



### How do you get started?

Complete the Membership Application/Non-Paid Newspaper Questionnaire included in this packet or visit ABC's Web site at [www.accessabc.com/membership/tmc\\_question.htm](http://www.accessabc.com/membership/tmc_question.htm) for an online form.

After the questionnaire is received by ABC, you will be contacted by a marketing and sales manager to discuss the product and provide a customized price quote.

If you have any questions regarding this or other audit programs, please contact ABC's manager, marketing and sales at (847) 879-8412.

### Where is the information released?

Advertisers receive audit information in three ways:

1) **Printed Reports**

The non-paid newspaper audit is released as a stand-alone report. Topline results of the non-paid newspaper audit are included on the front page of the paid circulation audit if the newspaper chooses to report this way. To purchase hard copy reports, contact ABC's Report Services department at (847) 879-8267 or email [service@accessabc.com](mailto:service@accessabc.com)

2) **Online**

ABC's Web-based eStatements is a media buyer's preferred method of acquiring information for analysis. Users can access current and historical information via a password.

3) **Non-Paid Newspaper Analysis Tool**

ABC's e-Data department offers effective analysis tools online through member subscriptions. Publisher information, newspaper affiliation, circulation by Designated Market Area (DMA) and Metropolitan Statistical Area (MSA) and other details are available for efficient analysis.



**Audit Bureau of Circulations**  
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## The Audit Advantage for Non-Paid Newspapers

Newspapers



Audit Bureau of Circulations

## Why get an audit of your non-paid newspaper?

You've already chosen the Audit Bureau of Circulations (ABC) for your paid newspaper audit, so you understand the advertising value of third-party verification.

Ensure that your free newspaper also stands out as a unique and high quality piece that advertisers can **trust**. Get a non-paid newspaper audit from ABC. Whether the product is delivered by hand or via mail, **reliable** and **accurate** audit results are guaranteed.

## Gain a sales tool that makes a difference.

Audits represent **credibility** to advertisers. Arm your sales staff with hard numbers to confidently sell ad space and build relationships with your advertisers.



Audit Bureau  
of Circulations

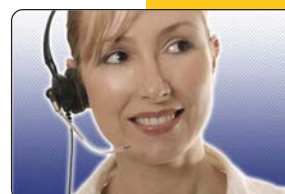
## How is the audit conducted?

The audit begins with ABC's receipt of your recipient file (in print or electronically). Depending on record keeping practices, this may be all that's needed to choose a sample and begin the analysis. The verification system is a four-step process:



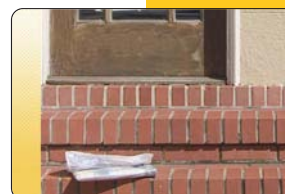
### 1) Confirmation Postcards

Postcards are mailed to every resident address in the sample asking them to confirm that delivery of your product is received on a regular basis.



### 2) Telephone Calls

ABC will place telephone calls to a sample of recipients if a low response was received using the postcard method.



### 3) Personal Observation

An ABC auditor will personally observe product delivery to all remaining residences.



### 4) Personal Contact

The ABC auditor will knock on recipients doors if the product has not been seen delivered. With a sample of your product in hand, the auditor will ask if the product is received on a regular basis.

## You have an impact on the process.

*There may be households in the sample where the auditor wasn't able to make contact. As the publisher, this is your opportunity to confirm delivery by contacting these individuals. Results are then reviewed and tested by ABC in order to assemble the most accurate picture of your non-paid newspaper circulation.*

## What information does an Audit Report provide?

Here's a brief overview of the key sections in a typical Audit Report:

### Address Specific

The delivery method is important to advertisers. Paragraph 1A breaks out these delivery methods into four categories:

- Home Delivery
- Home Delivery, Unoccupied Households
- Home Delivery with Paid Product
- Mail Delivery

A total average of distribution is also provided.

### Market Coverage

Paragraph 1B will show the blanket distribution to specified areas, such as ZIP codes.

### Public Access

Paragraph 1C reports the address-specific bulk distribution to public access locations. This data is broken out by location type, e.g., apartment complexes, newspaper racks. The final number is a compilation of the total average non-paid newspaper product delivered to public access locations.

### Distribution by Issue

Paragraph 2 provides advertisers with an overview of the total distribution. Every issue within the reporting period is shown by delivery method. Unlike paragraph 1, which is an average for the entire audit period, this is the actual total distribution of all issues delivered.

