



# FAX

TO: Don Flood  
 FROM: Tim Bingaman  
 DATE: 07/02/2008  
 NUMBER OF PAGES (including cover): PDF

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Following is a proof of your circulation audit statement and readership study. Please fill-in incomplete sections, make corrections, and confirm proof approval by fax as soon as possible.

Paragraphs one (1) through four (4) on your audit report should be complete, and list current contact information and rate card data. Please review paragraphs nine through ten closely for unique spelling of local market areas.

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**NOT FOR DISCLOSURE**

**-AUDIT PROOF-**

- PRINT AS IS
- MAKE CORRECTIONS THEN PRINT
- RESUBMIT PROOF

PLEASE FAX BACK CORRECTED PAGES ONLY

Name \_\_\_\_\_ Date \_\_\_\_\_

**Audit Period: July 1, 2007 – March 31, 2008**

**Middletown Transcript**

10 W Green Street  
Middletown, DE 19709  
(302) 378-9531  
(302) 378-0647 FAX

EMAIL:  
[www.middletowntranscript.com](http://www.middletowntranscript.com)

**1. Publication Information**

Average Net Circulation:	6,618 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 72 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Thursday / By 5 PM
Ownership:	Gatehouse Media Inc.
Year Established:	1868
Publication Type:	Community Newspaper
Content:	60% Advertising / 40% Editorial
Circulation Paid/Unpaid:	4% Unpaid / 96% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 74% Mail / 26% Single Copy
Insert Zoning Available:	No
CVC Member Number:	19-0300
DMA/MSA:	Philadelphia, PA / Philadelphia--Wilmington--Atlantic City, PA
Audit Funded By:	Publisher

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2008
Mechanical Data:	Six (6) columns x 16-inch column depth Full page: 10.33" wide X 16" depth.
Open Rate:	Local: \$12.10 per column inch National: \$12.10 per column inch
Insert Open Rate:	\$37.00-\$53.00 per thousand
Classified Rate:	\$12.60 for up to 3 lines

Volume, frequency, contract, color, and other rates may be available from the publisher.

**3. Contact Information**

Publisher:	Don Flood	EMAIL:
Advertising:	Debra Kalinowski	EMAIL: <a href="mailto:debra.kalinowski@doverpost.com">debra.kalinowski@doverpost.com</a>
Circulation:	Joan Kocher	EMAIL: <a href="mailto:joan.kocher@doverpost.com">joan.kocher@doverpost.com</a>

**4. Circulation Pricing**

Middletown Transcript is a paid circulation weekly with a cover price of \$0.50. Annual mail subscription rate: \$18.95

## 5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 19-0300		Middletown Transcript Middletown, DE
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>6,618</b>
Average Gross Distribution	(5-F)	7,372
Average Net Press Run	(5-A)	7,397
<b>Audit Period Detail</b>		
A. Average Net Press Run		7,397
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		23
4. Restock & Office Service		278
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>301</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		1,646
3. Mail		5,425
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>7,071</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		7,372
G. Unclaimed / Returns		(754)*
<b>H. Average Net Circulation</b>		<b>6,618</b>

### 6A. Audited Average Website Reporting

	Weekly Audit Period Average
Unique Visitors	2,014
Page Views	16,361
Hits	55,423

### 6B. Audited Online Edition Reporting

	Audit Period Average
Total Online Edition Circulation	Not Applicable
Unique Online Edition Circulation	Not Applicable

## 7. Explanatory

### PARAGRAPH FIVE

#### AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

#### AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
1. HOME DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle \*(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

### PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

PAGE VIEWS: The transmittal of a full page contained within the website to the user's browser.

HITS: The successful transmission of a file contained within a web-page. A single web-page can consist of multiple files which are counted as a hit as the page is downloaded.

### PARAGRAPH SIX (B)

TOTAL ONLINE EDITION READERS: Registered and/or non-registered users who open and read one or more pages of the online edition during the edition cycle.

