



Audit Bureau  
of Circulations

**Community  
Newspaper  
Publisher's  
Statement**  
*Subject to Audit*

For six months ended March 31, 2010

# Anytown Gazette

Anytown (Blue County), Illinois

www.pubnname.com

	Sun	Morning (Mon.-Sat.)
<b>1. TOTAL AVERAGE PAID CIRCULATION</b>	<b>21,419</b>	<b>23,894</b>
<i>Core Newspaper with replica electronic</i>	21,419	23,894
Core Newspaper	21,219	23,894
Electronic Editions	0	0
Other Unique Editions	0	0
<b>Total Average Paid Circulation</b>	<b>21,419</b>	<b>23,894</b>
<b>1A. AVERAGE PAID CIRCULATION - Core Newspaper Paid for by Individual Recipients</b>		
Home Delivery and Mail	13,200	19,150
Single Copy Sales	4,139	2,504
<b>Total Average Paid by Individual Recipient Circulation - Core Newspaper</b>	<b>17,339</b>	<b>21,654</b>
<b>Other Paid Circulation:</b>		
Single Copy Sales	0	0
Educational Programs	0	200
Employee/Independent Contractor	300	155
Third Party Sales	3,780	1,885
Third Party Sales - Payment made with barter	0	0
<b>Subtotal</b>	<b>4,080</b>	<b>2,240</b>
Total Average Paid Circulation - Core Newspaper	21,419	23,894
Total Paid Circulation - Electronic Editions	0	0
Total Paid Circulation - Other Unique Editions	0	0
<b>TOTAL AVERAGE PAID CIRCULATION</b>	<b>21,419</b>	<b>23,894</b>
Other Audited Circulation (Optional)	0	0
Total Circulation (Optional)	0	0
Days Omitted from Averages	None	None

## Audience-FA X

WEB SITE USAGE: Total Activity	
	March 2010
Total Unique Users/Cookies	120,000
Page Impressions/Views	327,000
Source: XXX Source, See Explanatory	

<b>Non-Paid Newspaper</b>	<b>Audited Non-Paid Distribution - Anytown Shopper!</b> (See Separate Report for Details)	<b>12,655</b>
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**2. BASIC PRICES:**

	By Home Delivery 52 wks./1 yr.	Single Copy	By Mail 52 wks./1 yr.
M & S .....	\$75.00		\$205.00
M (Mon.-Sat.) only. ....	48.00	35¢	125.00
S only .....	27.00	\$1.00	80.00

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**3. COUNTIES AND ZIP CODES RECEIVING 25 OR MORE COPIES: (See Audit Report)**

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**4. EXPLANATORY - OTHER:**

CORE NEWSPAPER: All editions that maintain the same basic identity, contain articles of interest to the general public, appear in the same format and language, and include full ROP advertising.

ELECTRONIC EDITION REPLICA: All digital editions that maintain the same basic identity and content as the core newspaper, including all authorized ROP advertising.

ELECTRONIC EDITION NON-REPLICA: All digital editions that maintain the same basic identity of the core newspaper but with content that may differ.

UNIQUE EDITIONS: All editions that maintain the same basic identity as the core newspaper; contain articles for specific audience segments, may appear in a different format or language, and may contain ROP advertising.

NON-PUBLISHING DAYS: No paper was issued on the following regular publishing days:

Sun: None.

Morning (Mon.-Sat.): None.

PARTICIPANT IN ABC'S PROGRAM(S)/SERVICE(S): This newspaper is a participant in ABC's ZIP/FSA Code Program.

LATEST AUDIT REPORT RELEASED: Issued for 12 months ended December 31, 2008.

PUBLISHER'S RETURN POLICY: Fully Returnable.

AVERAGE UNPAID DISTRIBUTION:

	Arrears	Advertisers & Agencies	Complimentary, Sample, Service
Sun			25
Morning (Mon.-Sat.)			25

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**5. AUDIENCE FAX - EXPLANATORY:****Web Site Usage Explanatory:****Scope of Verification:**

ABC did not determine the publisher's choice of data provider for these statistics nor should the inclusion of this data be construed as endorsement by ABC of the methodology or technologies used by the data provider. As appropriate, ABC audits will verify the applications and measurement techniques used by the data provider to establish the statistics and data presented on behalf of the publication.

Web Site Usage Definitions:

Total Unique Users/Cookies: This site uses the cookie-based method to measure unique users. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique users.

Page Impressions/Views: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

**John Doe, Advertising Director**  
**Telephone (847) 555-1212 - (847) 555-1313**  
**123 Main Street**  
**Anytown, IL 60000**  
**e-mail: jd@anytowngazette.com**

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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: New Town Company

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ANYTOWN GAZETTE, published by Phantom News • 123 Main Street • Anytown, IL 60000

JON DOE

BILL DOE

Circulation Director

Publisher & CEO

Date Signed: