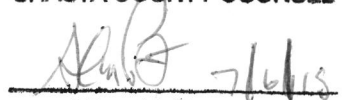


This agreement, by and between The County of Shasta, a political subdivision of the State of California (Advertiser)  
located at 1450 Court Street, Redding, CA 96001  
and Redding Record Searchlight (Publisher) located at 1101 Twin View Blvd., Redding, CA 96003 shall be effective  
08/01/2018 and continue through 07/31/2019.

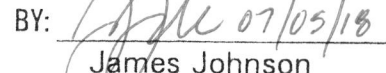
Publisher hereby agrees to publish advertising for Advertiser in Publisher's products based on orders from Advertiser for the products listed in Appendix A. The planned spending by the Advertiser on products and services during the Agreement period is estimated to be \$ 80,000.00.

I have read and agree to the Advertising Terms and Conditions incorporated in this agreement. The person signing this agreement for Advertiser warrants that he/she personally, or as the Advertiser's agent, has authority from the Advertiser to order advertising services and bind the Advertiser to pay for advertising published hereunder.

APPROVED AS TO FORM  
SHASTA COUNTY COUNSEL

  
Adam M. Prossman  
Senior Deputy County Counsel

RISK MANAGEMENT APPROVAL

BY:   
James Johnson  
Risk Management Analyst

I give my authorization to use of fax or email.

REDDING RECORD SEARCHLIGHT

Manager Lynette Young for Paula Goudreau Date 07/03/18  
Publisher \_\_\_\_\_ Date \_\_\_\_\_

OFFICE USE -----

Client Billing Account Number: group accounts  
Sales Representative Name: Steve Lanning  
Sales Representative Number: R3102

ADVERTISER

Client name: County of Shasta

Signature \_\_\_\_\_ Date \_\_\_\_\_

Les Baugh  
Print Name \_\_\_\_\_

Chairman, County of Shasta  
Title State of California

Email: \_\_\_\_\_

Phone Number: 530-225-5515

Fax: 530-225-5345

Website: www.co.shasta.ca.us

TERMS AND CONDITIONS

1. All terms and conditions are contained herein. Publisher will not be bound by any understanding or promise not herein stated.
2. Publisher reserves the right to amend these terms and conditions upon thirty (30) days written notice. If the revisions are not acceptable, Advertiser may terminate this Agreement.
3. Publisher may terminate this agreement without notice if Advertiser becomes insolvent, makes an assignment for benefit of creditors, is adjudged bankrupt or a receiver of the property is appointed, or submits copy for Advertisement that is deemed unacceptable in any way.
4. Advertiser warrants that it is the rightful owner of all intellectual property rights to the content submitted with the Advertisement, or that, in the alternative, that it has received the proper clearance from the rightful owner of the content. Advertiser agrees that all content complies with all federal and state regulations and that no content is threatening, libelous or obscene. Advertiser will indemnify Publisher against any and all liability, loss or expense from claims for libel, unfair competition, infringements of trademarks, copyrights, and other proprietary right, violations of rights of privacy, rights of publicity and other claims arising from publication of Advertisements hereunder.
5. If because of war, fire, civil commotion, labor strikes, freight embargoes, hurricanes, or other acts of God, either party to this agreement is unable to perform then the party unable to perform its agreement shall thereby be excused from such performance during the continuation of such inability except to the extent that the manually acceptable performance is possible.
6. Every effort will be made to afford position requested for Advertisement. Failure to comply with position request will not result in a make-good or refund of payment. Publisher will not be liable for any error in Advertisement published unless proof of such Advertisement is submitted to the Advertiser and returned to this office with such error correction plainly noted in writing thereon. Liability for any error so noted but not corrected by the newspaper shall not exceed the charge for the space actually occupied by the item in which the error is made. No adjustments made beyond 30 days after publication. Advertising is subject to approval, revision, or rejection by the Publisher.
7. Publisher will not be responsible for more than one incorrect insertion unless it is notified of the inaccuracy prior to the next insertion of the Advertisement. Likewise, Publisher shall be under no liability for failure for any cause to insert an Advertisement.
8. Advertiser may cancel the Digital portion of the agreement for any reason only after 90 days from Agreement inception. Such cancellation shall be in writing and effective 30 days after providing written notice to Publisher. In the event of cancellation prior to the expiration of the agreement, Advertiser shall and hereby agrees to pay Publisher one half (1/2) of the remaining Digital commitment of the Agreement.
9. Payment is due to Publisher within 30 days on all billing statements to Advertisers on account. After 30 days, the account is considered delinquent and further advertising may be suspended until such account is paid in full. Interest charges of 1 1/2% will be applied on delinquent balance.

