



Audit Bureau
of Circulations

Anytown Daily News

Newspaper Publisher's Statement
For six months ended March 31, 2011
Subject to Audit

City (County), State
www.anytowndailynews.com

	Sun	Cmbd Avg (Mon.-Fri.)	Optional Morning (Mon. & Tue.)	Optional Morning (Wed. & Fri.)	Morning					
					Mon	Tue	Wed	Thu	Fri	Sat
EXECUTIVE SUMMARY	509,096	620,070	631,227	544,644	533,135	729,319	539,850	748,608	549,438	469,749
Anytown Daily News										
Print (See Par. 1A)	507,046	438,950	430,302	442,244	430,735	429,869	437,450	449,658	447,038	467,899
Digital Replica (See Par. 1B)	1,400	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,400
Digital Non-Replica (See Par. 1C)	650	500	500	500	500	500	500	500	500	450
Total Circulation Excluding Branded Editions	509,096	441,350	432,702	444,644	433,135	432,269	439,850	452,058	449,438	469,749
Branded Editions										
Young Urban Commuters (YUC) - (See Par. 1D)		100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	
Nearby Town Daily News - (See Par. 1E)		78,720	98,525			197,050		196,550		
TOTAL AVERAGE CIRCULATION	509,096	620,070	631,227	544,644	533,135	729,319	539,850	748,608	549,438	469,749

Audience-FAX

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEBSITE USAGE: Total Activity	
	Sun	Weekday	Past 7 Days		Past 7 Days	Past 30 Days		Past 7 Days	Past 7 Days Print	January 2011	
DMA Readers	1,291,428	1,181,736	1,397,300	DMA Readers	35,800	45,108	DMA Audience	1,325,114	1,430,114	Total Unique Users 1,279,764	
Reach	51.9%	37.8%	65.1%	Reach	20.4%	27.5%	Reach	68.4%	70.0%	Source(s): Nielsen Online Net View, or comScore, See Explanatory	
NDM* Readers	1,180,456	1,075,381	1,184,651	NDM* Readers	32,792	40,597	NDM* Audience	1,208,840	1,417,800	Additional Source Reporting 6 mos. Feb. 2011 Page Impressions/ Views 3,947,000	
Reach	61.4%	46.3%	76.0%	Reach	24.9%	33.0%	Reach	79.7%	81.4%	Source(s): Omniture Site Catalyst, See Explanatory	

Publishing Plans

<p>Anytown Daily News</p>	<p>Frequency: Daily Delivery Vehicle(s): Print, online, mobile Home delivered print editions are distributed in broadsheet format. Non-replica Digital subscriptions are sold for display of select newspaper content on personal computers, tablets, mobile/smartphones and e-readers. Website(s): www.anytowndailynews.com, www.localnews.com</p>
<p>Young Urban Commuters</p>	<p>Frequency: Monday through Friday Delivery Vehicle(s): Print Single Copy are free and distributed in tabloid format targeting young, urban professionals. Website(s): www.yuc.com</p>
<p>Nearby Town Daily News</p>	<p>Frequency: Tuesday, Thursday Delivery Vehicle(s): Print, online Home delivered print editions to targeted households Free retail location distribution in surrounding suburbs Website(s): www.nearby.com</p>

