

T.lla.

TO: Lane County Board of Commissioners
FROM: Bill Shreve, Director of Sales & Marketing
Eugene Weekly
DATE: Feb. 17, 2010

SUBJECT: In the matter of selecting a newspaper to publish monthly notice of expenditures, personal property tax warrants, and notices of real property tax foreclosure

Pertinent information:

- 1) *Eugene Weekly (EW)* has an audited average press run of 39,671. (source: *Verified Audit Circulation, July 1, 2009 to Dec. 31, 2009*)
- 2) *EW* has an audited readership in Lane County of 88,576. (source: *International Demographics TMA Survey 2009*)
- 3) *EW* is a newspaper of general circulation distributed to all cities and towns in Lane County. Attached is a complete list of our delivery routes for the entire county.
- 4) Since *EW* is free, it is read and passed around by a wide variety of residents, including those who are unemployed or low-income and cannot afford to subscribe to the daily paper. According to an independent audit, our readership represents a socio-economic and political cross-section of Lane County. We also print and insert the Spanish-language newspaper *Adelante* which increases our readership among the growing Latino population in Lane County.
- 4) *EW* has been in business since 1982 and is a well-established newspaper for legal advertising. Attached is a copy of a letter from Lane County Circuit Court Judge Lauren S. Holland confirming that *EW* meets the statutory requirements to publish legal notices.
- 5) The County Budget Office states that in fiscal 2008-09 the county spent \$405,000 in advertising. About 66 to 75 percent of that was legal notices required by law and the remainder were job postings and other miscellaneous advertisements.
- 6) The published rate for *EW* legal notices is 30 to 40 percent lower than the published rate for *R-G* legal notices. Estimating a 35 percent savings, the county would save nearly \$100,000 a year on legal ads alone by publishing in *EW*.
- 7) Job postings and other non-legal county ads make up 25 to 33 percent of the entire amount spent in 2008-09. Running just those non-legal ads in *EW* would save the county about \$42,000 a year.
- 8) The combined savings of running all county ads in *EW* over the next 10 years would

be about \$1.4 million.

9) About 20 percent of *EW*'s total circulation is delivered by Pedalers Express. This mode of distribution has many environmental advantages over motorized routes, and creates clean, green jobs for bicycle couriers and local bike trailer manufacturers.

10) *EW* is growing in print circulation, unlike most daily papers. During the past 10 years, *EW* distribution has grown from 30,000 to nearly 40,000 while *R-G* daily subscriptions have fallen from 74,800 to about 59,100 (*source: Oregon Newspaper Publishers Association*).

EUGENE weekly

EUGENE WEEKLY
1251 Lincoln Street
Eugene, OR 97401
(541) 484-0519; (541) 484-4044 (Fax)
www.eugeneweekly.com

PUBLICATION DESCRIPTION:

Eugene Weekly is a free publication, distributed on Thursdays. *Eugene Weekly's* distribution area in the Willamette Valley is home to both the University of Oregon (in Eugene) and Oregon State University (in Corvallis), and also includes the tourist-rich Oregon coast. *Eugene Weekly's* comprehensive arts and entertainment calendar serves local readers and visitors who come for recreation in Oregon's mountains and ocean beaches.

VERIFICATION OF DISTRIBUTION, PRINTING AND INTERNAL RECORDS:

Verification of distribution is conducted by appropriate survey methodology(s). Free home delivery is verified by telephone interviews with households within the publication's delivery areas. Target (free rack) distribution is confirmed by field verification of the number of copies distributed and the number of copies remaining at the close of the distribution period. An audit of internal records is conducted by a professional circulation auditor in conformity with accepted circulation auditing procedures, prior to Verified's issuance of an initial audit report and annually thereafter. This audit of internal records includes a review of source printing, distribution and subscription records as well as supporting financial documents. Please see the following pages for additional details.

WEEKLY CIRCULATION: SIX MONTH AVERAGE

FREE CIRCULATION	THURSDAY
TARGET	36,562
TOTAL FREE	36,562
PAID CIRCULATION	
MAIL	37
TOTAL PAID	37
TOTAL QUALIFIED CIRCULATION	36,599
AVERAGE PRESS RUN	39,671
PRESS RUN AS OF 12/31/2009	36,450

QUALIFIED CIRCULATION HISTORY

3 MONTHS ENDING DECEMBER, 2009	36,104
3 MONTHS ENDING SEPTEMBER, 2009	37,134
6 MONTHS ENDING JUNE, 2009	35,617
12 MONTHS ENDING DECEMBER, 2008	36,538
12 MONTHS ENDING DECEMBER, 2007	36,814

BASIC PRICE: \$70.00 per year by mail.

EUGENE weekly

EUGENE WEEKLY
1251 Lincoln Street
Eugene, OR 97401
(541) 484-0519; (541) 484-4044 (Fax)
www.eugeneweekly.com

PUBLICATION DESCRIPTION:

Eugene Weekly is a free publication, distributed on Thursdays. *Eugene Weekly's* distribution area in the Willamette Valley is home to both the University of Oregon (in Eugene) and Oregon State University (in Corvallis), and also includes the tourist-rich Oregon coast. *Eugene Weekly's* comprehensive arts and entertainment calendar serves local readers and visitors who come for recreation in Oregon's mountains and ocean beaches.