UNIQUE ONLINE EDITION READERS: Registered users who have supplied CVC verification information to validate the online edition reader is not a duplicated print edition reader.

## 8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/08-12/31/08	CVC	6,564	-	-	-
01/01/07-12/31/07	CVC	-	-	6,653	6,635

## 9. Distribution by Zip Code (12/27/2007 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
19701	Bear	New Castle	0	15	222	0	237
19702	Newark	New Castle	0	15	95	0	110
19706	Delaware City	New Castle	0	40	24	0	64
19709	Middletown	New Castle	0	1,349	3,536	320	5,205
19711	Newark	New Castle	0	0	22	0	22
19713	Newark	New Castle	0	0	13	0	13
19720	New Castle	New Castle	0	0	52	0	52
19730	Odessa	New Castle	0	50	104	0	154
19731	Port Penn	New Castle	0	0	15	0	15
19733	Saint Georges	New Castle	0	0	7	0	7
19734	Townsend	New Castle	0	170	910	0	1,080
19801	Wilmington	New Castle	0	0	14	0	14
19803	Wilmington	New Castle	0	0	6	0	6
19804	Wilmington	New Castle	0	0	8	0	8
19805	Wilmington	New Castle	0	0	6	0	6
19808	Wilmington	New Castle	0	0	16	0	16
19809	Wilmington	New Castle	0	0	6	0	6
19901	Dover	Kent	0	0	17	0	17
19904	Dover	Kent	0	0	12	0	12
19938	Clayton	Kent	0	0	25	0	25
19958	Lewes	Sussex	0	0	5	0	5
19977	Smyrna	Kent	0	0	68	0	68
21635	Galena	Kent, MD	0	0	16	0	16
21651	Millington	Kent, MD	0	0	5	0	5
21912	Warwick	Cecil, MD	0	0	51	0	51
21913	Cecilton	Cecil, MD	0	0	6	0	6
21915	Chesapeake City	Cecil, MD	0	0	9	0	9
21919	Earleville	Cecil, MD	0	0	11	0	11
21921	Elkton	Cecil, MD	0	0	9	0	9
Misc.	Assorted	Assorted	0	0	185	0	185
<b>TOTAL</b>			<b>0</b>	<b>1,639</b>	<b>5,475</b>	<b>320</b>	<b>7,434</b>



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### 10. Distribution by County (12/27/2007 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Kent	Clayton Dover Smyrna	0	0	122	0	122
New Castle	Bear Delaware City Middletown New Castle Newark Odessa Port Penn Saint Georges Townsend Wilmington	0	1,639	5,056	320	7,015
Sussex	Lewes	0	0	5	0	5
Cecil, MD	Cecilton Chesapeake City Earleville Elkton Warwick	0	0	86	0	86
Kent, MD	Galena Millington	0	0	21	0	21
Misc.	Assorted	0	0	185	0	185
<b>TOTAL</b>		<b>0</b>	<b>1639</b>	<b>5475</b>	<b>320</b>	<b>7434</b>

### 11. Verification of Receivership & Readership

#### Paid Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 171 subscribers in the primary market areas indicated in paragraph nine. The purpose was to identify the number of subscribers from the publisher's subscription list who indicate they paid for and receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit cycle between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. Middletown Transcript is distributed regularly in your area. Do you subscribe to Middletown Transcript?

2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Middletown Transcript?

**CVC interviews indicate that 171 of 171 households or 100% indicated they subscribe to and receive Middletown Transcript.**

**CVC interviews indicate that 166 of 171 or 97.1% indicate they regularly read or look through Middletown Transcript.**

\*Households with confirmed stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.



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## 12. Verification of Distribution

### Paid Single Copy Distribution

The Circulation Verification Council interviewed and/or visited single copy sales locations chosen randomly from the publication's delivery list. The purpose was to identify the number of locations who indicate they receive the publication on a regular basis, and further verify the number of publications distributed at the beginning of the edition cycle, and the number of editions left unclaimed by readers at the end of the edition cycle.

