

W. 9. a

SPRINGFIELD TIMES

741 Main St. Springfield, OR 97477 • Phone: 541-741-7380 • Fax: 541-741-7380 • e-mail: publisher@springfieldtimes.net

January 18, 2011

Dear Mr. Vorbus,

I would like to submit rates for publishing public notices in the Springfield Times. I see where the rates for the Springfield Times were not included in your recent analysis sent to the Lane County Commissioners.

The Springfield Times charges \$4.75 per column inch, which is 47.5 cents per line. (40 characters per line). Our column width is 1.777" wide, which makes us the least expensive of all daily and weekly newspapers in Lane County.

The Springfield Times, published weekly on Friday, currently has 1,034 paid subscribers. We sell an additional 550 copies at newsstands each week. The Springfield Times has 3,563 readers each week.

Thank you giving me the opportunity to submit this information.

Sincerely,



Scott Olson,
Publisher, Springfield Times
publisher@springfieldtimes.net
741 Main St.
Springfield, OR 97477
Phone: 541-741-7368
Fax: 541-741-7380
www.springfieldtimes.net

E. Analysis

Publication	Frequency	Circulation	Advertising Rates	Geographic Area
Cottage Grove Sentinel	Every Wednesday	Subscribers: 3313 Readers: 6700	\$6.00 per column inch Deadline: Friday at 4:00 p.m. for Wednesday	West: Lane East: Coos South: Deft North: Crater
Eugene Weekly	Every Thursday	Subscribers: NA Readers: 88,576	\$1.89 per line (40 characters per line) Deadline: Monday, 4:30 p.m. for Thursday publication	Florence, Oatridge, Corvallis/Albany, Cottage Grove, Eugene/Springfield
Oregon Daily Emerald	Every Weekday, M-F when school's in session.	6,000	N/A	Eugene
Register Guard	Daily	61,000 subscriptions 143,800 readers 155,800 on Saturday and 151,300 on Sunday	Daily legal advertising contract rate: \$2.10 per line (\$23.41 an inch) Display advertising contract rate: Mon-Tue \$27.38 per inch Wed-Thu \$32.22 per inch Fri-Sun \$34.64 per inch	Lane County, Coast to Coos Bay, North to Newport, Corvallis & SweetHome, part of Douglas County to Roseburg
Kennew News	Wednesdays & Saturdays	Subscribers: 2500 Readers: 6700	\$12.35 per column inch Deadline: Monday at 1:00 p.m. for Wednesday and Thursday at 1:00 p.m. for Saturday	Western Lane County (Florence Area)
Springfield Times	Fridays	1,000+		Springfield, Waterville, Lowell, Jasper, Marcola, Pleasant Hill

The selection of the appropriate newspaper depends upon whether the newspaper is one of "general circulation in the County." Clearly the Register Guard is the largest paper of general circulation to meet the purpose of providing the information and actual notice to the largest number of residents as reasonably possible.

F. Alternatives/Options There are no other realistic alternatives than the Register Guard for the monthly statement of expenditures or property tax matters.

IV. TIMING/IMPLEMENTATION

If enacted, this designation would apply until changed.