

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

448



**SUBMITTAL DATE:**  
**JUN 29 10**

**FROM:** Don Kent, Treasurer/Tax Collector

**SUBJECT:** Publication Agreements for the 2007 Published Delinquent List.

**RECOMMENDED MOTION:** That the Board of Supervisors:

- 1) Approve the agreements for the annual publication of the "Published Delinquent List";

(Continued on page two)

**BACKGROUND:** As prescribed by Section 3371 through 3374 of the California Revenue and Taxation Code, the Tax Collector shall, "... publish annually on or before September 8th his Affidavit that the real property on which the taxes, assessments, penalties and costs had not been fully paid became tax-defaulted, together with a list of all such real property." For a number of years the County has utilized the alternative method of publication set forth in Sections 3381 through 3385 of said code because it provides the most direct means of notifying the property owners affected.

(Continued on page two)

*Sue Bauer*  
Sue Bauer, Senior Chief Deputy Treasurer-Tax Collector  
for Don Kent, Treasurer-Tax Collector

FORM APPROVED COUNTY COUNSEL  
BY Dale A. Gardner 6/29/10  
DALE A. GARDNER Departmental Compliance

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 70,000	In Current Year Budget:	YES
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	NO
	Annual Net County Cost:	\$ 0	For Fiscal Year:	2010-11

<b>SOURCE OF FUNDS:</b> 10000-1400100000-526410 (Department Budget)	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

**C.E.O. RECOMMENDATION:**

APPROVE  
BY: *Christopher M. Hans*  
Christopher M. Hans

**County Executive Office Signature**

- Policy
- Policy
- Consent
- Consent

**MINUTES OF THE BOARD OF SUPERVISORS**

On motion of Supervisor Stone, seconded by Supervisor Buster and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Buster, Tavaglione, Stone, Benoit and Ashley  
Nays: None  
Absent: None  
Date: July 13, 2010  
xc: Treasurer

Kecia Harper-Ihem  
Clerk of the Board  
By: *Kecia Harper-Ihem*  
Deputy

Prev. Agn. Ref.: ATTACHMENTS FILED ALL District: ALL Agenda Number: WITH THE CLERK OF THE BOARD

**3.91**

Dept's Recomm.:  
Per Exec. Ofc.:

BOARD OF SUPERVISORS

Form 11

Page 2

**RECOMMENDED MOTION:** (Continued)

- 2) Authorize the Chairman of the Board of Supervisors to execute both copies of each agreement for each of the nine participating newspapers herein enclosed;
  - 3) Instruct the Clerk of the Board to return both signed copies of each agreement to the Treasurer and Tax Collector for forwarding to each of the participating newspapers.
- 

**BACKGROUND:** (Continued)

Both copies of each agreement have been signed by an authorized newspaper representative and require publication at the existing rates for legal advertising, and rate schedule (see Exhibit A). This notice will be published on August 18, 2010 and August 25, 2010 in those newspapers having only a Wednesday publication. Other publications will appear on Thursday, August 19, 2010 and August 26, 2010, and Friday, August 20, 2010 and August 27, 2010. The text and format of the agreement have been approved by County Counsel. In compliance with the law, the Treasurer-Tax Collector intends to provide "...the most likely...adequate notice to owners of the property" by using the following newspapers for this publication: The Corona-Norco Edition, The Desert Sun, The Hemet News, South West Edition, Palo Verde Valley Times, The Press-Enterprise, The Record Gazette, Riverside County Record and The Moreno Valley Edition. The tax rate area of the property will determine in which local newspaper the legal notice will appear. Under California Law, the Treasurer-Tax Collector is required to make this publication. Sufficient funds are available in the Treasurer-Tax Collector's 2010-2011 budget account to pay the publication costs.

## AGREEMENT

This Agreement is made by and between the County of Riverside, hereinafter referred to as the County, and The Press Enterprise, publisher of the Corona-Norco Edition, and authorized CEO Ronald R. Redfern, hereinafter referred to as the Publisher. The Treasurer-Tax Collector of the County of Riverside is hereinafter referred to as the Treasurer-Tax Collector, whose address is, County Administrative Center, P O Box 12005, 4080 Lemon Street, 4th Floor, Riverside, California 92502.

NOW THEREFORE, in consideration of the mutual covenants contained herein, to parties hereto agree as follows:

Section 1. Duties of Publisher. The Publisher agrees as follows:

- A. To publish in all regular editions of the The Press Enterprise, publisher of the Corona-Norco Edition once a week for two successive weeks, on August 20th 2010 and August 27th 2010, the PUBLISHED DELINQUENT LIST, and other items required by law to be published with said notice in the following tax rated areas: 04-000, 15-000, 53-000 & 59-000
- B. The material to be published shall be as contained in documentation supplied by the Tax Collector. The form of the text and titles shall be as specified by the Tax Collector.
- C. The size and style and type for the text shall be not less than six point and no more than six point nonpareil solid type, or as may be otherwise specified by the Tax Collector.
- D. The same type shall be used for both publication dates; the type as set for the first publication shall not be broken up and reset for the second publication.
- E. After the type has been initially set, proofread and corrected by the publisher, one copy of all galley proofs shall be submitted to the Tax Collector for purposes of making corrections, additions, deletions and other changes. The Tax Collector shall have the right to make corrections, additions, deletions and changes until all revised galley proofs are returned to the Publisher with final approval of the Tax Collector for publication. Redemption of all properties within the tax rate area(s) shown above will eliminate the publication in its entirety, and will result in no cost to the Tax Collector under this Agreement.
  1. Original proofs which have been proofread and corrected by the Publisher shall be transmitted by the Publisher to the Tax Collector within five (5) days after the original documentation is received by the Publisher from the Tax Collector. The Proofs shall be returned to the Tax Collector by means of personal messenger, by first class mail, or by e-mail.
  2. A revised Proof, as corrected by the Tax Collector, shall be transmitted by the publisher to the Tax Collector within two (2) days after the corrected original Proof is received by the Publisher from the Tax Collector. The Proofs, shall be returned to the Tax Collector by means of personal messenger, by first class mail, or by e-mail.

F. A copy of the revised Proof in slick Proof form for final approval for publication by the Tax Collector shall be submitted to the Tax Collector by personal messenger, first class mail, or e-mail at least one week prior to the date of the first publication.

G. On the day of the first publication, the Publisher shall deliver by messenger or deposit in the mail for delivery to the Tax Collector, four (4) copies of the entire newspaper containing the first publication.

On the day of the second publication, the Publisher shall deliver by messenger or deposit in the mail for delivery to the Tax Collector, four (4) copies of the entire newspaper containing the second publication.

H. Within 24 hours after the second publication, two affidavits of publication made by the Publisher or its authorized representative shall be delivered to the Tax Collector or deposited in the mail for delivery to the Tax Collector. Said affidavits shall be attached to a copy of the entire publication. Said affidavits shall be submitted in the form prescribed by the State Controller as follows:

AFFIDAVIT OF PUBLICATION

(Name of Newspaper)

(Title of Notice)

STATE OF CALIFORNIA ) ss.  
County of \_\_\_\_\_ )

\_\_\_\_\_ of the said  
County, being duly sworn, deposes and says:

THAT \_\_\_(s)he is and at all the times herein mentioned was a citizen of the United States, over the age of twenty-one years, and that \_\_\_(s)he is not a party to, nor interested in the above entitled matter; that \_\_\_\_\_(s)he is the \* \_\_\_\_\_ of the printer of (Name of Newspaper), a newspaper of general circulation, adjudicated by court decree dated \_\_\_\_\_, 20\_\_\_\_, printed and published weekly/daily in the City of \_\_\_\_\_, County of \_\_\_\_\_, and which newspaper is published for the dissemination of local news and intelligence of a general character, and which newspaper at all the time herein mentioned had and still has a bona fide subscription list of paying subscribers, and which newspaper has been established, printed and published at regular intervals in the City of \_\_\_\_\_, County of \_\_\_\_\_, for a period exceeding \_\_\_\_\_ years next preceding the date of publication of the notice hereinafter referred to; and which newspaper is not devoted to nor published for the interests, entertainment or instruction of a particular class, profession, trade, calling, race, or denomination, or any number of same; that the notice of which the annexed is a printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

\* (Name of Foreman of the Printer or Principal Clerk of the Printer)

SUBSCRIBED AND SWORN to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

Notary Public in and for the County of \_\_\_\_\_, State of California.

- I. If there is an error by the Publisher in the publications required under 1.A. above, the Publisher shall republish the NOTICE at no cost to the County

Section 2. Duties of Tax Collector. The County agrees as follows:

- A. To use the services of the Publisher for the publication of that portion of the Published Delinquent List in the tax rate area(s) set forth in Section 1.A. above.
- B. To pay the Publisher for such services at the rates specified in Exhibit "A", a copy of which is attached hereto as and incorporated into this Agreement by this reference.
- C. Payment by the County is conditional upon full performance by the Publisher of this Agreement. Payment for both publications as set forth in Section 1.A. above shall be authorized by the Tax Collector and subsequently made by the County immediately after the second publication is completed in accordance with Section 1. above, and the Publisher has provided the Tax Collector with one (1) copy of an invoice setting forth the number of column squares; whether it is an 8 or 6 column publication, or the number of lines in each publication; the dates of each publication; the amount due for each publication; and the total amount due for both publications.
- D. Failure by the Publisher to perform in accordance with this Agreement shall exclude the Publisher from participation in the distribution of future publications by the Tax Collector. This remedy is not exclusive, and County may pursue any other available remedy at law or in equity for breach of this Agreement by Publisher.