01-0000-0

Anytown Daily News

Morning

	Sun	Cmbd Avg (Mon.-Fri.)	Optional Morning (Mon. & Tue.)	Optional Morning (Wed. & Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
1A. ANYTOWN DAILY NEWS - PRINT										
Paid Circulation										
Individually Paid Circulation										
Home Delivery and Mail (See Par. 6)	397,278	354,690	347,768	357,809	349,835	345,701	353,753	362,294	361,865	388,051
Joint Distribution (See Par. 6)	795									
Single Copy Sales	64,600	42,015	40,697	41,808	40,440	40,953	41,554	45,065	42,062	34,956
Total Average Individually Paid Circulation	462,673	396,705	388,465	399,617	390,275	386,654	395,307	407,359	403,927	423,007
Business/Traveler Paid Circulation										
Group Subscriptions (Designated Employees)	100	100	100	100	100	100	100	100	100	100
Hotel Distribution - Guest Refund	34,009	22,768	22,260	23,300	22,228	22,292	22,607	22,721	23,992	36,252
Hotel Distribution - Room/Lobby Copies	100	100	100	100	100	100	100	100	100	100
Total Average Business/Traveler Paid Circulation	34,209	22,968	22,460	23,500	22,428	22,492	22,807	22,921	24,192	36,452
Total Average Paid Circulation - Print	496,882	419,673	410,925	423,117	412,703	409,146	418,114	430,280	428,119	459,459
Verified Circulation										
Home Delivery										
Requested	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Targeted	131	904	861	923	817	906	910	952	936	401
Total Average Home Delivery	5,131	5,904	5,861	5,923	5,817	5,906	5,910	5,952	5,936	5,401
Single Copy										
Educational Copies	1,899	10,234	10,377	10,065	9,076	11,678	10,287	10,287	9,844	
University Copies	100	100	100	100	100	100	100	100	100	
Employee/Independent Contractor	2,934	2,939	2,939	2,939	2,939	2,939	2,939	2,939	2,939	2,939
Retail/Business	100	100	100	100	100	100	100	100	100	100
Total Average Single Copy	5,033	13,373	13,516	13,204	12,215	14,817	13,426	13,426	12,983	3,039
Total Average Verified Circulation - Print	10,164	19,277	19,377	19,127	18,032	20,723	19,336	19,378	18,919	8,440
Total Average Paid & Verified Circulation - Print	507,046	438,950	430,302	442,244	430,735	429,869	437,450	449,658	447,038	467,899



Morning

	Sun	Cmbd Avg (Mon.-Fri.)	Optional Morning (Mon. & Tue.)	Optional Morning (Wed. & Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
1B. ANYTOWN DAILY NEWS - DIGITAL REPLICA										
Paid Circulation										
Subscription	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Single Issue	200	200	200	200	200	200	200	200	200	200
Total Average Paid Circulation - Digital Replica	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200
Verified Circulation: Opt-in										
Subscription	100	100	100	100	100	100	100	100	100	100
Single Issue	100	100	100	100	100	100	100	100	100	100
Educational Copies		450	450	450	450	450	450	450	450	
University Copies		50	50	50	50	50	50	50	50	
Employee/Independent Contractor										
Total Average Verified Circulation - Digital Replica	200	700	700	700	700	700	700	700	700	200
Total Average Paid & Verified Circulation - Digital Replica	1,400	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,400
Total Average Circulation - Print & Digital Replica	508,446	440,850	432,202	444,144	432,635	431,769	439,350	451,558	448,938	469,299

1C. ANYTOWN DAILY NEWS - DIGITAL NON-REPLICA

Paid Circulation										
Restricted Access Website	100	100	100	100	100	100	100	100	100	100
eReaders with Advertising	200	200	200	200	200	200	200	200	200	200
eReaders without Advertising	100	100	100	100	100	100	100	100	100	100
Tablet	50	50	50	50	50	50	50	50	50	25
Mobile/Smartphone	200	50	50	50	50	50	50	50	50	25
Total Average Paid Circulation - Digital Non-Replica	650	500	500	500	500	500	500	500	500	450
Verified Circulation										
Restricted Access Website										
eReaders with Advertising										
eReaders without Advertising										
Tablet										
Mobile/Smartphone										
Total Average Verified Circulation - Digital Non-Replica	0	0	0	0	0	0	0	0	0	0
Total Average Paid & Verified Circulation - Digital Non-Replica	650	500	500	500	500	500	500	500	500	450
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NON-REPLICA	509,096	441,350	432,702	444,644	433,135	432,269	439,850	452,058	449,438	469,749