Appendix A  
County of Shasta, political subdiv. of CA Rate Agreement  
COMPANY NAME

**A. Print (Daily, TMC, Weekly, Special Sections and featured categories, locations or publications)**

Product	Freq. (# of insertions)	Type of Advertising	Rate Information
Record Searchlight			see attached print rates
Date			see attached print rates
MVP			see attached print rates

**B. Inserts**

	Description	Product	Qty.	Schedule	Rate
Supplied					
Print & Deliver					
Tab On Notes					

**C. Digital Advertising**

Advertiser agrees that Digital Advertising rates are subject to revision during the term of the Agreement.

Start Date	End Date	Site/Product	Monthly Cost	Total Cost
08/1/18	07/31/18	Display Digital 300x250	\$40.00	\$480.00
		Jobs Page - Redding.com 100% Share		
		@ \$10cpm		
8/1/18	07/31/18	57,500 impressions Mobile 320x50	\$460.00	\$5520
		Redding.com mobile + app @ \$8cpm		
		Target to News Section		
		See digital rate card for all other rates		

**D. Other**

Product	Description	Rate

**Find your ads with a subscription at our special introductory price!**

**[✓] YES! Contact  
me about this offer!**

\*New subscribers only. At the end of the introductory term, your rate may adjust to the standard rate.

Contact Name: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Shasta County Association Accounts and Record Searchlight Advertising Agreement

Appendix A – Rates Associated to \$80,000 Contract

The above Advertiser agrees to run advertising in the Record Searchlight and its associated publications and websites at the following rates for the time period of August 1, 2018 through July 31, 2019.

**Record Searchlight Print Advertising/ Date Magazine / MVP Wednesday Delivery to Non-Subscribers**

See attached rate spreadsheet for various print publications, rates, frequency discount options, and tab regarding MVP pricing and tab regarding the ad spec sizing. "Shasta County\_Record Searchlight Print Rates.xls"

**Flight discounts apply**

Please note that on the "Shasta County\_Record Searchlight Print Rates.xls" the largest discounts do happen at the frequency level vs the revenue commitment level. With these display rates, the discounts for a dollar volume would apply only to retail display and not include classified jobs or legal ads which are roughly 60% of your contract buy each year. To calculate the discounts see the open rates per publication and then multiple by the day you wish to run for black and white ads, then apply the discount for frequency that matches the number of ads in 7 day period. To calculate color – use the open rate cost per ad x days x 15% and then apply the frequency discount off print and color to arrive at final cost.

**Color Rate:** Color cost is 15% over the Black and White ad cost per ad.

**Employment Liner Ads in the Classifieds**

Monday-Saturday: \$1.97/line; Sunday-liners \$2.16/line. Prices for USA Today Network 30 day postings are attached as "Shasta Co\_USA Today Network Job Ads.doc".

**Classified Online Employment Advertising**

Exclusive 300x250 digital display ad on the Jobs page of Redding.com – 100% share of voice \$40/mo. x 12 months. Mobile banner ad 320x50, 57,500 mobile banners on mobile redding.com targeting the news section. \$460/mo. X 12 months.

**See attached USA Today Job Network rate list – Classified employment liner ads should be companioned with a 30-day USA Today Job Network posting. We can help post your job posting ads, if requested.**

**Legal Advertising**

Display ads: \$10.00/per column inch

Liner ads: \$1.00/per line

Auto pickup to online at [www.legalnotice.org](http://www.legalnotice.org) cost calculated at 11% of the print ad cost.


The above and attached rate sheets, extended by the President of the Record Searchlight to Shasta County, will hold for the term of this contract: August 1, 2018 – July 31, 2019.

  
Dated: 7/3/2018

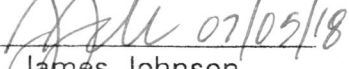
Lynnette Young, Reg. Client Services Mgr.  
Advertising Dept., Record Searchlight for  
Paula Goudreau, Regional VP of Advertising.