Section 3. Mutual Agreements. The parties further mutually agree as follows:

- A. No alteration or variation of the terms of this Agreement shall be valid unless made in writing and signed by the parties hereto, and no oral understanding or agreement not incorporated herein shall be binding on any of the parties hereto.
- B. This Agreement is to be construed under the laws of the State of California. The parties agree to the jurisdiction and venue of the appropriate courts in the County of Riverside, State of California.
- C. Any waiver by County of any breach of any one or more of the terms of this Agreement shall not be construed to be a waiver of any subsequent or other breach of the same or of any other term thereof. Failure on the part of the County to require exact, full and complete compliance with any terms of this Agreement shall not be construed as in any manner changing the terms hereof, or stopping County from enforcement hereof.
- D. If any provision in this Agreement is held by a court of competent jurisdiction to be invalid,

void or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

Dated: 6/11/10

Publisher

By [Signature]

Name Ron Redfern  
Title Publisher, CEO + President

Dated: JUL 13 2010

COUNTY OF RIVERSIDE

ATTEST  
Kecia Haper-Ihem, Clerk of the Board

By [Signature]  
Chairperson of the Board  
**MARION ASHLEY**

By [Signature]  
Deputy

DATED: 6/28/10  
FORM APPROVED BY COUNTY COUNSEL

BY [Signature]  
Dale Gardner

# THE PRESS-ENTERPRISE

## 2009 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 10.499" or 62p11.9 picas.

### Legal Rates:

Legal Columns	Page Depth	Total Inches	County Inch Rate*	Cost Per Page
10	21	210	\$18.20	\$3,822.00
			\$16.80	\$3,528.00

Columns x depth x rate = Page cost

One day rate.  
 2nd + day rate.

\*Open rate is \$22.40 per column inch. Riverside County rate is equivalent to a 19% discount.

### One Day Rate Conversion:

Legal Columns	Page Depth	Total Inches	Cost Per Page	Converted Inch Rate
8	21	168	\$3,822.00	\$22.75
6		126	\$3,822.00	\$30.33

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	\$3,528.00	\$21.00
6		126	\$3,528.00	\$28.00

Page cost / total inches = Converted rate

8 Column converted rate  
 6 Column converted rate

Large legal advertisements require additional time for formatting and setting type.

dh

# EXHIBIT A



2009 The Press-Enterprise Legal Advertising Rates

Costs	1st	Subsequent
Per Agate Line	\$1.30	\$1.20
Per Column Inch	\$18.20	\$16.80
Per Column Square		
(a) 8 Column	\$22.75	\$21.00
(b) 6 Column	\$30.33	\$28.00

<b>CLASSIFIED / LEGAL</b>			
<b>10 COLUMN</b>			
<b>5.1 Point Gutter</b>			
<b>Column</b>	<b>Picas</b>	<b>Inches</b>	<b>Points</b>
1	5p11	0.986	71.0
2	12p3.1	2.043	147.1
3	18p7.2	3.100	223.2
4	24p11.3	4.157	299.3
5	31p3.4	5.214	375.4
6	37p7.5	6.271	451.5
7	43p11.6	7.328	527.6
8	50p3.7	8.385	603.7
9	56p7.8	9.442	679.8
10	62p11.9	10.499	755.9

**EXHIBIT A**

**PAGE 3**

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- B. The material to be published shall be as contained in documentation supplied by the Tax Collector. The form of the text and titles shall be as specified by the Tax Collector.
- C. The size and style and type for the text shall be not less than six point and no more than six point nonpareil solid type, or as may be otherwise specified by the Tax Collector.
- D. The same type shall be used for both publication dates; the type as set for the first publication shall not be broken up and reset for the second publication.
- E. After the type has been initially set, proofread and corrected by the publisher, one copy of all galley proofs shall be submitted to the Tax Collector for purposes of making corrections, additions, deletions and other changes. The Tax Collector shall have the right to make corrections, additions, deletions and changes until all revised galley proofs are returned to the Publisher with final approval of the Tax Collector for publication. Redemption of all properties within the tax rate area(s) shown above will eliminate the publication in its entirety, and will result in no cost to the Tax Collector under this Agreement.
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(Name of Newspaper)

(Title of Notice)

STATE OF CALIFORNIA ) ss.  
County of \_\_\_\_\_ )

\_\_\_\_\_ of the said  
County, being duly sworn, deposes and says:

THAT \_\_\_(s)he is and at all the times herein mentioned was a citizen of the United States, over the age of twenty-one years, and that \_\_\_(s)he is not a party to, nor interested in the above entitled matter; that \_\_\_\_\_(s)he is the \* \_\_\_\_\_ of the printer of (Name of Newspaper), a newspaper of general circulation, adjudicated by court decree dated \_\_\_\_\_, 20\_\_\_\_, printed and published weekly/daily in the City of \_\_\_\_\_, County of \_\_\_\_\_, and which newspaper is published for the dissemination of local news and intelligence of a general character, and which newspaper at all the time herein mentioned had and still has a bona fide subscription list of paying subscribers, and which newspaper has been established, printed and published at regular intervals in the City of \_\_\_\_\_, County of \_\_\_\_\_, for a period exceeding \_\_\_\_\_ years next preceding the date of publication of the notice hereinafter referred to; and which newspaper is not devoted to nor published for the interests, entertainment or instruction of a particular class, profession, trade, calling, race, or denomination, or any number of same; that the notice of which the annexed is a printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

\* (Name of Foreman of the Printer or Principal Clerk of the Printer)

SUBSCRIBED AND SWORN to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

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- B. This Agreement is to be construed under the laws of the State of California. The parties agree to the jurisdiction and venue of the appropriate courts in the County of Riverside, State of California.
- C. Any waiver by County of any breach of any one or more of the terms of this Agreement shall not be construed to be a waiver of any subsequent or other breach of the same or of any other term thereof. Failure on the part of the County to require exact, full and complete compliance with any terms of this Agreement shall not be construed as in any manner changing the terms hereof, or stopping County from enforcement hereof.
- D. If any provision in this Agreement is held by a court of competent jurisdiction to be invalid,

void or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

Dated: 6/10/11

Publisher

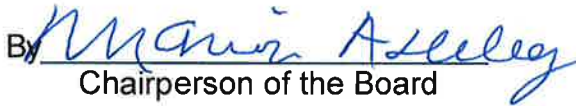
By 

Name Ron Redfern  
Title Publisher, CEO & President

Dated: JUL 13 2010

COUNTY OF RIVERSIDE

ATTEST  
Kecia Haper-Ihem, Clerk of the Board

By   
Chairperson of the Board

**MARION ASHLEY**

By   
Deputy

DATED: 6/28/10  
FORM APPROVED BY COUNTY COUNSEL

BY   
Dale Gardner

# THE PRESS-ENTERPRISE

## 2009 LEGAL ADVERTISING RATE & CONVERSION TABLES

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			\$16.80	\$3,528.00

Columns x depth x rate = Page cost

One day rate.  
 2nd + day rate.

\*Open rate is \$22.40 per column inch. Riverside County rate is equivalent to a 19% discount.

### One Day Rate Conversion:

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### 2nd + Day Rate Conversion:

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**EXHIBIT A**  
**PAGE 2**

**CLASSIFIED / LEGAL  
10 COLUMN  
5.1 Point Gutter**

Column	Picas	Inches	Points
1	5p11	0.986	71.0
2	12p3.1	2.043	147.1
3	18p7.2	3.100	223.2
4	24p11.3	4.157	299.3
5	31p3.4	5.214	375.4
6	37p7.5	6.271	451.5
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AFFIDAVIT OF PUBLICATION

(Name of Newspaper)

(Title of Notice)

STATE OF CALIFORNIA ) ss.  
County of \_\_\_\_\_ )

\_\_\_\_\_ of the said  
County, being duly sworn, deposes and says:

THAT \_\_\_(s)he is and at all the times herein mentioned was a citizen of the United States, over the age of twenty-one years, and that \_\_\_(s)he is not a party to, nor interested in the above entitled matter; that \_\_\_\_\_(s)he is the \* \_\_\_\_\_ of the printer of (Name of Newspaper), a newspaper of general circulation, adjudicated by court decree dated \_\_\_\_\_, 20\_\_\_\_, printed and published weekly/daily in the City of \_\_\_\_\_, County of \_\_\_\_\_, and which newspaper is published for the dissemination of local news and intelligence of a general character, and which newspaper at all the time herein mentioned had and still has a bona fide subscription list of paying subscribers, and which newspaper has been established, printed and published at regular intervals in the City of \_\_\_\_\_, County of \_\_\_\_\_, for a period exceeding \_\_\_\_\_ years next preceding the date of publication of the notice hereinafter referred to; and which newspaper is not devoted to nor published for the interests, entertainment or instruction of a particular class, profession, trade, calling, race, or denomination, or any number of same; that the notice of which the annexed is a printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

\* (Name of Foreman of the Printer or Principal Clerk of the Printer)

SUBSCRIBED AND SWORN to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.  
Notary Public in and for the County of \_\_\_\_\_, State of California.