Young
Urban
Commuters

Morning

	Sun	Cmbd Avg (Mon.-Fri.)	Optional Morning (Mon. & Tue.)	Optional Morning (Wed. & Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
1D. YOUNG URBAN COMMUTERS - PRINT										
Paid Circulation										
Individually Paid Circulation										
Home Delivery and Mail										
Single Copy Sales										
Total Average Individually Paid Circulation										
Business/Traveler Paid Circulation										
Group Subscriptions (Designated Employees)										
Hotel Distribution - Guest Refund										
Hotel Distribution - Room/Lobby Copies										
Total Average Business/Traveler Paid Circulation										
Total Average Paid Circulation - Print										
Verified Circulation										
Home Delivery										
Requested										
Targeted										
Total Average Home Delivery										
Single Copy										
Employee/Independent Contractor										
Retail/Business										
		100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Total Average Single Copy										
		100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Total Average Verified Circulation - Print										
		100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
TOTAL AVERAGE PAID & VERIFIED CIRCULATION - PRINT										
		100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000



**NEARBY TOWN
DAILY NEWS**

Morning

Sun	Cmbd Avg (Mon.-Fri.)	Optional Morning (Mon. & Tue.)	Optional Morning (Wed. & Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
1E. NEARBY TOWN DAILY NEWS - PRINT									
Paid Circulation									
Individually Paid Circulation									
Home Delivery and Mail	8,000	10,000			20,000		20,000		
Single Copy Sales	700	1,000			2,000		1,500		
Total Average Individually Paid Circulation	8,700	11,000			22,000		21,500		
Business/Traveler Paid Circulation									
Group Subscriptions (Designated Employees)									
Hotel Distribution - Guest Refund									
Hotel Distribution - Room/Lobby Copies									
Total Average Business/Traveler Paid Circulation									
Total Average Paid Circulation - Print	8,700	11,000			22,000		21,500		
Verified Circulation									
Home Delivery									
Requested	56,000	70,000			140,000		140,000		
Targeted	10,000	12,500			25,000		25,000		
Total Average Home Delivery	66,000	82,500			165,000		165,000		
Single Copy									
Educational Copies									
University Copies									
Employee/Independent Contractor									
Retail/Business									
Total Average Single Copy									
Total Average Verified Circulation - Print	66,000	82,500			165,000		165,000		
Total Average Paid & Verified Circulation - Print	74,700	93,500			187,000		186,500		
NEARBY TOWN DAILY NEWS - DIGITAL REPLICA									
Paid Circulation									
Subscription	4,000	5,000			10,000		10,000		
Single Issue									
Total Average Paid Circulation - Digital Replica	4,000	5,000			10,000		10,000		
Verified Circulation: Opt-in									
Subscription									
Single Issue									
Educational Copies	20	25			50		50		
University Copies									
Employee/Independent Contractor									
Total Average Verified Circulation - Digital Replica	20	25			50		50		
Total Average Paid & Verified Circulation - Digital Replica	4,020	5,025			10,050		10,050		
Total Average Circulation - Print & Digital Replica	78,720	98,525			197,050		196,550		
NEARBY TOWN DAILY NEWS - DIGITAL NON-REPLICA									
Paid Circulation									
Restricted Access Website									
eReaders with Advertising									
eReaders without Advertising									
Tablet									
Mobile/Smartphone									
Total Average Paid Circulation - Digital Non-Replica									
Verified Circulation									
Restricted Access Website									
eReaders with Advertising									
eReaders without Advertising									
Tablet									
Mobile/Smartphone									
Total Average Verified Circulation - Digital Non-Replica									
Total Average Paid & Verified Circulation - Digital Non-Replica									
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA & NON-REPLICA	78,720	98,525			197,050		196,550		