Shasta County Representative \_\_\_\_\_ Date \_\_\_\_\_

APPROVED AS TO FORM  
SHASTA COUNTY COUNSEL

  
Adam M. Freeman  
Senior Deputy County Counsel

RISK MANAGEMENT APPROVAL

BY:  07/05/18  
James Johnson  
Risk Management Analyst

# DIGITAL RATECARD

Run of Network Blended Placements (local.com and USAToday.com) Includes Geo-Targeting	Ad Specs/Sizes	Run of Network	
Cross Platform	300x250 & 320x50	7.00	
Cross Platform	300x250 & 320x50 & 300x600	8.50	
Cross Platform	Pre-roll 920 x 508_1024 x 676	30.00	
Cross Platform (Article Pages Only)	Paramount Desktop/Mobile Web – <a href="#">refer to creative guide on Saba</a>	14.00	
Desktop (All Pages)	ROS Billboard 970x250	30.00	
Desktop (Fronts Only) ** minimum 10k impressions	Paramount High Impact - <a href="#">refer to creative guide on Saba</a>	40.00	
Site Specific Blended Placements (local.com or USAToday.com) Includes Geo-Targeting	Ad Specs/Sizes	Section Targeted	Run of Site
Desktop Blended	300 x 250_300 x 600	12.00	10.00
Mobile Blended	300x250 & 320x50	9.00	7.00
Cross Platform	300 x 250_320 x 50	9.00	7.00
Cross Platform	300 x 250_320 x 50_300 x 600	10.50	8.50
Cross Platform	Pre-roll 920 x 508_1024 x 676	--	30.00
Cross Platform (Article Pages Only)	Paramount – <a href="#">Refer to creative guide on Saba</a>	--	14.00
Local.com Only Blended Placements	Ad Specs/Sizes	Section Targeted	Run of Site
Desktop Blended	300 x 250_728 x 90 ATF/BTF	9.00	7.50
Desktop Blended	300 x 250_300x600 728 x 90 ATF/BTF	10.65	9.00
Desktop Blended	300 x 600_728 x 90 ATF/BTF	11.00	9.50
Cross Platform	300 x 250	10.00	8.00
Cross Platform	300 x 250_320 x 50_ 728 x 90 ATF/BTF	9.00	7.25
Cross Platform	300 x 250_320 x 50_300 x 600_728 x 90 ATF/BTF	10.00	8.25
Site Specific Standard Placements (local.com or USAToday.com) Includes Geo-Targeting	Ad Specs/Sizes	Section Targeted	Run of Site
Desktop LRG Rectangle	300 x 250	10.00	8.00
Desktop Half Page	300 x 600	14.00	12.00
Mobile (m.dot and apps)	300 x 250	10.00	8.00
Mobile (m.dot and apps)	320 x 50	8.00	6.00
ROS Billboard (All Pages)	970x250		30.00
Local.com Only Placements	Ad Specs/Sizes	Section Targeted	ROS
Desktop Leaderboard ATF/BTF	728 x 90	8.00	7.00
Desktop Weather Sponsorship - home page only	100 x 50	3.00*	--
Mobile First Impression Scroller – +freq cap premium	300x250		39.00
High Impact: Local.com or USAToday.com	Rotational CPM	Min. Impressions Per Campaign	
Gravity Desktop (All Pages)	\$40	10,000	
Paramount Desktop (Fronts Only) <a href="#">Creative Guide</a>	\$40	10,000	

Premiums	Rate	Details
Interest/Intent/Age/Gender	\$3.00 CPM	Targeting particular consumer behaviors, shopping intent, demographics
Day Parting	\$1.00 CPM	Targeting based on time of day delivery
Frequency Capping	\$1.00 CPM	Ability to control the number of times your ad is delivered to a visitor within a 24 hour period
Above the Fold (ATF) only	\$1.00 CPM	Position guaranteed above the fold
Rich Media	\$3.00 CPM	Enhanced creative functionality accompanied by robust performance metrics

