



# PUBLIC NOTICE

## A Newspaper Infrastructure That Works.

Public notices have been featured in newspapers since the birth of the nation. The benefits of this partnership are significant as newspapers continue to deliver through a variety of channels.



### Government

Public Notices help Louisiana's decentralized government of 64 Parishes, 64 Sheriff's Offices, 70 school districts and 300+ city municipalities, among others, keep the public informed, using a broad network that is trusted and relied upon by the state's citizens.



### Printed Newspapers

Printed newspapers (the way that most rural residents receive news) provide third-party verification of public notices and proof that they are protected from digital hackers.



### Newspaper Websites

Newspaper websites (relied on by readers who prefer to access news digitally) provide the solution for government's public notice digital infrastructure requirements.



### LouisianaPublicNotice.com

A searchable online database allows Louisiana residents to quickly and easily access public notices from more than 80 newspapers across the state.



### Email Delivery

Through LouisianaPublicNotice.com, residents can request that public notices be delivered directly to their inboxes via email alerts.



### Text Delivery

LouisianaPublicNotice.com can also deliver text alerts to any resident with a smartphone when public notices matching their criteria appear.

### Louisiana Citizens



**78%**

Of Louisianans read public notices in newspapers

**88%**

Cite newspapers as their "most trusted source" of public notices

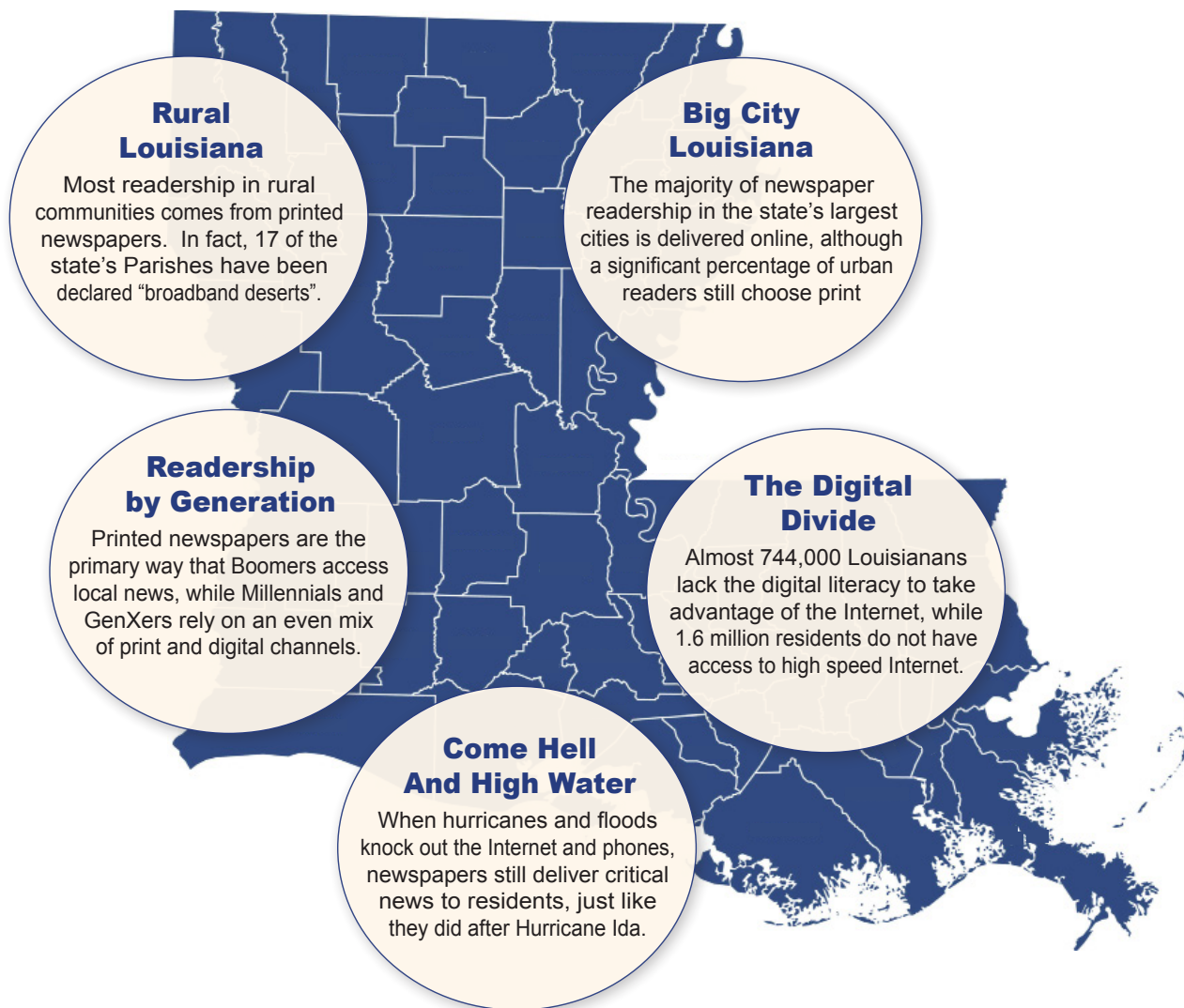
**72%**

Believe that government should be required to publish public notices in newspapers

\*2021 Louisiana Market Study, Coda Ventures

## The Reach of Louisiana Newspapers

Print and digital newspapers reach **3 million Louisiana residents** every week across the spectrum of the state's population – rural and urban, rich and poor, young and old. This broad reach is the core foundation for the infrastructure that delivers public notices from a trusted source to Louisiana's residents, via the medium of their choice.



## Return on Investment

Despite inflation, statutory public notice rates in newspapers have not increased in nearly 30 years. At the same time, newspapers continue to dramatically expand the ways that residents can receive public notices, at no additional cost to government or Louisiana residents.

This includes more access to public notices across a growing number of print and digital newspaper channels, plus a statewide clearinghouse for public notices that offers free text and email delivery to citizens. Bottom line? Public notices in newspapers represent a longstanding partnership that delivers unrivaled value to both government and Louisiana's citizens.