- I. If there is an error by the Publisher in the publications required under 1.A. above, the Publisher shall republish the NOTICE at no cost to the County

Section 2. Duties of Tax Collector. The County agrees as follows:

- A. To use the services of the Publisher for the publication of that portion of the Published Delinquent List in the tax rate area(s) set forth in Section 1.A. above.
- B. To pay the Publisher for such services at the rates specified in Exhibit "A", a copy of which is attached hereto as and incorporated into this Agreement by this reference.
- C. Payment by the County is conditional upon full performance by the Publisher of this Agreement. Payment for both publications as set forth in Section 1.A. above shall be authorized by the Tax Collector and subsequently made by the County immediately after the second publication is completed in accordance with Section 1. above, and the Publisher has provided the Tax Collector with one (1) copy of an invoice setting forth the number of column squares; whether it is an 8 or 6 column publication, or the number of lines in each publication; the dates of each publication; the amount due for each publication; and the total amount due for both publications.
- D. Failure by the Publisher to perform in accordance with this Agreement shall exclude the Publisher from participation in the distribution of future publications by the Tax Collector. This remedy is not exclusive, and County may pursue any other available remedy at law or in equity for breach of this Agreement by Publisher.

Section 3. Mutual Agreements. The parties further mutually agree as follows:

- A. No alteration or variation of the terms of this Agreement shall be valid unless made in writing and signed by the parties hereto, and no oral understanding or agreement not incorporated herein shall be binding on any of the parties hereto.
- B. This Agreement is to be construed under the laws of the State of California. The parties agree to the jurisdiction and venue of the appropriate courts in the County of Riverside, State of California.
- C. Any waiver by County of any breach of any one or more of the terms of this Agreement shall not be construed to be a waiver of any subsequent or other breach of the same or of any other term thereof. Failure on the part of the County to require exact, full and complete compliance with any terms of this Agreement shall not be construed as in any manner changing the terms hereof, or stopping County from enforcement hereof.
- D. If any provision in this Agreement is held by a court of competent jurisdiction to be invalid,

void or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

Dated: 6/11/10

Publisher  
By [Signature]

Name Ron Redfern  
Title Publisher, CEO & President

Dated: JUL 13 2010

ATTEST  
Kecia Haper-Ihem, Clerk of the Board

By [Signature]  
Deputy

COUNTY OF RIVERSIDE  
By [Signature]  
Chairperson of the Board  
**MARION ASHLEY**

DATED: 6/28/10  
FORM APPROVED BY COUNTY COUNSEL

BY [Signature]  
Dale Gardner

# THE PRESS-ENTERPRISE

## 2009 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 10.499" or 62p11.9 picas.

### Legal Rates:

Legal Columns	Page Depth	Total Inches	County Inch Rate	Cost Per Page
10	21	210	\$18.20	\$3,822.00
			\$16.80	\$3,528.00

Columns x depth x rate = Page cost

One day rate.  
 2nd + day rate.

\*Open rate is \$22.40 per column inch. Riverside County rate is equivalent to a 19% discount.

### One Day Rate Conversion:

Legal Columns	Page Depth	Total Inches	Cost Per Page	Converted Inch Rate
8	21	168	\$3,822.00	\$22.75
6		126	\$3,822.00	\$30.33

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	\$3,528.00	\$21.00
6		126	\$3,528.00	\$28.00

Page cost / total inches = Converted rate

8 Column converted rate  
 6 Column converted rate

Large legal advertisements require additional time for formatting and setting type.

dh

# EXHIBIT A



2009 The Press-Enterprise Legal Advertising Rates

Costs	1st	Subsequent
Per Agate Line	\$1.30	\$1.20
Per Column Inch	\$18.20	\$16.80
Per Column Square		
(a) 8 Column	\$22.75	\$21.00
(b) 6 Column	\$30.33	\$28.00

<b>CLASSIFIED / LEGAL</b>			
<b>10 COLUMN</b>			
<b>5.1 Point Gutter</b>			
<b>Column</b>	<b>Picas</b>	<b>Inches</b>	<b>Points</b>
1	5p11	0.986	71.0
2	12p3.1	2.043	147.1
3	18p7.2	3.100	223.2
4	24p11.3	4.157	299.3
5	31p3.4	5.214	375.4
6	37p7.5	6.271	451.5
7	43p11.6	7.328	527.6
8	50p3.7	8.385	603.7
9	56p7.8	9.442	679.8
10	62p11.9	10.499	755.9

**EXHIBIT A**

**PAGE 3**

## AGREEMENT

This Agreement is made by and between the County of Riverside, hereinafter referred to as the County, and Palo Verde Valley Times, and authorized CEO Debbie White, hereinafter referred to as the Publisher. The Treasurer-Tax Collector of the County of Riverside is hereinafter referred to as the Treasurer-Tax Collector, whose address is, County Administrative Center, P O Box 12005, 4080 Lemon Street, 4th Floor, Riverside, California 92502.

NOW THEREFORE, in consideration of the mutual covenants contained herein, to parties hereto agree as follows:

Section 1. Duties of Publisher. The Publisher agrees as follows:

- A. To publish in all regular editions of the Palo Verde Valley Times once a week for two successive weeks, on August 18th 2010 and August 25th 2010, the PUBLISHED DELINQUENT LIST, and other items required by law to be published with said notice in the following tax rated areas: 03-000 & 85-000
- B. The material to be published shall be as contained in documentation supplied by the Tax Collector. The form of the text and titles shall be as specified by the Tax Collector.
- C. The size and style and type for the text shall be not less than six point and no more than six point nonpareil solid type, or as may be otherwise specified by the Tax Collector.
- D. The same type shall be used for both publication dates; the type as set for the first publication shall not be broken up and reset for the second publication.
- E. After the type has been initially set, proofread and corrected by the publisher, one copy of all galley proofs shall be submitted to the Tax Collector for purposes of making corrections, additions, deletions and other changes. The Tax Collector shall have the right to make corrections, additions, deletions and changes until all revised galley proofs are returned to the Publisher with final approval of the Tax Collector for publication. Redemption of all properties within the tax rate area(s) shown above will eliminate the publication in its entirety, and will result in no cost to the Tax Collector under this Agreement.
  1. Original proofs which have been proofread and corrected by the Publisher shall be transmitted by the Publisher to the Tax Collector within five (5) days after the original documentation is received by the Publisher from the Tax Collector. The Proofs shall be returned to the Tax Collector by means of personal messenger, by first class mail, or by e-mail.
  2. A revised Proof, as corrected by the Tax Collector, shall be transmitted by the publisher to the Tax Collector within two (2) days after the corrected original Proof is received by the Publisher from the Tax Collector. The Proofs, shall be returned to the Tax Collector by means of personal messenger, by first class mail, or by e-mail.

- F. A copy of the revised Proof in slick Proof form for final approval for publication by the Tax Collector shall be submitted to the Tax Collector by personal messenger, first class mail, or e-mail at least one week prior to the date of the first publication.
- G. On the day of the first publication, the Publisher shall deliver by messenger or deposit in the mail for delivery to the Tax Collector, four (4) copies of the entire newspaper containing the first publication.

On the day of the second publication, the Publisher shall deliver by messenger or deposit in the mail for delivery to the Tax Collector, four (4) copies of the entire newspaper containing the second publication.

- H. Within 24 hours after the second publication, two affidavits of publication made by the Publisher or its authorized representative shall be delivered to the Tax Collector or deposited in the mail for delivery to the Tax Collector. Said affidavits shall be attached to a copy of the entire publication. Said affidavits shall be submitted in the form prescribed by the State Controller as follows:

AFFIDAVIT OF PUBLICATION

(Name of Newspaper)

(Title of Notice)

STATE OF CALIFORNIA ) ss.  
County of \_\_\_\_\_ )

\_\_\_\_\_ of the said  
County, being duly sworn, deposes and says:

THAT \_\_\_(s)he is and at all the times herein mentioned was a citizen of the United States, over the age of twenty-one years, and that \_\_\_(s)he is not a party to, nor interested in the above entitled matter; that \_\_\_\_\_(s)he is the \* \_\_\_\_\_ of the printer of (Name of Newspaper), a newspaper of general circulation, adjudicated by court decree dated \_\_\_\_\_, 20\_\_\_\_, printed and published weekly/daily in the City of \_\_\_\_\_, County of \_\_\_\_\_, and which newspaper is published for the dissemination of local news and intelligence of a general character, and which newspaper at all the time herein mentioned had and still has a bona fide subscription list of paying subscribers, and which newspaper has been established, printed and published at regular intervals in the City of \_\_\_\_\_, County of \_\_\_\_\_, for a period exceeding \_\_\_\_\_ years next preceding the date of publication of the notice hereinafter referred to; and which newspaper is not devoted to nor published for the interests, entertainment or instruction of a particular class, profession, trade, calling, race, or denomination, or any number of same; that the notice of which the annexed is a printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

\* (Name of Foreman of the Printer or Principal Clerk of the Printer)

SUBSCRIBED AND SWORN to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

Notary Public in and for the County of \_\_\_\_\_, State of California.