Audience Extension	Ad Spec	DMA or Geo	DMA/Geo, plus 1 target	Multiple Targets
Leaderboard, Large Rectangle, Half Page	728 x 90, 300x250, 300x600	5.00	7.00	9.00
IAB Billboard*	970 x 250	20.00	25.00	30.00
Native (all screens) - Includes Yahoo Native	Text/image responsive	7.00	9.00	--
Mobile Banner	320 x 50_300 x 250	5.00	7.00	9.00
Custom Whitelist - Desktop (minimum 500 sites)		9.00	--	--
Custom Whitelist - Preroll (minimum 500 sites)	16:9 aspect ratio, 1080p or higher	36.00	--	--
Customer Data/IP - Desktop (minimum 100k records)		10.25	--	--
Customer Data/IP - Preroll (minimum 100k records)	16:9 aspect ratio, 1080p or higher	36.00	--	--
YouTube TrueView	16:9 aspect ratio, 1080p or higher	30.00	40.00	40.00
Pre Roll	16:9 aspect ratio, 1080p or higher	25.00	30.00	36.00

Retargeting	Ad Spec	Site	Search
Leaderboard, Large Rectangle, Half Page	728 x 90, 300x250, 300x600	7.00	7.00
IAB Billboard*	970 x 250	25.00	25.00
Mobile Geo Fencing	320 x 50_300 x 250	8.00	--
Mobile Banner	320 x 50_300 x 250	7.00	7.00
Pre Roll	16:9 aspect ratio, 1080p or higher	25.00	30.00

\*This should be ordered as static execution for scalability reasons.  
\$500 minimum monthly spend for all audience extension products

Branded Content Add Ons	
Content Production	\$750
Infographic	\$750
Organic Social Post	\$100
Quizzes	\$750

Annual Contract and Spend Level Discounts
Annual Spend = \$20,000, 10% Discount
Annual Spend = \$40,000, 12.5% Discount
Annual Spend = \$60,000, 15% Discount
Annual Spend = \$80,000, 17.5% Discount
Annual Spend = \$100,000, 20% Discount
All print and digital display contributes to contract fulfillment.
Discounts apply to all print and digital display. Discounts do not apply to Digital Marketing Services.
Custom contract minimum spend: A metro markets (PHX, DET) \$150,000 minimum, other A markets \$100k, B markets \$80k, C markets \$60k



**USA Today Job Network Solution - August 1, 2018 – July 31, 2019**

**Featured Employer Branding on Website (Annual (Annual Cost))**

Rate \$882

**30-day USA Today Posting (includes 1300 potential to be displayed on partner sites and full access on CareerBuilder.com)**

Only discount available are quantity buy discounts.

1 Job: \$439 ea.

Bundled Purchases by Quantity reduces the per ad costs as follows. These rates are as low as we can possibly offer them:

10-19 Ads: Rate \$319.20 ea

25-49 Ads: Rate \$300 ea

50-99 Ads: Rate \$265 ea

Add on – In order to have each of your jobs be listed as “featured jobs” on our site, it would be an additional \$44 per posting.

Add on – In order to have each of your jobs pushed out to social media sites including Twitter and Facebook, it would be an additional \$110 per posting.

Add on – In order to be able to search through resumes for relevant candidates, it would be an additional \$88 per posting.

Ad Network Option - \$500 per month. By utilizing our Ad network, you can have targeted banner ads delivered to the top 500 sites in your area, which will attract passive job seekers.

## REDDING

### Broadsheet - Record Searchlight, Full-Run Special Section

Modular Size	Ad Cost (B&W)
Double Truck	\$5,416.68
Full Page	\$2,500.00
1/2 Page V	\$1,250.00
1/2 Page H	\$1,250.00
1/4 Page	\$625.00
1/4 Page H	\$625.00
3/16 Page	\$468.75
1/8 Page	\$312.50
1/8 Page H	\$312.50
1/12 Page	\$208.32
1/24 Page	\$104.17

NOTE: Price doesn't include color nor ownlocal.

Premium Positions	Ad Cost (CLR)
Strip Ad - Front Page	\$718.75
Jewel Box - Front Page	\$479.15
Sky Box - Front Page	\$239.60
Ear - Front Page	\$230.00

NOTE: Premium Position pricing includes color and Price does not include Ownlocal.

