

Scott Bollinger, Commissioner
Bureau of Administration
Pierre, SD 57501

Dr. Mr. Bollinger,

In response to your Stakeholder request for the BOA's review of legal publication fees pursuant to SDCL 17-2-19, here are the relevant points I can answer to:

▪ **The publishing rate for a legal notice not subject to the rate set forth in SDCL 17-2-19**

— Our newspapers price all legals using the rate set forth in SDCL 17-2-19

▪ **The publishing rate for comparable non-legal classified advertising**

— To compare, a 9-line legal with 54 words costs \$2.99 at the current legal rates, but would cost \$8.40 at our classified ad rate.

▪ **Top five revenue sources for Independent Publishing LLC**

— Display Advertising (47%) / Legal Advertising (21.72%) / Subscriptions (16%) / Special Projects

▪ **Fiscal Impact of rate change increase of each percentage point (1-5%)**

—1% Lennox Independent \$372.13 / Tea Weekly \$273.87

—2% Lennox Independent \$744.27 / Tea Weekly \$547.74

—3% Lennox Independent \$1116.40 / Tea Weekly \$821.61

—4% Lennox Independent \$1488.53 / Tea Weekly \$1095.48

—5% Lennox Independent \$1860.66 / Tea Weekly \$1369.35

I hope that helps in your evaluation. Please let me know if you have any follow up questions.

Sincerely, Kelli Bultena, Publisher
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