

Contract for Publication of Legal Advertisements (2009/2010 Fiscal Year)

Circulation and Coverage for Oct '07-Sept '08 (Postal Report)

	Oct '07-Sept '08 mailed in-County subscriptions	Oct '07-Sept '08 Vendor Sales	Total Each	% of mailed paid subscriptions in-County	% of in-County Vendor Sales
Tribune	771	215	986	78%	23%
Calistogan	391	380	771	53%	47%
	1162		1757		

Comparison Cost Breakdown for Legal Advertisements

	Column Inch	Column Inch	Legal Font Size	Display Font Size	Legal Column Size/Inch	Display Column Size/Inch	Exhibit 1 Legal Ad	Exhibit 2 Display Ad
Tribune	\$10.65	\$10.65	7 pt	varies	1.5	2	\$85.20	\$127.80
Calistogan	\$7.48	\$6.35	6 pt	6	1.556	1.556	\$54.75	\$76.20