### Tabloid - Date, Full-Run Special Section

Modular Size	Ad Cost (B&W)
Double Truck	\$2,708.40
Full Page	\$1,250.00
1/2 Page V	\$625.00
1/2 Page H	\$625.00
1/4 Page	\$312.50
1/4 Page H	\$312.50
1/8 Page	\$156.25
1/16 Page	\$78.13

NOTE: Price does not include color or OwnLocal Rates

Premium Positions	Ad Cost (CLR)
Front Page Strip	\$359.38

Premium Position pricing includes color.

### Weekly Discounts

Ads	Discount
1	0%
2	40%
3+	60%

Discounts apply to all ads within a 7-day period (based on the start date of the first insertion of the campaign) and across all products and sizes on this sheet exclusively (not in combination with other products and sizes).

### Quarterly Discounts

Weeks	Discount
4	20%
8	30%
13	40%

Discounts apply to all ads within a 13-week period (based on the start date of the first insertion of the campaign) and across all products and sizes on this sheet exclusively (not in combination with other products and sizes). Weeks do not have to be consecutive (except for 13 wks).

### Spending Discounts

Annual Spend	Discount
\$20,000	10.0%
\$40,000	12.5%
\$60,000	15.0%
\$80,000	17.5%
\$100,000	20.0%

### Color Premium

	Premium
Full Color	15%

### Guaranteed Section/Position

	Premium
Premium	15%

Ownlocal: Your print ad is displayed searchable online via Google.

	Price
All Sizes	\$20/per ad appearance

Pricing does not include OwnLocal charge.

## TMC MVP

### Broadsheet - TMC MVP

Modular Size	Ad Cost (B&W)
Double Truck	\$1,083.34
Full Page	\$500.00
1/2 Page V	\$250.00
1/2 Page H	\$250.00
1/4 Page	\$125.00
1/4 Page H	\$125.00
3/16 Page	\$93.75
1/8 Page	\$62.50
1/8 Page H	\$62.50
1/12 Page	\$41.66
1/24 Page	\$20.83

NOTE: Price doesn't include color nor ownlocal.

Premium Positions	Ad Cost (CLR)
Strip Ad - Front page	\$143.75
Jewel Box - Front page	\$95.83
Sky Bo - Front Page	\$47.92
Ear - Front Page	\$46.00

NOTE: Premium Position pricing includes color and Price does not include Ownlocal.

### Quarterly Discounts

Weeks	Discount
4	20%
8	30%
13	40%

Discounts apply to all ads within a 13-week period (based on the start date of the first insertion of the campaign) and across all products and sizes on this sheet exclusively (not in combination with other products and sizes). Weeks do not have to be consecutive (except for 13 wks).

### Spending Discounts

Annual Spend	Discount
\$20,000	10%
\$40,000	12.5%
\$60,000	15%
\$80,000	17.5%
\$100,000	20%

Applies to all Retail Print & Digital Display pricing

## INTERNAL DOCUMENT ONLY - 11.09.2017

### Color Premium

	Premium
Full Color	15%

### Guaranteed Section/Position

	Premium
Premium	15%

### Ownlocal

	Price
All Sizes	\$20

Pricing does not include OwnLocal charge



## REDDING

### Record Searchlight/TMC MVP

Modular Size Image Size	Dimensions 6x21.25
Double Truck	13x21.25
Full Page	6x21.25
1/2 Page V	3x21.25
1/2 Page H	6x10.57
1/4 Page	3x10.57
1/4 Page H	6x5.23
3/16 Page	3x7.89
1/8 Page	3x5.23
1/8 Page H	6x2.56
1/12 Page	2x5.23
1/24 Page	2x2.56

Premium Positions	Dimensions
Front Page Strip	6x2.56
Section Front Strip	6x2.56
Front Jewel Box	2x5.23
Section Front Jewel Box	2x5.23
Front Sky Box	2x2.56
Section Front Sky Box	2x2.56
Front Ear	2x1.6
Section Front Ear	2x1.6

## INTERNAL DOCUMENT ONLY - 11.09.2017

### Tabloid/ Date Magazine

Modular Size Image Size	Dimensions 4x9.75
Double Truck	9x9.75
Full Page	4x9.75
1/2 Page V	2x9.75
1/2 Page H	4x4.82
1/4 Page	2x4.82
1/4 Page H	4x2.36
1/8 Page	2x2.36
1/16 Page	1x2.36

Premium Positions	Dimensions
Front Page Strip	4x1.13