

SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA

510



FROM: Paul McDonnell
Treasurer-Tax Collector

SUBMITTAL DATE: January 30, 2003

SUBJECT: Revision of Legal/Public Notice Newspaper Publication Rates

RECOMMENDED MOTION: That the Board of Supervisors adopt "Attachment A" revising the Legal/Public Notice newspaper publication rates, and require that the revised rates be made effective January 1, 2003

JUSTIFICATION: For purposes of equity and fairness, the County has traditionally set newspaper publication rates for all county legal and public notice advertisements at the rate set for the "THE PRESS ENTERPRISE", the newspaper having the largest circulation throughout Riverside County. On November 27, 2002 the Press-Enterprise notified the County of its intention to raise publication rates from .97¢ to \$1.05¢ per Agate Line for the first insertion and from .87¢ to .95¢ per Agate Line for subsequent insertions. The revised rates are to go into effect January 1, 2003. The newspaper industry currently utilizes a Standard Advertising Unit as part of the Industry Standard Measure for legal/public notice advertisements.

Continued on Page 2

FINANCIAL DATA:

CURRENT YEAR COSTS \$ -0-
NET COUNTY COST \$ -0-

ANNUAL COST \$ -0-
IN CURRENT YEAR BUDGET: YES
BUDGET ADJUSTMENT: NO

SOURCE OF FUNDS: FOR FY: 2003

C.E.O. RECOMMENDATION:

APPROVE. *[Signature]*

County Executive Officer Signature

Prev. Agn. ref.

Dist.

AGENDA NO.

Department Recommendation: Consent Policy
Per Executive Office: Consent Policy

FORM APPROVED
COUNTY COUNSEL

2003

BOARD OF SUPERVISORS

Form 11:

Page 2

JUSTIFICATION: (Continued)

The Treasurer-Tax Collector will soon be bringing before the Board of Supervisors various publication requests, all of which are mandatory in enforcing collection of delinquent secured property tax. These major publications are: 1) Declaring the property to be in a tax defaulted status as of June 30 2003 and; 2) Declaring certain "tax defaulted property as being subject to the Tax Collector's power of sale on July 1, 2003. In addition, California law requires that other publications be made by the Tax Collector prior to selling "tax defaulted" properties at public auction. The majority of these publications must be made between May and September 2003. Preliminary proceedings require that the Board approve the newspaper contracts for these publications within the coming weeks and months. Therefore, I respectfully request that the Board adopt "Attachment A" as the revised legal advertising rates and make them effective January 1, 2003 following adoption.

Although this represents a nine percent (9%) increase in the publication rate, this is the first increase in the rate since 1992



Paul McDonnell
Treasurer-Tax Collector

ATTACHMENT "A"

Public/Legal Notice Newspaper Publication Rates

Board of Supervisors
Minute Order:

Effective Date: January 1, 2003

The following rates apply to all legal/public notice newspaper publications made after the effective date noted above.

Costs	1 st	Subsequent
-------	-----------------	------------

Per Agate Line	1.05	.95
Per Column Inch	14.70	13.30
Per Column Square		
(a) 8 Column	18.38	16.63
(b) 6 Column	24.50	22.17

2003 LEGAL ADVERTISING RATE CONVERSION TABLES

Legal Advertising Newspaper Industry Standard is a 10 column x 21" Page Image Format.
 Retail Newspaper Standard Advertising Unit (SAU) is a 6 column x 21" Page Image Format.
 Legal Page Image Width in Inches is 11.608" or 11 19/32".

Legal Rates:

Legal Columns	Page Depth	Total Inches	County Inch Rate*	Cost Per Page
10	21	210	\$14.70	\$3,087.00
			\$13.30	\$2,793.00

Columns x depth x rate = Page cost

One day rate.
 2nd + day rate.

*Open rate is \$18.20 per column inch.

One Day Rate Conversion:

Legal Columns	Page Depth	Total Inches	Cost Per Page	Converted Inch Rate
8	21	168	\$3,087.00	\$18.38
6		126	\$3,087.00	\$24.50

Page cost / total inches = Converted rate

8 Column converted rate
 6 Column converted rate

2nd + Day Rate Conversion:

Legal Columns	Page Depth	Total Inches	Cost Per Page	Converted Inch Rate
8	21	168	\$2,793.00	\$16.63
6		126	\$2,793.00	\$22.17

Page cost / total inches = Converted rate

8 Column converted rate
 6 Column converted rate