



# Announcing An Affordable Readership Program for Small to Midsize Newspapers

**ABC-member newspapers can now obtain high caliber, independently verified readership studies for as low as \$9,500.**

**With more and more emphasis on readership, there's no better time to consider a readership study for your newspaper. Contact me today to discuss your readership study options.**

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Small/Midsize Market  
Readership Standards:  
<http://www.accessabc.com/pdfs/TelephoneStandardsTier2.pdf>



The Audit Bureau of Circulations (ABC) has launched a new readership service that allows small to midsize newspapers to engage in audited readership studies at an affordable price and report the data via the acclaimed Audience-FAX program.

ABC has contracted with American Opinion Research (AOR), a leading full-service quantitative and qualitative media research firm, to field the readership studies for U.S. newspapers that do not meet the Audience-FAX tier one standards. By retaining a single research firm to conduct the studies and standardizing some questions, ABC-member newspapers can now obtain high caliber readership studies at a reasonable cost.

Participants' audited readership data will be reported on:

- Audit Reports
- Publisher's Statements
- FAS-FAX reports
- Standalone Audience-FAX readership report

In addition, participants' data will be reported in two Audience-FAX online databases.

Pricing per Newspaper		
Number of Studies <sup>#</sup>	Standard Package	Upgraded* Package
Up to 10	\$11,500	\$12,500
Volume Discounts Available		
11 - 20	\$10,500	\$11,500
21 or more	\$ 9,500	\$10,500

These prices represent total costs for the entire readership study including field work, crosstabs, stand alone Audit Report and data disc with the details of audit findings.

*Optional oversampling may be conducted for the price of \$200 per 25 additional completes.*

\* Consider the upgraded package if you want to include customized questions that may yield up to 12 responses. For example, questions about your readers' shopping habits or their readership of your TMC products.

<sup>#</sup> Pricing discounts/rebates available based on industry participation between April 1, 2011 and March 31, 2012.

Tier two newspapers may still use a research provider of their own choice if they do not want to participate in the streamlined program with American Opinion Research.