



Audit Bureau
of Circulations

Audit Report

Community Newspaper

AUDITED EVERY OTHER YEAR

ANYTOWN GAZETTE

Anytown (Blue County), Illinois

24 months ended March 31, 2010

	Sun	Morning (Mon.-Sat.)	Optional Wed
1. TOTAL AVERAGE PAID CIRCULATION	21,419	23,894	24,500
<i>Core Newspaper with replica electronic</i>	21,419	23,894	24,500
Core Newspaper	21,219	23,894	24,500
Electronic Editions	0	0	0
Other Unique Editions	0	0	0
Total Average Paid Circulation	21,419	23,894	24,500
1A. AVERAGE PAID CIRCULATION - Core Newspaper			
Paid for by Individual Recipients			
Home Delivery and Mail	13,200	19,150	19,200
Single Copy Sales	4,139	2,504	2,700
Total Average Paid by Individual Recipient Circulation - Core Newspaper	17,339	21,654	21,900
Other Paid Circulation:			
Single Copy Sales	0	0	0
Educational Programs	0	200	515
Employee/Independent Contractor	300	155	200
Third Party Sales	3,780	1,885	1,885
Third Party Sales - Payment made with barter	0	0	0
Subtotal	4,080	2,240	2,600
Total Average Paid Circulation - Core Newspaper	21,419	23,894	24,500
Total Paid Circulation - Electronic Editions	0	0	0
Total Paid Circulation - Other Unique Editions	0	0	0
TOTAL AVERAGE PAID CIRCULATION	21,419	23,894	24,500
Other Audited Circulation (Optional)	0	0	0
Total Circulation (Optional)	0	0	0
Days Omitted from Averages	None	None	None

Audience-FAX

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

Non-Paid Newspaper	Audited Non-Paid Distribution - Anytown Shopper! (See Separate Report for Details)	12,655
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AUDIT STATEMENT

There was no adjustment made in the average paid circulation as shown in the Publisher's Statements for the period audited.

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
Wed only	25.00	35¢	110.00
S only	27.00	\$1.00	80.00

3. ACTUAL ONE-DAY GROSS CIRCULATION AND AVERAGE PROJECTED PAID CIRCULATION AVERAGES BY COUNTIES:

Sun, Date; Morning, Date; Wednesday, Date.

(OH's) Occupied Households - #1-1-09 The Nielsen Company (U.S.), Inc.

State County	OH's #1-1-09 Estimate	Sun			Morning			Wed		
		Total Circulation	Avg. Proj. Pd. Circ.*	Hshld. Cov.	Total Circulation	Avg. Proj. Pd. Circ.*	Hshld. Cov.	Total Circulation	Avg. Proj. Pd. Circ.*	Hshld. Cov.
ILLINOIS										
COUNTY ONE	90,000	5,000	3,446	14.9%	4,000	3,823	4.2%	3,900	3,853	4.3%
COUNTY TWO	108,000	14,800	13,267	12.2%	16,600	15,866	14.7%	16,700	16,498	15.3%
COUNTY THREE	28,000	5,250	4,706	16.8%	4,400	4,205	15.0%	4,200	4,149	14.8%
TOTAL IN ILLINOIS		25,050	21,419		25,000	23,894		24,800	24,500	
GRAND TOTAL		25,050	21,419		25,000	23,894		24,800	24,500	

#County population and occupied household estimates appearing in ABC reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon The Nielsen Company (U.S.), Inc. estimates. The Nielsen Company (U.S.), Inc. estimates are intended for your company's use during its normal course of business, and, while the information may be provided to third parties during such course of business, it may not be sold or sub-licensed to third parties or electronically integrated into third party systems without the prior written consent of The Nielsen Company (U.S.), Inc.

*Arrived at by relating actual gross circulation figures to average circulation for the period covered by this report.

3A. CIRCULATION BY ZIP CODES RECEIVING 25 OR MORE COPIES:

Sun, Date; Morning, Date; Wednesday, Date.

SOURCE - U.S. ZIP Code Directory, #1-1-09 The Nielsen Company (U.S.), Inc., See Par. 4.

STATE ZIP Code		OH's #1-1-09 Estimate	Sun			Morning			Wed		
			Total Circulation	Avg. Proj. Pd. Circ.	Hshld. Cov.	Total Circulation	Avg. Proj. Pd. Circ.	Hshld. Cov.	Total Circulation	Avg. Proj. Pd. Circ.	Hshld. Cov.
ILLINOIS											
000001	City One	85,000	4,500	2,998	15.3%	4,500	4,301	5.1%	4,100	4,050	4.8%
000002	City Two	105,000	15,500	13,894	13.2%	15,500	14,814	14.1%	16,800	16,597	15.8%
000003	City Three	30,000	5,050	4,527	15.1%	5,000	4,779	15.9%	3,900	3,853	12.8%
GRAND TOTAL			25,050	21,419		25,000	23,894		24,800	24,500	

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.

MARKET PENETRATION (See Par. 2): County population and occupied household estimates appearing in ABC reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon The Nielsen Company (U.S.), Inc. estimates. The Nielsen Company (U.S.), Inc. estimates are intended for your company's use during its normal course of business, and, while the information may be provided to third parties during such course of business, it may not be sold or sub-licensed to third parties or electronically integrated into third party systems without the prior written consent of The Nielsen Company (U.S.), Inc.

PUBLISHER'S RETURN POLICY: Fully Returnable.

AVERAGE UNPAID DISTRIBUTION:

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

5. AUDIENCE FAX - EXPLANATORY:

Web Site Usage Explanatory:

Scope of Verification:

We have performed sufficient tests of the readership study (print, online and net unduplicated) to be satisfied that the study was conducted in accord with Audit Bureau of Circulations Reader Profile Standards. These standards can be found at <http://www.accessabc.com/pdfs/telephonestandards.pdf>. Verification of the Web Site Usage data included a review of the domains represented to be associated with the member newspaper's website and, for server based measurements, such other tests as deemed appropriate to confirm compliance to ABCi definitions and standards. This verification does not include ABC participation in the publisher's choice of data provider for web site usage statistics nor should it be construed as an endorsement by ABC of the methodology or technologies used by the data providers.

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.

To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Audit Bureau of Circulations

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