



Audit Bureau
of Circulations

CANADIAN NEWSPAPER
PUBLISHER'S STATEMENT
Subject to Audit
01-0000-0

Pub Name/Logo

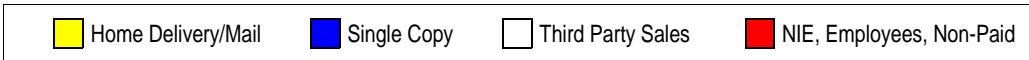
City (Census Division), Province

For 6 months ended September 30, 2008

	Sat	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri
1A. AVERAGE PAID CIRCULATION: (Sold at half of basic price or more)								
Home Delivery.....	35,000	32,000	33,500	33,500	33,500	33,500	33,500	33,500
Single Copy Sales	17,000	15,000	13,000	13,000	13,000	13,000	13,000	13,000
Mail Subscriptions	100	50	75	75	75	75	75	75
Employee/Independent Carrier Copies.....	500	500	500	500	500	500	500	500
Sub-Total	52,600	47,550	47,075	47,075	47,075	47,075	47,075	47,075
1B. AVERAGE PAID CIRCULATION (Sold at less than half of basic price) See Pars. 1G(a), 1G(b) & 7								
Home Delivery.....	100	100	100	100	100	100	100	100
Single Copy Sales	75	75	75	75	75	75	75	75
Mail Subscriptions								
Sub-Total	175	175	175	175	175	175	175	175
1C. AVERAGE THIRD PARTY SALES: See Par. 1G(c).....	130	130	130	130	130	130	130	130
AVERAGE THIRD PARTY SALES - Payment made with barter: See Par. 8.....	20	20	20	20	20	20	20	20
Sub-Total	150	150	150	150	150	150	150	150
TOTAL AVERAGE PAID CIRCULATION	52,925	47,875	47,400	47,400	47,400	47,400	47,400	47,400
1D. AVERAGE NON-PAID CIRCULATION	250	250	250	250	250	250	250	250
TOTAL AVERAGE CIRCULATION	53,175	48,125	47,650	47,650	47,650	47,650	47,650	47,650

1E. Percentage of Circulation by Delivery Type

Sat Sun Cmbd Avg (Mon.-Fri.)



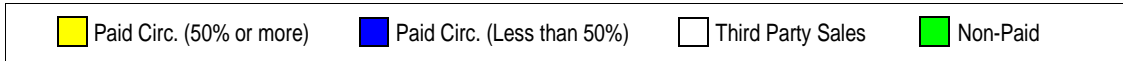
1F.

Percentage of Circulation by Category

Sat

Sun

Cmbd Avg (Mon.-Fri.)



1G(a).PRICES: (Less than 50% of Basic)

The following price points were sold during this statement period.

None

(b). Par. 1B:	Sat	Sun	Cmbd Avg (Mon.-Fri.)
SINGLE COPY SALES			
TOTAL.....	None	None	None

ANALYSIS OF THIRD PARTY SALES

(c). Par. 1C:	Sat	Sun	Cmbd Avg (Mon.-Fri.)	
THIRD PARTY SALES	46-55¢	66-75¢	66-75¢	Total
TOTAL.....	150	150	150	150

2. TOTAL CIRCULATION BY MARKET:

(See Explanatory for description of area)

	Sat	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri
NEWSPAPER DESIGNATED MARKET	Occupied							
	Population							
2006 Census:	858,074							
#1-1-08 Estimate:								
Home Delivery.....	27,000	25,000	26,500	26,500	26,500	26,500	26,500	26,500
Single Copy Sales.....	14,000	12,000	11,000	11,000	11,000	11,000	11,000	11,000
Mail Subscriptions.....	45	45	45	45	45	45	45	45
Employee/Independent Carrier Copies.....	500	500	500	500	500	500	500	500
Third Party Sales.....	130	130	130	130	130	130	130	130
Third Party Sales - Payment made with barter	20	20	20	20	20	20	20	20
Non-Paid.....	250	250	250	250	250	250	250	250
TOTAL NEWSPAPER DESIGNATED MARKET.....	41,945	37,945	38,445	38,445	38,445	38,445	38,445	38,445
OUTSIDE NEWSPAPER DESIGNATED MARKET								
Home Delivery.....	8,100	7,100	7,100	7,100	7,100	7,100	7,100	7,100
Single Copy Sales.....	3,075	3,075	2,075	2,075	2,075	2,075	2,075	2,075
Mail Subscriptions.....	55	5	30	30	30	30	30	30
TOTAL OUTSIDE NEWSPAPER DESIGNATED MARKET....	11,230	10,180	9,205	9,205	9,205	9,205	9,205	9,205
TOTAL AVERAGE CIRCULATION	53,175	48,125	47,650	47,650	47,650	47,650	47,650	47,650

#Source: Pitney Bowes MapInfo, See Par. 8.