- I. If there is an error by the Publisher in the publications required under 1.A. above, the Publisher shall republish the NOTICE at no cost to the County

Section 2. Duties of Tax Collector. The County agrees as follows:

- A. To use the services of the Publisher for the publication of that portion of the Published Delinquent List in the tax rate area(s) set forth in Section 1.A. above.
- B. To pay the Publisher for such services at the rates specified in Exhibit "A", a copy of which is attached hereto as and incorporated into this Agreement by this reference.
- C. Payment by the County is conditional upon full performance by the Publisher of this Agreement. Payment for both publications as set forth in Section 1.A. above shall be authorized by the Tax Collector and subsequently made by the County immediately after the second publication is completed in accordance with Section 1. above, and the Publisher has provided the Tax Collector with one (1) copy of an invoice setting forth the number of column squares; whether it is an 8 or 6 column publication, or the number of lines in each publication; the dates of each publication; the amount due for each publication; and the total amount due for both publications.
- D. Failure by the Publisher to perform in accordance with this Agreement shall exclude the Publisher from participation in the distribution of future publications by the Tax Collector. This remedy is not exclusive, and County may pursue any other available remedy at law or in equity for breach of this Agreement by Publisher.

Section 3. Mutual Agreements. The parties further mutually agree as follows:

- A. No alteration or variation of the terms of this Agreement shall be valid unless made in writing and signed by the parties hereto, and no oral understanding or agreement not incorporated herein shall be binding on any of the parties hereto.
- B. This Agreement is to be construed under the laws of the State of California. The parties agree to the jurisdiction and venue of the appropriate courts in the County of Riverside, State of California.
- C. Any waiver by County of any breach of any one or more of the terms of this Agreement shall not be construed to be a waiver of any subsequent or other breach of the same or of any other term thereof. Failure on the part of the County to require exact, full and complete compliance with any terms of this Agreement shall not be construed as in any manner changing the terms hereof, or stopping County from enforcement hereof.
- D. If any provision in this Agreement is held by a court of competent jurisdiction to be invalid,

void or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

Dated: 6/9/10

Publisher

By Debbie White

Name Debbie White  
Title Publisher

Dated: JUL 13 2010

ATTEST  
Kecia Haper-Ihem, Clerk of the Board

By Horraie Canova  
Deputy

COUNTY OF RIVERSIDE

By Marion Ashley  
Chairperson of the Board  
**MARION ASHLEY**

DATED: 6/28/10  
FORM APPROVED BY COUNTY COUNSEL

BY Dale Gardner  
Dale Gardner

# THE PRESS-ENTERPRISE

## 2009 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 10.499" or 62p11.9 picas.

### Legal Rates:

Legal Columns	Page Depth	Total Inches	County Inch Rate*	Cost Per Page
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			\$16.80	\$3,528.00

Columns x depth x rate = Page cost

One day rate.  
 2nd + day rate.

\*Open rate is \$22.40 per column inch. Riverside County rate is equivalent to a 19% discount.

### One Day Rate Conversion:

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8	21	168	\$3,822.00	\$22.75
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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	\$3,528.00	\$21.00
6		126	\$3,528.00	\$28.00

Page cost / total inches = Converted rate

8 Column converted rate  
 6 Column converted rate

Large legal advertisements require additional time for formatting and setting type.

dh

# EXHIBIT A



2009 The Press-Enterprise Legal Advertising Rates

Costs	1st	Subsequent
Per Agate Line	\$1.30	\$1.20
Per Column Inch	\$18.20	\$16.80
Per Column Square		
(a) 8 Column	\$22.75	\$21.00
(b) 6 Column	\$30.33	\$28.00

<b>CLASSIFIED / LEGAL</b>			
<b>10 COLUMN</b>			
<b>5.1 Point Gutter</b>			
<b>Column</b>	<b>Picas</b>	<b>Inches</b>	<b>Points</b>
1	5p11	0.986	71.0
2	12p3.1	2.043	147.1
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6	37p7.5	6.271	451.5
7	43p11.6	7.328	527.6
8	50p3.7	8.385	603.7
9	56p7.8	9.442	679.8
10	62p11.9	10.499	755.9

**EXHIBIT A**

**PAGE 3**

## AGREEMENT

This Agreement is made by and between the County of Riverside, hereinafter referred to as the County, and The Press Enterprise, publisher of the Press-Enterprise Edition, and authorized CEO Ronald R. Redfern, hereinafter referred to as the Publisher. The Treasurer-Tax Collector of the County of Riverside is hereinafter referred to as the Treasurer-Tax Collector, whose address is, County Administrative Center, P O Box 12005, 4080 Lemon Street, 4th Floor, Riverside, California 92502.

NOW THEREFORE, in consideration of the mutual covenants contained herein, to parties hereto agree as follows:

Section 1. Duties of Publisher. The Publisher agrees as follows:

- A. To publish in all regular editions of the The Press Enterprise, publisher of the Press-Enterprise Edition once a week for two successive weeks, on August 19th 2010 and August 26th 2010, the PUBLISHED DELINQUENT LIST, and other items required by law to be published with said notice in the following tax rated areas: 09-000, 22-000, 54-000, 62-000, 68-000, 82-000, 83-000, 88-000, 89-000, 97-000 & 98-000
- B. The material to be published shall be as contained in documentation supplied by the Tax Collector. The form of the text and titles shall be as specified by the Tax Collector.
- C. The size and style and type for the text shall be not less than six point and no more than six point nonpareil solid type, or as may be otherwise specified by the Tax Collector.
- D. The same type shall be used for both publication dates; the type as set for the first publication shall not be broken up and reset for the second publication.
- E. After the type has been initially set, proofread and corrected by the publisher, one copy of all galley proofs shall be submitted to the Tax Collector for purposes of making corrections, additions, deletions and other changes. The Tax Collector shall have the right to make corrections, additions, deletions and changes until all revised galley proofs are returned to the Publisher with final approval of the Tax Collector for publication. Redemption of all properties within the tax rate area(s) shown above will eliminate the publication in its entirety, and will result in no cost to the Tax Collector under this Agreement.
  1. Original proofs which have been proofread and corrected by the Publisher shall be transmitted by the Publisher to the Tax Collector within five (5) days after the original documentation is received by the Publisher from the Tax Collector. The Proofs shall be returned to the Tax Collector by means of personal messenger, by first class mail, or by e-mail.
  2. A revised Proof, as corrected by the Tax Collector, shall be transmitted by the publisher to the Tax Collector within two (2) days after the corrected original Proof is received by the Publisher from the Tax Collector. The Proofs, shall be returned to the Tax Collector by means of personal messenger, by first class mail, or by e-mail.

JUL 13 2010 3.91

- F. A copy of the revised Proof in slick Proof form for final approval for publication by the Tax Collector shall be submitted to the Tax Collector by personal messenger, first class mail, or e-mail at least one week prior to the date of the first publication.
- G. On the day of the first publication, the Publisher shall deliver by messenger or deposit in the mail for delivery to the Tax Collector, four (4) copies of the entire newspaper containing the first publication.

On the day of the second publication, the Publisher shall deliver by messenger or deposit in the mail for delivery to the Tax Collector, four (4) copies of the entire newspaper containing the second publication.

- H. Within 24 hours after the second publication, two affidavits of publication made by the Publisher or its authorized representative shall be delivered to the Tax Collector or deposited in the mail for delivery to the Tax Collector. Said affidavits shall be attached to a copy of the entire publication. Said affidavits shall be submitted in the form prescribed by the State Controller as follows:

AFFIDAVIT OF PUBLICATION

(Name of Newspaper)

(Title of Notice)

STATE OF CALIFORNIA ) ss.  
County of \_\_\_\_\_ )

\_\_\_\_\_ of the said  
County, being duly sworn, deposes and says:

THAT \_\_\_(s)he is and at all the times herein mentioned was a citizen of the United States, over the age of twenty-one years, and that \_\_\_(s)he is not a party to, nor interested in the above entitled matter; that \_\_\_\_\_(s)he is the \* \_\_\_\_\_ of the printer of (Name of Newspaper), a newspaper of general circulation, adjudicated by court decree dated \_\_\_\_\_, 20\_\_\_\_, printed and published weekly/daily in the City of \_\_\_\_\_, County of \_\_\_\_\_, and which newspaper is published for the dissemination of local news and intelligence of a general character, and which newspaper at all the time herein mentioned had and still has a bona fide subscription list of paying subscribers, and which newspaper has been established, printed and published at regular intervals in the City of \_\_\_\_\_, County of \_\_\_\_\_, for a period exceeding \_\_\_\_\_ years next preceding the date of publication of the notice hereinafter referred to; and which newspaper is not devoted to nor published for the interests, entertainment or instruction of a particular class, profession, trade, calling, race, or denomination, or any number of same; that the notice of which the annexed is a printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

\* (Name of Foreman of the Printer or Principal Clerk of the Printer)

SUBSCRIBED AND SWORN to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.  
Notary Public in and for the County of \_\_\_\_\_, State of California.