VERIFICATION OF DISTRIBUTION, PRINTING AND INTERNAL RECORDS:

Verification of distribution is conducted by appropriate survey methodology(s). Free home delivery is verified by telephone interviews with households within the publication's delivery areas. Target (free rack) distribution is confirmed by field verification of the number of copies distributed and the number of copies remaining at the close of the distribution period. An audit of internal records is conducted by a professional circulation auditor in conformity with accepted circulation auditing procedures, prior to Verified's issuance of an initial audit report and annually thereafter. This audit of internal records includes a review of source printing, distribution and subscription records as well as supporting financial documents. Please see the following pages for additional details.

FREE CIRCULATION	THURSDAY
TARGET	36,072
TOTAL FREE	36,072
PAID CIRCULATION	
MAIL	23
TOTAL PAID	23
TOTAL QUALIFIED CIRCULATION	36,095
AVERAGE PRESS RUN	38,985
PRESS RUN AS OF 06/25/2009	39,600
QUALIFIED CIRCULATION HISTORY	
3 MONTHS ENDING JUNE, 2009	36,062
3 MONTHS ENDING MARCH, 2009	35,173
3 MONTHS ENDING DECEMBER, 2008	36,043
3 MONTHS ENDING SEPTEMBER, 2008	37,106
12 MONTHS ENDING JUNE, 2008	36,401
12 MONTHS ENDING JUNE, 2007	36,755

BASIC PRICE: \$70.00 per year by mail.



Lauren S. Holland
PROBATE DEPARTMENT
Circuit Judge
(541) 682-4255
125 E. 8th Avenue
Eugene, OR 97401

**CIRCUIT COURT OF THE STATE OF OREGON
FOR LANE COUNTY**

September 18, 2002

Harold A. Lawrence
158 Salada Ave.
Pacifica, CA 94044

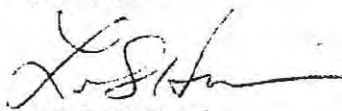
Jennifer D'Angelo
Classified Sales Manager
Eugene, Weekly
1251 Lincoln
Eugene, OR 97401

Re: In the Matter of the Estate of Harold Watt Lawrence
Lane County Case No. 50-01-22270

Dear Mr. Lawrence and Ms. D'Angelo:

I have received correspondence from Ms. D'Angelo regarding publication of legal notice in the above-entitled case. Based upon the documentation received from Ms. D'Angelo, the Court will accept publication in the *Eugene Weekly* as sufficient to meet the requirements of the statute. Thank you for providing further information to the Court.

Very truly yours,


Lauren S. Holland
Circuit Judge

LSH:km

TO: Lane County Board of Commissioners

FROM: Bill Shreve, Director of Sales & Marketing
Eugene Weekly

DATE: Feb. 17, 2010

SUBJECT: In the matter of selecting a newspaper to publish monthly notice of expenditures, personal property tax warrants, and notices of real property tax foreclosure

Pertinent information:

- 1) *Eugene Weekly (EW)* has an audited average press run of 39,671. (source: *Verified Audit Circulation, July 1, 2009 to Dec. 31, 2009*)
- 2) *EW* has an audited readership in Lane County of 88,576. (source: *International Demographics TMA Survey 2009*)
- 3) *EW* is a newspaper of general circulation distributed to all cities and towns in Lane County. Attached is a complete list of our delivery routes for the entire county.
- 4) Since *EW* is free, it is read and passed around by a wide variety of residents, including those who are unemployed or low-income and cannot afford to subscribe to the daily paper. According to an independent audit, our readership represents a socio-economic and political cross-section of Lane County. We also print and insert the Spanish-language newspaper *Adelante* which increases our readership among the growing Latino population in Lane County.
- 4) *EW* has been in business since 1982 and is a well-established newspaper for legal advertising. Attached is a copy of a letter from Lane County Circuit Court Judge Lauren S. Holland confirming that *EW* meets the statutory requirements to publish legal notices.
- 5) The County Budget Office states that in fiscal 2008-09 the county spent \$405,000 in advertising. About 66 to 75 percent of that was legal notices required by law and the remainder were job postings and other miscellaneous advertisements.
- 6) The published rate for *EW* legal notices is 30 to 40 percent lower than the published rate for *R-G* legal notices. Estimating a 35 percent savings, the county would save nearly \$100,000 a year on legal ads alone by publishing in *EW*.
- 7) Job postings and other non-legal county ads make up 25 to 33 percent of the entire amount spent in 2008-09. Running just those non-legal ads in *EW* would save the county about \$42,000 a year.
- 8) The combined savings of running all county ads in *EW* over the next 10 years would

be about \$1.4 million.

9) About 20 percent of *EW*'s total circulation is delivered by Pedalers Express. This mode of distribution has many environmental advantages over motorized routes, and creates clean, green jobs for bicycle couriers and local bike trailer manufacturers.

10) *EW* is growing in print circulation, unlike most daily papers. During the past 10 years, *EW* distribution has grown from 30,000 to nearly 40,000 while *R-G* daily subscriptions have fallen from 74,800 to about 59,100 (*source: Oregon Newspaper Publishers Association*).