2. TOTAL AVERAGE PAID & VERIFIED CIRCULATION By Market (See Par. 6 for description of area):

	Sun	Morning								
		Cmbd Avg (Mon.-Fri.)	Optional Morning (Mon. & Tue.)	Optional Morning (Wed. & Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
NEWSPAPER DESIGNATED MARKET - PRINT										
Paid Circulation										
Individually Paid Circulation										
Home Delivery and Mail	371,931	334,508	327,691	337,444	329,759	325,623	333,666	342,269	341,221	367,912
Joint Distribution										
Single Copy Sales	45,727	31,605	31,527	31,722	31,383	31,671	31,980	31,530	31,463	29,923
Newspaper Designated Market - Total Average Individually Paid Circulation	417,658	366,113	359,218	369,166	361,142	357,294	365,646	373,799	372,684	397,835
Business/Traveler Paid Circulation										
Group Subscriptions (Designated Employees)	100	100	100	100	100	100	100	100	100	100
Hotel Distribution - Guest Refund	31,009	22,318	21,810	22,850	21,778	21,842	22,157	22,271	23,542	35,802
Hotel Distribution - Room/Lobby Copies	32	32	32	32	32	32	32	32	32	32
Newspaper Designated Market - Total Average Business/Traveler Paid Circulation	31,141	22,450	21,942	22,982	21,910	21,974	22,289	22,403	23,674	35,934
Newspaper Designated Market - Total Average Paid Circulation - Print	448,799	388,563	381,160	392,148	383,052	379,268	387,935	396,202	396,358	433,769
Verified Circulation										
Home Delivery										
Requested	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500
Targeted	131	692	649	711	605	694	698	740	724	251
Newspaper Designated Market - Total Average Home Delivery	3,631	4,192	4,149	4,211	4,105	4,194	4,198	4,240	4,224	3,751
Single Copy										
Educational Copies	1,849	9,734	9,877	9,565	8,576	11,178	9,787	9,787	9,344	
University Copies	100	100	100	100	100	100	100	100	100	
Employee/Independent Contractor	2,934	2,939	2,939	2,939	2,939	2,939	2,939	2,939	2,939	2,939
Retail/Business										
Newspaper Designated Market - Total Average Single Copy	4,883	12,773	12,916	12,604	11,615	14,217	12,826	12,826	12,383	2,939
Newspaper Designated Market - Total Average Verified Circulation - Print	8,514	16,965	17,065	16,815	15,720	18,411	17,024	17,066	16,607	6,690
Newspaper Designated Market - Total Average Paid & Verified Circulation - Print	457,313	405,528	398,225	408,963	398,772	397,679	404,959	413,268	412,965	440,459
OUTSIDE NEWSPAPER DESIGNATED MARKET - PRINT										
Paid Circulation										
Individually Paid Circulation										
Home Delivery and Mail	25,347	20,182	20,077	20,365	20,076	20,078	20,087	20,025	20,644	20,139
Joint Distribution	795									
Single Copy Sales	18,873	10,410	9,170	10,086	9,057	9,282	9,574	13,535	10,599	5,033
Outside Newspaper Designated Market - Total Average Individually Paid Circulation	45,015	30,592	29,247	30,451	29,133	29,360	29,661	33,560	31,243	25,172
Business/Traveler Paid Circulation										
Group Subscriptions (Designated Employees)										
Hotel Distribution - Guest Refund	3,000	450	450	450	450	450	450	450	450	450
Hotel Distribution - Room/Lobby Copies	68	68	68	68	68	68	68	68	68	68
Outside Newspaper Designated Market - Total Average Business/Traveler Paid Circulation	3,068	518	518	518	518	518	518	518	518	518
Outside Newspaper Designated Market - Total Average Paid Circulation - Print	48,083	31,110	29,765	30,969	29,651	29,878	30,179	34,078	31,761	25,690
Verified Circulation										
Home Delivery										
Requested	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
Targeted		212	212	212	212	212	212	212	212	150
Outside Newspaper Designated Market - Total Average Home Delivery	1,500	1,712	1,712	1,712	1,712	1,712	1,712	1,712	1,712	1,650
Single Copy										
Educational Copies	50	500	500	500	500	500	500	500	500	
University Copies										
Employee/Independent Contractor										
Retail/Business	100	100	100	100	100	100	100	100	100	100
Outside Newspaper Designated Market - Total Average Single Copy	150	600	600	600	600	600	600	600	600	100
Outside Newspaper Designated Market - Total Average Verified Circulation - Print	1,650	2,312	2,312	2,312	2,312	2,312	2,312	2,312	2,312	1,750
Outside Newspaper Designated Market - Total Average Paid & Verified Circulation - Print	49,733	33,422	32,077	33,281	31,963	32,190	32,491	36,390	34,073	27,440
Total Average Paid & Verified Circulation - Print	507,046	438,950	430,302	442,244	430,735	429,869	437,450	449,658	447,038	467,899
Total Digital Replica	1,400	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,900	1,400
Total Digital Non-Replica	650	500	500	500	500	500	500	500	500	450
Total Branded Editions		178,720	198,525	100,000	100,000	297,050	100,000	296,550	100,000	
TOTAL AVERAGE PAID & VERIFIED CIRCULATION	509,096	620,070	631,227	544,644	533,135	729,319	539,850	748,608	549,438	469,749