- I. If there is an error by the Publisher in the publications required under 1.A. above, the Publisher shall republish the NOTICE at no cost to the County

Section 2. Duties of Tax Collector. The County agrees as follows:

- A. To use the services of the Publisher for the publication of that portion of the Published Delinquent List in the tax rate area(s) set forth in Section 1.A. above.
- B. To pay the Publisher for such services at the rates specified in Exhibit "A", a copy of which is attached hereto as and incorporated into this Agreement by this reference.
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- B. This Agreement is to be construed under the laws of the State of California. The parties agree to the jurisdiction and venue of the appropriate courts in the County of Riverside, State of California.
- C. Any waiver by County of any breach of any one or more of the terms of this Agreement shall not be construed to be a waiver of any subsequent or other breach of the same or of any other term thereof. Failure on the part of the County to require exact, full and complete compliance with any terms of this Agreement shall not be construed as in any manner changing the terms hereof, or stopping County from enforcement hereof.
- D. If any provision in this Agreement is held by a court of competent jurisdiction to be invalid,

void or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

Dated: 6/11/10

Publisher

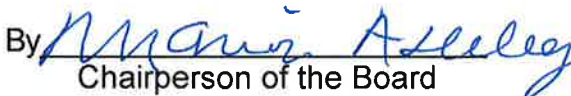
By 

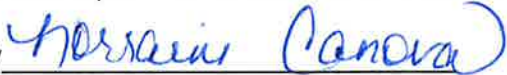
Name Ron Redfern  
Title Publisher, CEO & President

**JUL 13 2010**  
Dated: \_\_\_\_\_

COUNTY OF RIVERSIDE

ATTEST  
Kecia Haper-Ihem, Clerk of the Board

By   
Chairperson of the Board

By   
Deputy

DATED: 6/28/10  
FORM APPROVED BY COUNTY COUNSEL

BY   
Dale Gardner

# THE PRESS-ENTERPRISE

## 2009 LEGAL ADVERTISING RATE & CONVERSION TABLES

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8 Column converted rate  
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dh

# EXHIBIT A



2009 The Press-Enterprise Legal Advertising Rates

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Per Column Square		
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(b) 6 Column	\$30.33	\$28.00

**EXHIBIT A**  
**PAGE 2**

**CLASSIFIED / LEGAL****10 COLUMN****5.1 Point Gutter**

Column	Picas	Inches	Points
1	5p11	0.986	71.0
2	12p3.1	2.043	147.1
3	18p7.2	3.100	223.2
4	24p11.3	4.157	299.3
5	31p3.4	5.214	375.4
6	37p7.5	6.271	451.5
7	43p11.6	7.328	527.6
8	50p3.7	8.385	603.7
9	56p7.8	9.442	679.8
10	62p11.9	10.499	755.9

**EXHIBIT A****PAGE 3**

## AGREEMENT

This Agreement is made by and between the County of Riverside, hereinafter referred to as the County, and The Record Gazette, and authorized CEO David Berkowitz, hereinafter referred to as the Publisher. The Treasurer-Tax Collector of the County of Riverside is hereinafter referred to as the Treasurer-Tax Collector, whose address is, County Administrative Center, P O Box 12005, 4080 Lemon Street, 4th Floor, Riverside, California 92502.

NOW THEREFORE, in consideration of the mutual covenants contained herein, to parties hereto agree as follows:

Section 1. Duties of Publisher. The Publisher agrees as follows:

- A. To publish in all regular editions of the The Record Gazette once a week for two successive weeks, on August 20th 2010 and August 27th 2010, the PUBLISHED DELINQUENT LIST, and other items required by law to be published with said notice in the following tax rated areas: 01-000, 02-000, 55-000 & 56-000
- B. The material to be published shall be as contained in documentation supplied by the Tax Collector. The form of the text and titles shall be as specified by the Tax Collector.
- C. The size and style and type for the text shall be not less than six point and no more than six point nonpareil solid type, or as may be otherwise specified by the Tax Collector.
- D. The same type shall be used for both publication dates; the type as set for the first publication shall not be broken up and reset for the second publication.
- E. After the type has been initially set, proofread and corrected by the publisher, one copy of all galley proofs shall be submitted to the Tax Collector for purposes of making corrections, additions, deletions and other changes. The Tax Collector shall have the right to make corrections, additions, deletions and changes until all revised galley proofs are returned to the Publisher with final approval of the Tax Collector for publication. Redemption of all properties within the tax rate area(s) shown above will eliminate the publication in its entirety, and will result in no cost to the Tax Collector under this Agreement.
  1. Original proofs which have been proofread and corrected by the Publisher shall be transmitted by the Publisher to the Tax Collector within five (5) days after the original documentation is received by the Publisher from the Tax Collector. The Proofs shall be returned to the Tax Collector by means of personal messenger, by first class mail, or by e-mail.
  2. A revised Proof, as corrected by the Tax Collector, shall be transmitted by the publisher to the Tax Collector within two (2) days after the corrected original Proof is received by the Publisher from the Tax Collector. The Proofs, shall be returned to the Tax Collector by means of personal messenger, by first class mail, or by e-mail.

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F. A copy of the revised Proof in slick Proof form for final approval for publication by the Tax Collector shall be submitted to the Tax Collector by personal messenger, first class mail, or e-mail at least one week prior to the date of the first publication.

G. On the day of the first publication, the Publisher shall deliver by messenger or deposit in the mail for delivery to the Tax Collector, four (4) copies of the entire newspaper containing the first publication.

On the day of the second publication, the Publisher shall deliver by messenger or deposit in the mail for delivery to the Tax Collector, four (4) copies of the entire newspaper containing the second publication.

H. Within 24 hours after the second publication, two affidavits of publication made by the Publisher or its authorized representative shall be delivered to the Tax Collector or deposited in the mail for delivery to the Tax Collector. Said affidavits shall be attached to a copy of the entire publication. Said affidavits shall be submitted in the form prescribed by the State Controller as follows:

AFFIDAVIT OF PUBLICATION

(Name of Newspaper)

(Title of Notice)

STATE OF CALIFORNIA ) ss.  
County of \_\_\_\_\_ )

\_\_\_\_\_ of the said  
County, being duly sworn, deposes and says:

THAT \_\_\_(s)he is and at all the times herein mentioned was a citizen of the United States, over the age of twenty-one years, and that \_\_\_(s)he is not a party to, nor interested in the above entitled matter; that \_\_\_\_\_(s)he is the \* \_\_\_\_\_ of the printer of (Name of Newspaper), a newspaper of general circulation, adjudicated by court decree dated \_\_\_\_\_, 20\_\_\_\_, printed and published weekly/daily in the City of \_\_\_\_\_, County of \_\_\_\_\_, and which newspaper is published for the dissemination of local news and intelligence of a general character, and which newspaper at all the time herein mentioned had and still has a bona fide subscription list of paying subscribers, and which newspaper has been established, printed and published at regular intervals in the City of \_\_\_\_\_, County of \_\_\_\_\_, for a period exceeding \_\_\_\_\_ years next preceding the date of publication of the notice hereinafter referred to; and which newspaper is not devoted to nor published for the interests, entertainment or instruction of a particular class, profession, trade, calling, race, or denomination, or any number of same; that the notice of which the annexed is a printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

\* (Name of Foreman of the Printer or Principal Clerk of the Printer)

SUBSCRIBED AND SWORN to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

Notary Public in and for the County of \_\_\_\_\_, State of California.

- I. If there is an error by the Publisher in the publications required under 1.A. above, the Publisher shall republish the NOTICE at no cost to the County

Section 2. Duties of Tax Collector. The County agrees as follows:

- A. To use the services of the Publisher for the publication of that portion of the Published Delinquent List in the tax rate area(s) set forth in Section 1.A. above.
- B. To pay the Publisher for such services at the rates specified in Exhibit "A", a copy of which is attached hereto as and incorporated into this Agreement by this reference.
- C. Payment by the County is conditional upon full performance by the Publisher of this Agreement. Payment for both publications as set forth in Section 1.A. above shall be authorized by the Tax Collector and subsequently made by the County immediately after the second publication is completed in accordance with Section 1. above, and the Publisher has provided the Tax Collector with one (1) copy of an invoice setting forth the number of column squares; whether it is an 8 or 6 column publication, or the number of lines in each publication; the dates of each publication; the amount due for each publication; and the total amount due for both publications.
- D. Failure by the Publisher to perform in accordance with this Agreement shall exclude the Publisher from participation in the distribution of future publications by the Tax Collector. This remedy is not exclusive, and County may pursue any other available remedy at law or in equity for breach of this Agreement by Publisher.

