

Contract for Publication of Legal Advertisements (2010/2011 Fiscal Year)

	Oct '08-Sept '09 mailed in-County subscriptions	Oct '08-Sept '09 mailed in-Calistoga subscriptions	Oct '08-Sept '09 Vendor Sales	Total County-wide Subscriptions+Vendor	% of mailed paid subscriptions in-County	% of in-County Vendor Sales
Calistoga Tribune	764	(683)	225	989	77%	23%
Weekly Calistogan	295	(262)	650	945	31%	69%

Comparison Cost Breakdown :

	Column Inch	Column Format	Legal Font Size	Display Font Size	Display Column Size/Inch	Exhibit 1 Legal Ad	Exhibit 2 Display Ad
Tribune	\$10.65	1.5" wide x 5" column Legal; 2" wide x 5" column Display	7 pt	varies	2	\$85.20	\$127.80
Wkly Calistogan	\$7.48	1.556"	6 pt	6 pt	1.556	\$54.75	\$76.20

<u>Wkly Calistogan</u>	
Exhibit 1 (Legal)	\$7.48/column inch (legal) \$71.05 (estimate)
Exhibit 2 (Display)	\$6.35/column inch (display) \$76.20 (estimate)

<u>Tribune</u>	
Exhibit 1 (Legal)	\$10.65/column inch (legal) \$101.18 (estimate)
Exhibit 2 (Display)	\$10.65/column inch (display) \$149.10 (estimate)