### Geographic Distribution

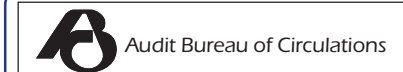
Paragraph 3A reports distribution by town while paragraph 3B reports it by ZIP code. These two paragraphs are identical in format to the paid circulation statement.

### One-Day Distribution

Paragraph 4 gives advertisers a snapshot of a single day's distribution by means other than town or ZIP code. This example highlights data by micro-ZIP code.

### Other Details

The explanatory paragraph provides supplemental information and disclosures and includes an explanation of audit methodology.



**AUDIT REPORT**  
Average Non-Paid Distribution  
For six months ended June 30, 2005

## The Anytown Gazette

Anytown Publishing  
Publishing Company  
ABC Newspaper Company  
Newspaper Affiliation  
1234 Main Street  
Address  
Anytown, State 00000  
City, State ZIP  
Wednesday  
Day of Publication

Definition of Recipient: PUBLICATION is a weekly community newspaper distributed to single family households, mobile homes, duplexes and multi-unit complexes within County A and County B.

**1A. AVERAGE NON-PAID DISTRIBUTION TO ADDRESS SPECIFIC DESIGNATED HOUSEHOLDS:**

	Wednesday
Home Delivery .....	19,200
Home Delivery, Unoccupied Households .....	
Mail Delivery .....	240
<b>TOTAL AVERAGE NON-PAID DISTRIBUTION TO ADDRESS SPECIFIC DESIGNATED HOUSEHOLDS .....</b>	<b>19,440</b>

**1B. AVERAGE NON-PAID DISTRIBUTION: MARKET COVERAGE**

Home Delivery .....	
<b>TOTAL AVERAGE NON-PAID DISTRIBUTION: MARKET COVERAGE .....</b>	<b>None of record</b>
<b>TOTAL AVERAGE NON-PAID DISTRIBUTION TO ADDRESS SPECIFIC DESIGNATED HOUSEHOLDS &amp; MARKET COVERAGE .....</b>	<b>19,440</b>

**1C. AVERAGE PUBLIC ACCESS DISTRIBUTION: See Par. 5(b)**

Apartment Complexes (Bulk drops) .....	8,200
Racks and Concessions .....	3,500
<b>TOTAL AVERAGE PUBLIC ACCESS DISTRIBUTION: .....</b>	<b>11,700</b>

**1D. TOTAL AVERAGE NON-PAID DISTRIBUTION TO ADDRESS SPECIFIC HOUSEHOLDS, MARKET COVERAGE AND PUBLIC ACCESS:**

	31,140
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**2. NON-PAID DISTRIBUTION BY ISSUE:**

Issue Date	Address Specific			Public Access			TOTAL
	Home Delivery	Mail Delivery	Total Address Specific	Apartment Complexes	Racks & Concessions	Total Public Access	
May 4, 2005	19,850	210	20,060	8,300	3,500	11,800	31,850

**3A. DISTRIBUTION IN TOWNS RECEIVING 25 OR MORE COPIES:**

Analysis optional and not made.

**3B. DISTRIBUTION BY ZIP CODES RECEIVING 25 OR MORE COPIES:**

State ZIP Code	Town	#1-104 Estimate	Address Specific		TOTAL	Avg. Proj. N-P Distribution	Household Coverage
			Home Delivery	Public Access			
00001	Anytown	10,200	2,010	525	2,535	2,560	25.10%

**4. ONE DAY GROSS DISTRIBUTION SUMMARY:**

Analysis optional and not made.

**5. EXPLANATORY:**

(a) County population and occupied household estimates appearing in ABC reports are obtained from ....

(b) Public Access copies represent copies delivered to various locations and intended for pickup. Verification is made of distribution to location only and not of actual pickup.

Audit Methodology:  
Verification of this publication included, but was not limited to, reconciliation of claimed household recipients to publisher records quantifying delivery by route; and review of internal publisher records supporting production and distribution claims. A statistically valid, random sampling of households and/or public access locations was selected and Bureau auditors verified delivery either by contact with the resident of household locations or by visual observation of actual distribution to households or public access locations. It is the practice of the Audit Bureau of Circulations to identify conditions such as non-delivery and other non-qualifying distribution, and adjust publisher's claims accordingly for the cumulative effect of these conditions. If such conditions were found in this verification, the averages in Paragraphs 1 through 4 of this report are net of those conditions.