Section 3. Mutual Agreements. The parties further mutually agree as follows:

- A. No alteration or variation of the terms of this Agreement shall be valid unless made in writing and signed by the parties hereto, and no oral understanding or agreement not incorporated herein shall be binding on any of the parties hereto.
- B. This Agreement is to be construed under the laws of the State of California. The parties agree to the jurisdiction and venue of the appropriate courts in the County of Riverside, State of California.
- C. Any waiver by County of any breach of any one or more of the terms of this Agreement shall not be construed to be a waiver of any subsequent or other breach of the same or of any other term thereof. Failure on the part of the County to require exact, full and complete compliance with any terms of this Agreement shall not be construed as in any manner changing the terms hereof, or stopping County from enforcement hereof.
- D. If any provision in this Agreement is held by a court of competent jurisdiction to be invalid,

void or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

Dated: 6/9/10

Publisher

By David Berkowitz

Name DAVID BERKOWITZ  
Title PUBLISHER

Dated: JUL 13 2010

COUNTY OF RIVERSIDE

ATTEST  
Kecia Haper-Ihem, Clerk of the Board

By Marion Ashley  
Chairperson of the Board  
MARION ASHLEY

By Therese Cannon  
Deputy

DATED: 6/28/10  
FORM APPROVED BY COUNTY COUNSEL

BY Dale Gardner  
Dale Gardner

# THE PRESS-ENTERPRISE

## 2009 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 10.499" or 62p11.9 picas.

### Legal Rates:

Legal Columns	Page Depth	Total Inches	County Inch Rate	Cost Per Page
10	21	210	\$18.20	\$3,822.00
			\$16.80	\$3,528.00

Columns x depth x rate = Page cost

One day rate.  
 2nd + day rate.

\*Open rate is \$22.40 per column inch. Riverside County rate is equivalent to a 19% discount

### One Day Rate Conversion:

Legal Columns	Page Depth	Total Inches	Cost Per Page	Converted Inch Rate
8	21	168	\$3,822.00	\$22.75
6		126	\$3,822.00	\$30.33

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	\$3,528.00	\$21.00
6		126	\$3,528.00	\$28.00

Page cost / total inches = Converted rate

8 Column converted rate  
 6 Column converted rate

Large legal advertisements require additional time for formatting and setting type.

dh

# EXHIBIT A



2009 The Press-Enterprise Legal Advertising Rates

Costs	1st	Subsequent
Per Agate Line	\$1.30	\$1.20
Per Column Inch	\$18.20	\$16.80
Per Column Square		
(a) 8 Column	\$22.75	\$21.00
(b) 6 Column	\$30.33	\$28.00

<b>CLASSIFIED / LEGAL</b>			
<b>10 COLUMN</b>			
<b>5.1 Point Gutter</b>			
<b>Column</b>	<b>Picas</b>	<b>Inches</b>	<b>Points</b>
1	5p11	0.986	71.0
2	12p3.1	2.043	147.1
3	18p7.2	3.100	223.2
4	24p11.3	4.157	299.3
5	31p3.4	5.214	375.4
6	37p7.5	6.271	451.5
7	43p11.6	7.328	527.6
8	50p3.7	8.385	603.7
9	56p7.8	9.442	679.8
10	62p11.9	10.499	755.9

**EXHIBIT A**

**PAGE 3**

## AGREEMENT

This Agreement is made by and between the County of Riverside, hereinafter referred to as the County, and Riverside County Record, and authorized CEO David Barnes, hereinafter referred to as the Publisher. The Treasurer-Tax Collector of the County of Riverside is hereinafter referred to as the Treasurer-Tax Collector, whose address is, County Administrative Center, P O Box 12005, 4080 Lemon Street, 4th Floor, Riverside, California 92502.

NOW THEREFORE, in consideration of the mutual covenants contained herein, to parties hereto agree as follows:

Section 1. Duties of Publisher. The Publisher agrees as follows:

- A. To publish in all regular editions of the Riverside County Record once a week for two successive weeks, on August 19th 2010 and August 26th 2010, the PUBLISHED DELINQUENT LIST, and other items required by law to be published with said notice in the following tax rated areas: 99-000
- B. The material to be published shall be as contained in documentation supplied by the Tax Collector. The form of the text and titles shall be as specified by the Tax Collector.
- C. The size and style and type for the text shall be not less than six point and no more than six point nonpareil solid type, or as may be otherwise specified by the Tax Collector.
- D. The same type shall be used for both publication dates; the type as set for the first publication shall not be broken up and reset for the second publication.
- E. After the type has been initially set, proofread and corrected by the publisher, one copy of all galley proofs shall be submitted to the Tax Collector for purposes of making corrections, additions, deletions and other changes. The Tax Collector shall have the right to make corrections, additions, deletions and changes until all revised galley proofs are returned to the Publisher with final approval of the Tax Collector for publication. Redemption of all properties within the tax rate area(s) shown above will eliminate the publication in its entirety, and will result in no cost to the Tax Collector under this Agreement.
  1. Original proofs which have been proofread and corrected by the Publisher shall be transmitted by the Publisher to the Tax Collector within five (5) days after the original documentation is received by the Publisher from the Tax Collector. The Proofs shall be returned to the Tax Collector by means of personal messenger, by first class mail, or by e-mail.
  2. A revised Proof, as corrected by the Tax Collector, shall be transmitted by the publisher to the Tax Collector within two (2) days after the corrected original Proof is received by the Publisher from the Tax Collector. The Proofs, shall be returned to the Tax Collector by means of personal messenger, by first class mail, or by e-mail.

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F. A copy of the revised Proof in slick Proof form for final approval for publication by the Tax Collector shall be submitted to the Tax Collector by personal messenger, first class mail, or e-mail at least one week prior to the date of the first publication.

G. On the day of the first publication, the Publisher shall deliver by messenger or deposit in the mail for delivery to the Tax Collector, four (4) copies of the entire newspaper containing the first publication.

On the day of the second publication, the Publisher shall deliver by messenger or deposit in the mail for delivery to the Tax Collector, four (4) copies of the entire newspaper containing the second publication.

H. Within 24 hours after the second publication, two affidavits of publication made by the Publisher or its authorized representative shall be delivered to the Tax Collector or deposited in the mail for delivery to the Tax Collector. Said affidavits shall be attached to a copy of the entire publication. Said affidavits shall be submitted in the form prescribed by the State Controller as follows:

AFFIDAVIT OF PUBLICATION

(Name of Newspaper)

(Title of Notice)

STATE OF CALIFORNIA ) ss.  
County of \_\_\_\_\_ )

\_\_\_\_\_ of the said  
County, being duly sworn, deposes and says:

THAT \_\_\_(s)he is and at all the times herein mentioned was a citizen of the United States, over the age of twenty-one years, and that \_\_\_(s)he is not a party to, nor interested in the above entitled matter; that \_\_\_\_\_(s)he is the \* \_\_\_\_\_ of the printer of (Name of Newspaper), a newspaper of general circulation, adjudicated by court decree dated \_\_\_\_\_, 20\_\_\_\_, printed and published weekly/daily in the City of \_\_\_\_\_, County of \_\_\_\_\_, and which newspaper is published for the dissemination of local news and intelligence of a general character, and which newspaper at all the time herein mentioned had and still has a bona fide subscription list of paying subscribers, and which newspaper has been established, printed and published at regular intervals in the City of \_\_\_\_\_, County of \_\_\_\_\_, for a period exceeding \_\_\_\_\_ years next preceding the date of publication of the notice hereinafter referred to; and which newspaper is not devoted to nor published for the interests, entertainment or instruction of a particular class, profession, trade, calling, race, or denomination, or any number of same; that the notice of which the annexed is a printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

\* (Name of Foreman of the Printer or Principal Clerk of the Printer)

SUBSCRIBED AND SWORN to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

Notary Public in and for the County of \_\_\_\_\_, State of California.

- I. If there is an error by the Publisher in the publications required under 1.A. above, the Publisher shall republish the NOTICE at no cost to the County

Section 2. Duties of Tax Collector. The County agrees as follows:

- A. To use the services of the Publisher for the publication of that portion of the Published Delinquent List in the tax rate area(s) set forth in Section 1.A. above.
- B. To pay the Publisher for such services at the rates specified in Exhibit "A", a copy of which is attached hereto as and incorporated into this Agreement by this reference.
- C. Payment by the County is conditional upon full performance by the Publisher of this Agreement. Payment for both publications as set forth in Section 1.A. above shall be authorized by the Tax Collector and subsequently made by the County immediately after the second publication is completed in accordance with Section 1. above, and the Publisher has provided the Tax Collector with one (1) copy of an invoice setting forth the number of column squares; whether it is an 8 or 6 column publication, or the number of lines in each publication; the dates of each publication; the amount due for each publication; and the total amount due for both publications.
- D. Failure by the Publisher to perform in accordance with this Agreement shall exclude the Publisher from participation in the distribution of future publications by the Tax Collector. This remedy is not exclusive, and County may pursue any other available remedy at law or in equity for breach of this Agreement by Publisher.