2A. TOTAL AVERAGE CIRCULATION By Quarters:

	Sun	Morning								
		Cmbd Avg (Mon.-Fri.)	Optional Morning (Mon. & Tue.)	Optional Morning (Wed. & Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
October 1 to December 31, 2010	487,883	594,196	604,833	521,950	510,736	698,930	517,356	717,416	526,544	450,176
January 1 to March 31, 2011	530,308	645,943	657,620	567,337	555,534	759,707	562,343	779,800	572,331	489,321

3. DISTRIBUTION BY COUNTY AND ZIP CODE RECEIVING 25 OR MORE COPIES IN DETAIL BY COUNTIES: (See Audit Report)

4. BASIC PRICES:

	By Home Delivery 52 Wks./1 Yr.	Single Copy	By Mail 52 Wks./1 Yr.
M & S.....	\$183.62		\$442.00
M (Mon.-Fri.) only	100.16	35¢	273.00
Wknd (Thu.-Sun.)	123.53		278.20
Wknd (Sat. & Sun.)	83.46		169.00
S only.....	63.43	\$1.00	114.40

5. ANALYSIS OF HOME DELIVERY AND MAIL INDIVIDUALLY PAID CIRCULATION BY PRICE CATEGORY:

Newspapers will report home delivery/mail subscription circulation above and below 25 percent of basic price of the member newspaper. This reporting is only required if more than five percent of a newspaper's subscription circulation falls into the less than 25 percent of basic price category.

6. EXPLANATORY - OTHER:

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

December 24, 2010 (Friday) All Editions

PARTICIPANT IN ABC'S PROGRAM(S)/SERVICE(S): This newspaper is a participant in ABC's ZIP/FSA Code Program, Coupon Distribution Verification Service and Insert Verification Program.

LATEST AUDIT REPORT RELEASED: Issued for 12 months ended June 30, 2010.

DAYS OMITTED FROM AVERAGES: The following issue(s) has been eliminated from the averages reported in Par. 1. The net circulation for the issue(s) is as follows:

December 25, 2010 (Saturday)	All Editions	421,000
December 26, 2010 (Sunday)	All Editions	450,000
January 18, 2011 (Tuesday)	Young Urban Commuters	45,000
	Nearby Town Daily News	112,000

CREDIT AND ARREARS ALLOWANCE: Included in Individually Paid Home Delivery and Mail is an average of the following:

	Total
Sun	367
Cmbd Avg (Mon.-Fri.) & Sat	367

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.

JOINT DISTRIBUTION AGREEMENT: Joint Distribution with THE GREEN VALLEY NEWS, Green Valley, Illinois, represents copies served to subscribers who have been notified that established prices for their subscriptions include service of THE ANYTOWN DAILY NEWS on Sunday and that no other service options are offered to them.

PUBLISHER'S RETURN POLICY: Fully Returnable.

MARKET DESCRIPTION: (Note - Reporting of circulation by Zones is optional)

Zone Reporting for this newspaper is defined as:

NEWSPAPER DESIGNATED MARKET comprises Blue County; and in RED County, cities of White and Gray, Illinois.