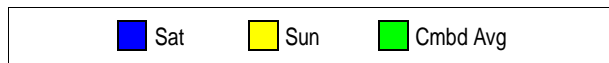
3. PERCENTAGE OF TOTAL CIRCULATION AND HOUSEHOLD COVERAGE PERCENT:

	Occupied Households (1-1-08 Estimate)	Sat			Sun			Cmbd Avg (Mon.-Fri.)		
		Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage
Newspaper Designated Market		41,945			37,945			38,445		
Outside Newspaper Designated Market		11,230			10,180			9,205		
TOTAL CIRCULATION		52,925	100.00%		48,125	100.00%		47,650	100.00%	

4. TOTAL AVERAGE CIRCULATION BY QUARTERS:

	Sat			Sun			Cmbd Avg (Mon.-Fri.)			Mon		
	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation
April 1, 2008 to June 30, 2008	52,925	250	53,175	47,875	250	48,125	47,400	250	47,650	47,400	250	47,650
July 1, 2008 to September 30, 2008	52,925	250	53,175	47,875	250	48,125	47,400	250	47,650	47,400	250	47,650

	Tue			Wed			Thu			Fri		
	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation	Average Paid Circulation	Average Non-Paid Circulation	Total Average Circulation
April 1, 2008 to June 30, 2008	47,400	250	47,650	47,400	250	47,650	47,400	250	47,650	47,400	250	47,650
July 1, 2008 to September 30, 2008	47,400	250	47,650	47,400	250	47,650	47,400	250	47,650	47,400	250	47,650



5. DISTRIBUTION IN TOWNS RECEIVING 25 OR MORE COPIES IN DETAIL BY COUNTIES: (See Audit Report)

6. PRICES:

(a) Basic Prices:

	By Mail				By Home Delivery				
	52 Wks.	26 Wks.	13 Wks.	4 Wks.	52 Wks.	26 Wks.	13 Wks.	4 Wks.	1 Wk.
NEWSPAPER DESIGNATED MARKET:									
Mon to Sun.....	\$416.00	\$208.00	\$104.00	\$32.00	\$189.80	\$94.90	\$47.45	\$14.60	\$3.65
Sat & Sun.....					78.00	39.00	19.50	6.00	1.50
Sun.....					52.00	26.00	13.00	4.00	1.00
OUTSIDE NEWSPAPER DESIGNATED MARKET:									
Mon to Sun.....					\$210.60	\$105.30	\$52.65	\$16.20	\$4.05
Sat & Sun.....					78.00	39.00	19.50	6.00	1.50
Sun.....	\$208.00	\$104.00	\$52.00	\$16.00	52.00	26.00	13.00	4.00	1.00

	By Motor Route					Single Copy	
	52 Wks.	26 Wks.	13 Wks.	4 Wks.	1 Wk.	(a)	(b)
NEWSPAPER DESIGNATED MARKET & OUTSIDE NEWSPAPER DESIGNATED MARKET:							
Mon to Fri.....	\$122.20	\$61.10	\$30.55	\$9.40	\$2.35	50¢	75¢
Mon to Fri.....	137.80	68.90	34.45	10.60	2.65	(a)	(b)
Sat & Sun*						\$1.00	(a-b)

*Effective April 10, 2007.

(a) Newspaper Designated Market; (b) Outside Newspaper Designated Market.

6. PRICES: (Continued)

(b) Special reduced prices: By Home Delivery, Monday to Sunday, 8 wks. \$20.00; 13 wks. \$40.00. Saturday and Sunday, 20 wks. \$25.00. Sunday only, 30 wks. \$25.00.

7. OTHER INDUCEMENTS:

None

8. EXPLANATORY:

Regular publishing days on which no paper was issued:

- Sun: None.
Sat: None.
Mon: None.
Tue: None.
Wed: None.
Thu: None.
Fri: None.