Section 3. Mutual Agreements. The parties further mutually agree as follows:

- A. No alteration or variation of the terms of this Agreement shall be valid unless made in writing and signed by the parties hereto, and no oral understanding or agreement not incorporated herein shall be binding on any of the parties hereto.
- B. This Agreement is to be construed under the laws of the State of California. The parties agree to the jurisdiction and venue of the appropriate courts in the County of Riverside, State of California.
- C. Any waiver by County of any breach of any one or more of the terms of this Agreement shall not be construed to be a waiver of any subsequent or other breach of the same or of any other term thereof. Failure on the part of the County to require exact, full and complete compliance with any terms of this Agreement shall not be construed as in any manner changing the terms hereof, or stopping County from enforcement hereof.
- D. If any provision in this Agreement is held by a court of competent jurisdiction to be invalid,

void or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

Dated: 6/10/10

Publisher

By David H. Barnes

Name DAVID H. BARNES  
Title publisher

Dated: JUL 13 2010

ATTEST  
Kecia Haper-Ihem, Clerk of the Board

By Kecia Haper-Ihem  
Deputy

COUNTY OF RIVERSIDE

By Marion Ashley  
Chairperson of the Board

**MARION ASHLEY**

DATED: 6/28/10  
FORM APPROVED BY COUNTY COUNSEL

BY Dale Gardner  
Dale Gardner

# THE PRESS-ENTERPRISE

## 2009 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 10.499" or 62p11.9 picas.

### Legal Rates:

Legal Columns	Page Depth	Total Inches	County Inch Rate	Cost Per Page
10	21	210	\$18.20	\$3,822.00
			\$16.80	\$3,528.00

Columns x depth x rate = Page cost

One day rate.  
 2nd + day rate.

\*Open rate is \$22.40 per column inch. Riverside County rate is equivalent to a 19% discount

### One Day Rate Conversion:

Legal Columns	Page Depth	Total Inches	Cost Per Page	Converted Inch Rate
8	21	168	\$3,822.00	\$22.75
6		126	\$3,822.00	\$30.33

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	\$3,528.00	\$21.00
6		126	\$3,528.00	\$28.00

Page cost / total inches = Converted rate

8 Column converted rate  
 6 Column converted rate

Large legal advertisements require additional time for formatting and setting type.



2009 The Press-Enterprise Legal Advertising Rates

Costs	1st	Subsequent
Per Agate Line	\$1.30	\$1.20
Per Column Inch	\$18.20	\$16.80
Per Column Square		
(a) 8 Column	\$22.75	\$21.00
(b) 6 Column	\$30.33	\$28.00

**EXHIBIT A**  
**PAGE 2**

<b>CLASSIFIED / LEGAL</b>			
<b>10 COLUMN</b>			
<b>5.1 Point Gutter</b>			
<b>Column</b>	<b>Picas</b>	<b>Inches</b>	<b>Points</b>
1	5p11	0.986	71.0
2	12p3.1	2.043	147.1
3	18p7.2	3.100	223.2
4	24p11.3	4.157	299.3
5	31p3.4	5.214	375.4
6	37p7.5	6.271	451.5
7	43p11.6	7.328	527.6
8	50p3.7	8.385	603.7
9	56p7.8	9.442	679.8
10	62p11.9	10.499	755.9

**EXHIBIT A**

**PAGE 3**

## AGREEMENT

This Agreement is made by and between the County of Riverside, hereinafter referred to as the County, and The Press Enterprise, publisher of the Moreno Valley Edition, and authorized CEO Ronald R. Redfern, hereinafter referred to as the Publisher. The Treasurer-Tax Collector of the County of Riverside is hereinafter referred to as the Treasurer-Tax Collector, whose address is, County Administrative Center, P O Box 12005, 4080 Lemon Street, 4th Floor, Riverside, California 92502.

NOW THEREFORE, in consideration of the mutual covenants contained herein, to parties hereto agree as follows:

Section 1. Duties of Publisher. The Publisher agrees as follows:

- A. To publish in all regular editions of the The Press Enterprise, publisher of the Moreno Valley Edition once a week for two successive weeks, on August 20th 2010 and August 27th 2010, the PUBLISHED DELINQUENT LIST, and other items required by law to be published with said notice in the following tax rated areas: 08-000, 21-000, 80-000 & 87-000
- B. The material to be published shall be as contained in documentation supplied by the Tax Collector. The form of the text and titles shall be as specified by the Tax Collector.
- C. The size and style and type for the text shall be not less than six point and no more than six point nonpareil solid type, or as may be otherwise specified by the Tax Collector.
- D. The same type shall be used for both publication dates; the type as set for the first publication shall not be broken up and reset for the second publication.
- E. After the type has been initially set, proofread and corrected by the publisher, one copy of all galley proofs shall be submitted to the Tax Collector for purposes of making corrections, additions, deletions and other changes. The Tax Collector shall have the right to make corrections, additions, deletions and changes until all revised galley proofs are returned to the Publisher with final approval of the Tax Collector for publication. Redemption of all properties within the tax rate area(s) shown above will eliminate the publication in its entirety, and will result in no cost to the Tax Collector under this Agreement.
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JUL 13 2010 3.91

F. A copy of the revised Proof in slick Proof form for final approval for publication by the Tax Collector shall be submitted to the Tax Collector by personal messenger, first class mail, or e-mail at least one week prior to the date of the first publication.

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AFFIDAVIT OF PUBLICATION

(Name of Newspaper)

(Title of Notice)

STATE OF CALIFORNIA ) ss.  
County of \_\_\_\_\_ )

\_\_\_\_\_ of the said  
County, being duly sworn, deposes and says:

THAT \_\_\_(s)he is and at all the times herein mentioned was a citizen of the United States, over the age of twenty-one years, and that \_\_\_(s)he is not a party to, nor interested in the above entitled matter; that \_\_\_\_\_(s)he is the \* \_\_\_\_\_ of the printer of (Name of Newspaper), a newspaper of general circulation, adjudicated by court decree dated \_\_\_\_\_, 20\_\_\_\_, printed and published weekly/daily in the City of \_\_\_\_\_, County of \_\_\_\_\_, and which newspaper is published for the dissemination of local news and intelligence of a general character, and which newspaper at all the time herein mentioned had and still has a bona fide subscription list of paying subscribers, and which newspaper has been established, printed and published at regular intervals in the City of \_\_\_\_\_, County of \_\_\_\_\_, for a period exceeding \_\_\_\_\_ years next preceding the date of publication of the notice hereinafter referred to; and which newspaper is not devoted to nor published for the interests, entertainment or instruction of a particular class, profession, trade, calling, race, or denomination, or any number of same; that the notice of which the annexed is a printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

\* (Name of Foreman of the Printer or Principal Clerk of the Printer)

SUBSCRIBED AND SWORN to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

Notary Public in and for the County of \_\_\_\_\_, State of California.

- I. If there is an error by the Publisher in the publications required under 1.A. above, the Publisher shall republish the NOTICE at no cost to the County

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- D. If any provision in this Agreement is held by a court of competent jurisdiction to be invalid,

void or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

Dated: 6-11-10

Publisher

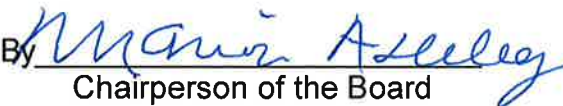
By 

Name Ron Redfern  
Title Publisher, CEO & President

Dated: JUL 13 2010

COUNTY OF RIVERSIDE

ATTEST  
Kecia Haper-Ihem, Clerk of the Board

By   
Chairperson of the Board

**MARION ASHLEY**

By   
Deputy

DATED: 6/28/10  
FORM APPROVED BY COUNTY COUNSEL

BY   
Dale Gardner

# THE PRESS-ENTERPRISE

## 2009 LEGAL ADVERTISING RATE & CONVERSION TABLES

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dh

# EXHIBIT A



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**EXHIBIT A**  
**PAGE 2**

<b>CLASSIFIED / LEGAL</b>			
<b>10 COLUMN</b>			
<b>5.1 Point Gutter</b>			
<b>Column</b>	<b>Picas</b>	<b>Inches</b>	<b>Points</b>
1	5p11	0.986	71.0
2	12p3.1	2.043	147.1
3	18p7.2	3.100	223.2
4	24p11.3	4.157	299.3
5	31p3.4	5.214	375.4
6	37p7.5	6.271	451.5
7	43p11.6	7.328	527.6
8	50p3.7	8.385	603.7
9	56p7.8	9.442	679.8
10	62p11.9	10.499	755.9

**EXHIBIT A**

**PAGE 3**

## AGREEMENT

This Agreement is made by and between the County of Riverside, hereinafter referred to as the County, and the Desert Sun, and authorized CEO Richard Ramhoff, hereinafter referred to as the Publisher. The Treasurer-Tax Collector of the County of Riverside is hereinafter referred to as the Treasurer-Tax Collector, whose address is, County Administrative Center, P O Box 12005, 4080 Lemon Street, 4th Floor, Riverside, California 92502.

