			
<b>8. TEXT</b> Enter the text of the notice or indicate "see attached." Include the following at the top of each attached page: Agency name, Agency advertisement contact name, Agency advertisement contact area code and phone.			
See Attached			