In accordance with Bureau Rule C 2.7, the following issue(s) has been eliminated from the averages in Pars. 1 & 2. The net paid circulation for the issue(s) is as follows:

Table with 2 columns: Issue Date, Circulation. Rows include April 7, 2008 Holiday (Monday) 34,446; May 22, 2008 Holiday (Thursday) 35,934; July 6, 2008 Holiday (Sunday) 38,566; August 7, 2008 Holiday (Thursday) 30,039.

This newspaper is a participant in ABC's Coupon Distribution Verification Service.

Latest Released Audit Report Issued for 12 months ended September 30, 2006.

County population and household estimates as well as FSA household estimates appearing in ABC Canadian reports are obtained from Pitney Bowes MapInfo Corporation. Estimates for ABC defined newspaper markets and census areas below the county level are ABC projections based upon Pitney Bowes MapInfo estimates.

By special permission of the Board of Directors, an opt-out frequency conversion program was executed by this newspaper and the related copies have been qualified as paid circulation. During the period a total of X,000 subscriptions in the City Zone and X,000 subscriptions in the Retail Trading Zone were converted from their existing frequency to a 7-day (Monday through Sunday) frequency. The impact on total average paid circulation for this reporting period was an average of X,000 copies per issue Daily, X,000 copies per issue Saturday and X,000 copies per issue Sunday.

Par. 2:

Included in Home Delivery is an average of the following:

Table with 3 columns: Newspaper Designated Market, Outside Newspaper Designated Market, Copies. Row: Sat Sun & Cmbd Avg (Mon.-Fri.) 299.

These copies were served to subscribers that ordered delivery directly with and were billed by the newspaper and for which payment was not received and/or short term arrears copies served to subscribers whose term has expired..

MARKET DESCRIPTION:

NEWSPAPER DESIGNATED MARKET comprises cities of Edmonton and St. Albert, 2001 Census Tracts 100 through 103, 104.04 through 104.06, 110.01 through 111, 142.03, 142.04, 151 through 156, 160.01, 161, 162.01, 162.02, 163.03 and 163.04 plus 2001 Dissemination Areas 3, 4, 30, 33, 35, 36, 41, 42, 78, 79, 224, 225, 227, 228, 426, 428, 429, 430, 497 through 500, 514 through 517, 520, 621, 628 and 629, all in Census Division 11, Alberta.

(NEWSPAPER DESIGNATED MARKET includes towns of Calmar, Devon, Fort Saskatchewan, Leduc, Morinville, Spruce Grove, Stony Plain, villages of Beaumont, Bon Accord, Gibbons plus unincorporated communities of Acheson, Aken-side, Bissell, Burford, Campbell (Sherwood Park), Campbellton, Cannell, Carbondale, Clover Bar, Duagh, Eilerslie, Lambton Park, Lancaster Park, River-bend, St. Paul Junction, Whitecroft and Winterburn.)

CENSUS METROPOLITAN AREA - COUNTY OF PUBLICATION: Analysis optional and not made.

AVERAGE CIRCULATION IN NEWSPAPER DESIGNATED MARKET: See Par. 2.

RETURNS POLICY: Fully Returnable.

Par. 6:

Golf pass book, with no advertised or stated value, was offered with 13 week Monday to Sunday subscriptions at \$67.45.

The following premiums were offered during this statement period:

50 or 100 airmiles, with no advertised or stated value, was offered with 13, 26 or 52 week Monday to Sunday subscriptions at basic prices.

2 Eskimo Fans tickets, with a value of \$50.00, were offered with 13 week Monday to Sunday subscriptions at basic prices.

Third Party Barter Summary:

Table with 4 columns: Description of Sale, Barter Good or Service, Total Copies Sold, Value of Barter Good/Service. Rows include Businesses - Available for employees, Hotels, Motels - Available for guests, Manufacturers - Used in conjunction with a promotion.

Any reference to circulation in this report except in Pars. 1A, 1B, 1C, and 1D (average non-paid circulation) includes a total of paid circulation and non-paid distribution.

If you have any questions regarding this report contact:

ABC's Canadian Office
Telephone (416) 962-5840 - FAX (416) 962-5844
151 Bloor St. West, Suite 850
Toronto, ON M5S 1S4

ADVERTISING CONTACT:

Name, Advertising Director
Telephone (000) 000-0000 - FAX (000) 000-0000
Address
City, ST ZIP
email:

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.

01-0000-0

PUB NAME, published by Company Name, Address, City, ST ZIP

Date Signed: NAME Title