NOW THEREFORE, in consideration of the mutual covenants contained herein, to parties hereto agree as follows:

Section 1. Duties of Publisher. The Publisher agrees as follows:

- A. To publish in all regular editions of the the Desert Sun once a week for two successive weeks, on August 19th 2010 and August 26th 2010, the PUBLISHED DELINQUENT LIST, and other items required by law to be published with said notice in the following tax rated areas: 07-000, 11-000, 12-000, 14-000, 16-000, 17-000, 18-000, 19-000, 20-000, 58-000, 61-000 & 75-000
- B. The material to be published shall be as contained in documentation supplied by the Tax Collector. The form of the text and titles shall be as specified by the Tax Collector.
- C. The size and style and type for the text shall be not less than six point and no more than six point nonpareil solid type, or as may be otherwise specified by the Tax Collector.
- D. The same type shall be used for both publication dates; the type as set for the first publication shall not be broken up and reset for the second publication.
- E. After the type has been initially set, proofread and corrected by the publisher, one copy of all galley proofs shall be submitted to the Tax Collector for purposes of making corrections, additions, deletions and other changes. The Tax Collector shall have the right to make corrections, additions, deletions and changes until all revised galley proofs are returned to the Publisher with final approval of the Tax Collector for publication. Redemption of all properties within the tax rate area(s) shown above will eliminate the publication in its entirety, and will result in no cost to the Tax Collector under this Agreement.
  1. Original proofs which have been proofread and corrected by the Publisher shall be transmitted by the Publisher to the Tax Collector within five (5) days after the original documentation is received by the Publisher from the Tax Collector. The Proofs shall be returned to the Tax Collector by means of personal messenger, by first class mail, or by e-mail.
  2. A revised Proof, as corrected by the Tax Collector, shall be transmitted by the publisher to the Tax Collector within two (2) days after the corrected original Proof is received by the Publisher from the Tax Collector. The Proofs, shall be returned to the Tax Collector by means of personal messenger, by first class mail, or by e-mail.

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- F. A copy of the revised Proof in slick Proof form for final approval for publication by the Tax Collector shall be submitted to the Tax Collector by personal messenger, first class mail, or e-mail at least one week prior to the date of the first publication.
- G. On the day of the first publication, the Publisher shall deliver by messenger or deposit in the mail for delivery to the Tax Collector, four (4) copies of the entire newspaper containing the first publication.

On the day of the second publication, the Publisher shall deliver by messenger or deposit in the mail for delivery to the Tax Collector, four (4) copies of the entire newspaper containing the second publication.

- H. Within 24 hours after the second publication, two affidavits of publication made by the Publisher or its authorized representative shall be delivered to the Tax Collector or deposited in the mail for delivery to the Tax Collector. Said affidavits shall be attached to a copy of the entire publication. Said affidavits shall be submitted in the form prescribed by the State Controller as follows:

AFFIDAVIT OF PUBLICATION

(Name of Newspaper)

(Title of Notice)

STATE OF CALIFORNIA ) ss.  
County of \_\_\_\_\_ )

\_\_\_\_\_ of the said  
County, being duly sworn, deposes and says:

THAT \_\_\_(s)he is and at all the times herein mentioned was a citizen of the United States, over the age of twenty-one years, and that \_\_\_(s)he is not a party to, nor interested in the above entitled matter; that \_\_\_\_\_(s)he is the \* \_\_\_\_\_ of the printer of (Name of Newspaper), a newspaper of general circulation, adjudicated by court decree dated \_\_\_\_\_, 20\_\_\_\_, printed and published weekly/daily in the City of \_\_\_\_\_, County of \_\_\_\_\_, and which newspaper is published for the dissemination of local news and intelligence of a general character, and which newspaper at all the time herein mentioned had and still has a bona fide subscription list of paying subscribers, and which newspaper has been established, printed and published at regular intervals in the City of \_\_\_\_\_, County of \_\_\_\_\_, for a period exceeding \_\_\_\_\_ years next preceding the date of publication of the notice hereinafter referred to; and which newspaper is not devoted to nor published for the interests, entertainment or instruction of a particular class, profession, trade, calling, race, or denomination, or any number of same; that the notice of which the annexed is a printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

\* (Name of Foreman of the Printer or Principal Clerk of the Printer)

SUBSCRIBED AND SWORN to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.  
Notary Public in and for the County of \_\_\_\_\_, State of California.

- I. If there is an error by the Publisher in the publications required under 1.A. above, the Publisher shall republish the NOTICE at no cost to the County

Section 2. Duties of Tax Collector. The County agrees as follows:

- A. To use the services of the Publisher for the publication of that portion of the Published Delinquent List in the tax rate area(s) set forth in Section 1.A. above.
- B. To pay the Publisher for such services at the rates specified in Exhibit "A", a copy of which is attached hereto as and incorporated into this Agreement by this reference.
- C. Payment by the County is conditional upon full performance by the Publisher of this Agreement. Payment for both publications as set forth in Section 1.A. above shall be authorized by the Tax Collector and subsequently made by the County immediately after the second publication is completed in accordance with Section 1. above, and the Publisher has provided the Tax Collector with one (1) copy of an invoice setting forth the number of column squares; whether it is an 8 or 6 column publication, or the number of lines in each publication; the dates of each publication; the amount due for each publication; and the total amount due for both publications.
- D. Failure by the Publisher to perform in accordance with this Agreement shall exclude the Publisher from participation in the distribution of future publications by the Tax Collector. This remedy is not exclusive, and County may pursue any other available remedy at law or in equity for breach of this Agreement by Publisher.

Section 3. Mutual Agreements. The parties further mutually agree as follows:

- A. No alteration or variation of the terms of this Agreement shall be valid unless made in writing and signed by the parties hereto, and no oral understanding or agreement not incorporated herein shall be binding on any of the parties hereto.
- B. This Agreement is to be construed under the laws of the State of California. The parties agree to the jurisdiction and venue of the appropriate courts in the County of Riverside, State of California.
- C. Any waiver by County of any breach of any one or more of the terms of this Agreement shall not be construed to be a waiver of any subsequent or other breach of the same or of any other term thereof. Failure on the part of the County to require exact, full and complete compliance with any terms of this Agreement shall not be construed as in any manner changing the terms hereof, or stopping County from enforcement hereof.
- D. If any provision in this Agreement is held by a court of competent jurisdiction to be invalid,

void or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

Dated: 6/21/10

Publisher

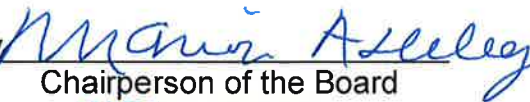
By 

Name RICHARD A. RAMHOFF  
Title PUBLISHER.

Dated: JUL 13 2010

COUNTY OF RIVERSIDE

ATTEST  
Kecia Haper-Ihem, Clerk of the Board

By   
Chairperson of the Board  
**MARION ASHLEY**

By   
Deputy

DATED: 6/28/10  
FORM APPROVED BY COUNTY COUNSEL

BY   
Dale Gardner

# THE PRESS-ENTERPRISE

## 2009 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 10.499" or 62p11.9 picas.

### Legal Rates:

Legal Columns	Page Depth	Total Inches	County Inch Rate*	Cost Per Page
10	21	210	\$18.20	\$3,822.00
			\$16.80	\$3,528.00

Columns x depth x rate = Page cost

One day rate.  
 2nd + day rate.

\*Open rate is \$22.40 per column Inch. Riverside County rate is equivalent to a 19% discount.

### One Day Rate Conversion:

Legal Columns	Page Depth	Total Inches	Cost Per Page	Converted Inch Rate
8	21	168	\$3,822.00	\$22.75
6		126	\$3,822.00	\$30.33

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	\$3,528.00	\$21.00
6		126	\$3,528.00	\$28.00

Page cost / total inches = Converted rate

8 Column converted rate  
 6 Column converted rate

Large legal advertisements require additional time for formatting and setting type.

dh

# EXHIBIT A



**2009 The Press-Enterprise Legal Advertising Rates**

Costs	1st	Subsequent
Per Agate Line	\$1.30	\$1.20
Per Column Inch	\$18.20	\$16.80
Per Column Square		
(a) 8 Column	\$22.75	\$21.00
(b) 6 Column	\$30.33	\$28.00

<b>CLASSIFIED / LEGAL</b>			
<b>10 COLUMN</b>			
<b>5.1 Point Gutter</b>			
<b>Column</b>	<b>Picas</b>	<b>Inches</b>	<b>Points</b>
1	5p11	0.986	71.0
2	12p3.1	2.043	147.1
3	18p7.2	3.100	223.2
4	24p11.3	4.157	299.3
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