**CVC interviews indicate that 100% of reported single copy sales locations indicated they received Middletown Transcript on a regular basis.**

**CVC interviews indicate that less than 40% of Middletown Transcript's single copy distributed editions are returned to the publisher unclaimed after the edition cycle.**

## 13. Paid Reporting Analysis

<b>HOME DELIVERY</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
<b>MAIL</b>	Basic Rates: \$18.95 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	5,425
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
<b>SINGLE COPY</b>	COVER PRICE: \$0.50
	AVERAGE WHOLESALE RATE: \$0.35
<b>OTHER:</b>	

## 14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



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**The current status of this report expires June 30, 2009.**

If this report is presented after June 30, 2009 please call the toll-free number listed below.

## Middletown Transcript – Dover, DE – 19-0300 - Supplemental Readership Study

The Circulation Verification Council interviewed 251 readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 at the 95% confidence level. \*166 Survey respondents were interviewed during the verification of home delivery and mail distribution. 85 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- **Average readers per edition during the audit period: 2.0**  
 \*Readership estimates compiled from 2008 CVC circulation & readership study data.

1. Middletown Transcript is distributed regularly in your area. Do you regularly read or look through Middletown Transcript?

YES	251	Survey Respondents
NO		Survey Terminated

2. Do you frequently purchase products or services from ads seen in Middletown Transcript?

YES	198	78.9%
NO	53	21.1%

3. How long do you keep Middletown Transcript before discarding it?

47%	1-2 Days
26%	3-4 Days
10%	5-6 Days
17%	1 Week or More

4. Please select the category that best describes your age.

Reader Demographics	Market Demographics
01%	05% 18 - 20
02%	08% 21 - 24
12%	20% 25 - 34
19%	24% 35 - 44
24%	19% 45 - 54
20%	10% 55 - 64
17%	08% 65 - 74
05%	06% 75 years or older

5. What category best describes your combined annual household income for last year?

Reader Demographics	Market Demographics	Income Category
09%	21%	Under \$25,000
21%	28%	\$25,001 - \$49,999
30%	21%	\$50,000 - \$74,999
27%	15%	\$75,000 - \$99,999
11%	10%	\$100,000 –\$149,999
02%	05%	Over \$150,000

6. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	Education Level
02%	14%	Some High School or Less
24%	36%	Graduated High School
31%	24%	Some College
30%	18%	Graduated College
13%	08%	Completed Post Graduate

7. Which of the following products or services do you plan to purchase during the next twelve months?

Percentage	Product/Service	Note
17%	New Automobile	(% = Positive respondents)
13%	Used Automobile	
17%	Antiques / Auctions	
60%	Furniture / Home Furnishings	
25%	Major Home Appliance	
15%	Home Computers	
57%	Home Improvements / Supplies	
30%	Television / Electronics	
21%	Carpet / Flooring	
47%	Automobile Accessories (tires, brakes & service)	
72%	Lawn & Garden	
28%	Florist / Gift Shops	
32%	Home Heating / Air Conditioning (service, new equipment)	
50%	Vacations / Travel	
06%	Real Estate	
75%	Men's Apparel	
86%	Women's Apparel	
41%	Children's Apparel	
05%	Boats / Personal Watercraft	
31%	Art & Crafts Supplies	
27%	Childcare	
19%	Education / Classes	
07%	Attorney	
22%	Veterinarian	
18%	Chiropractor	
56%	Financial Planner (Retirement, Investing)	
69%	Tax Advisor / Services	
21%	Health Club / Exercise Class	
46%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
04%	Weight Loss	
45%	Lawn Care Service (Maintenance & Landscaping)	
63%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
71%	Pharmacist / Prescription Service	
22%	Cellular Phone New/Update Service	
75%	Dining & Entertainment	
19%	Jewelry	
13%	Wedding Supplies	
41%	Athletic & Sports Equipment	