6. EXPLANATORY - OTHER: (Continued)

MARKET PENETRATION: #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.

PERCENTAGE OF TOTAL PAID & VERIFIED CIRCULATION - PRINT AND HOUSEHOLD COVERAGE PERCENT:

	Population	Occupied House-holds	Sun			Cmbd Avg (Mon.-Fri.)			Sat			
			Total Circ.	% of Total Circ.	House-hold Coverage	Total Circ.	% of Total Circ.	House-hold Coverage	Total Circ.	% of Total Circ.	House-hold Coverage	
2000 Census	1,474,128	697,603										
Newspaper Designated Market #1-1-10 Est.	1,696,499	705,761	457,313	90.2	64.8%	405,528	92.4	57.5%	440,459	94.1	62.4%	
Outside Newspaper Designated Market			49,733	9.8		33,422	7.6		27,440	5.9		
Total Paid & Verified Circulation - Print			507,046	100.0%		438,950	100.0%		467,899	100.0%		

#Source: The Nielsen Company (U.S.), Inc.

BASIC PRICES FOR BRANDED EDITIONS:

	By Home Delivery	Single Copy	By Mail
	52 Wks./1 Yr.		52 Wks./1 Yr.

NEARBY TOWN DAILY NEWS:

Tue only	\$12.00
Thu only	12.00

PRINT ADVERTISING POLICY: Publisher's declared policy is that all editions of the Morning and Sunday issues carry all advertising scheduled for the day, except copy received too late for early editions is inserted in corresponding editions of the following day. Some editions of the Sunday issue include additional advertising.

DIGITAL REPLICA ADVERTISING POLICY: The ANYTOWN DAILY NEWS digital replica edition contains all ROP advertising content found in the print edition. FSIs are excluded from the digital replica edition.

The NEARBY TOWN DAILY NEWS digital replica edition contains all ROP advertising content found in the print edition. FSIs are excluded from the digital replica edition.

DIGITAL NON-REPLICA ADVERTISING POLICY: The ANYTOWN DAILY NEWS digital non-replica edition contains the following advertising: Restricted Access Website - select advertising from the print edition; eReaders with Advertising - select advertising different from the print edition; eReaders without Advertising - no advertising, editorial content only; Tablet and Mobile/Smartphone - select advertising from the print edition, as well as additional advertising.

AVERAGE UNPAID DISTRIBUTION: Includes Arrears, Advertisers & Agencies and Complimentary, Sample, Service:

	Total
Sun	5,936
Cmbd Avg (Mon.-Fri.)	5,872
Optional Morning (Mon. & Tue.)	5,856
Optional Morning (Wed. & Fri.)	5,883
Mon	5,856
Tue	5,856
Wed	5,918
Thu	5,878
Fri	5,853
Sat	5,938

6A. AUDIENCE FAX - EXPLANATORY:**Print/Online Readership Explanatory:**

DMA Area: Anytown, Illinois

NDM* Area: Reflects 90.4% circulation within the circulation defined market per the June 30, 2010 circulation Audit Report covered by the Readership Newspaper Designated Market and is comprised of: Blue and Red Counties and ZIP Codes 63004, 63009, 63019, 63020, 63021, 63023, 63024, 63025, 63026, 63027, 63028, 63029, 63312, 63313, 63314, 63317, 63322, 63323, 63324, 63325, 63326, 63327, 63328, 63330, 63331, 63332, 63351 all in Illinois.

The Readership research sample produced the following completed unweighted total interviews:

Market	Print Readership			Online Readership		Combined Audience	
	Sun	Weekday	Past 7 Days	Past 7 Days	Past 30 Days	Past 7 Days	Past 30 Days
DMA	1,424	985	1,770	329	470	1,859	1,897
NDM*	1,358	931	1,663	310	442	1,740	1,775

Website 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 Website 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 website usage statistics nor should it be construed as an endorsement by ABC of the methodology or technologies used by the data providers.

Website Usage Definitions:

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

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.

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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.

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