

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

Smyrna/Clayton Sun-Times

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1. Publication Information

Average Net Circulation:	4,448 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 44 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / By 11 AM
Ownership:	Gatehouse Media Inc.
Year Established:	1854
Publication Type:	Community Newspaper
Content:	55% Advertising / 45% Editorial
Circulation Paid/Unpaid:	15% Unpaid / 85% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 64 % Mail / 36% Controlled Bulk
Insert Zoning Available:	No
CVC Member Number:	19-0299
DMA/MSA:	Philadelphia, PA / Dover, DE
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: \$10.80 per column inch National: \$10.80 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:	Tom Quinn	EMAIL: tom.quinn@doverpost.com
Advertising:	Brigitte McKinney	EMAIL: brigitte.mckinney@doverpost.com
Circulation:	Mary Ann MacDonald	EMAIL: maryann.macdonald@doverpost.com

4. Circulation Pricing

Smyrna/Clayton Sun-Times 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: 19-0299		Smyrna/Clayton Sun-Times Smyrna, DE
Audit Period Summary		
Average Net Circulation	(5-H)	4,448
Average Gross Distribution	(5-F)	4,921
Average Net Press Run	(5-A)	4,946
Audit Period Detail		
A. Average Net Press Run		4,946
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		43
4. Restock & Office Service		363
5. Other: Samples		308
TOTAL AVERAGE CONTROLLED DISTRIBUTION		714
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		1,109
3. Mail		3,098
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		4,207
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		4,921
G. Unclaimed / Returns		(473)*
H. Average Net Circulation		4,448

6A. Audited Average Website Reporting

	Weekly Audit Period Average
Unique Visitors	652
Page Views	8,568
Hits	20,124

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.
5. OTHER: Samples
- 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.
5. OTHER:
- 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	4,228	-	-	-
01/01/07-12/31/07	CVC	-	-	4,910	4,204

9. Distribution by Zip Code (12/26/2007 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
19709	Middletown	New Castle	0	0	19	0	19
19734	Townsend	New Castle	0	0	114	0	114
19901	Dover	Kent	0	0	58	0	58
19903	Dover	Kent	0	0	6	0	6
19904	Dover	Kent	0	0	110	0	110
19938	Clayton	Kent	0	0	793	0	793
19953	Hartly	Kent	0	0	41	0	41
19955	Kenton	Kent	0	0	24	0	24
19977	Smyrna	Kent	0	0	1,800	0	1,800
Misc.	Assorted	Assorted	0	0	256	0	256
TOTAL			0	0	3,221	0	3,221

10. Distribution by County (12/26/2007 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Kent	Clayton	0	0	2,832	0	2,832
	Dover					
	Hartly					
	Kenton					
	Smyrna					
New Castle	Middletown	0	0	133	0	133
	Townsend					
Misc.	Assorted	0	0	256	0	256
TOTAL		0	0	3,221	0	3,221

11. Verification of Receivership & Readership

Paid Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 222 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. Smyrna/Clayton Sun-Times is distributed regularly in your area. Do you subscribe to Smyrna/Clayton Sun-Times?

2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Smyrna/Clayton Sun-Times?

CVC interviews indicate that 222 of 222 households or 100% indicated they subscribe to and receive Smyrna/Clayton Sun-Times.

CVC interviews indicate that 215 of 222 or 96.8% indicate they regularly read or look through Smyrna/Clayton Sun-Times.

*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%.

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 Smyrna/Clayton Sun-Times on a regular basis.

CVC interviews indicate that less than 35% of Smyrna/Clayton Sun-Times' single copy distributed editions are returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

HOME DELIVERY	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
MAIL	Basic Rates: \$18.95 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	3098
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: \$0.50
	AVERAGE WHOLESALER RATE: \$0.35
OTHER:	

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.



www.cvcaudit.com

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.



Smyrna/Clayton Sun Times – Dover, DE – 19-0299 - Supplemental Readership Study

The Circulation Verification Council interviewed 250 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. *215 Survey respondents were interviewed during the verification of home delivery and mail distribution. 35 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: 2.05***
*Readership estimates compiled from 2008 CVC circulation & readership study data.

1. Smyrna/Clayton Sun Times is distributed regularly in your area. Do you regularly read or look through Smyrna/Clayton Sun Times?

YES 250 Survey Respondents
 NO Survey Terminated

2. Do you frequently purchase products or services from ads seen in Smyrna/Clayton Sun Times?

YES 179 71.6%
 NO 71 28.4%

3. How long do you keep Smyrna/Clayton Sun Times before discarding it?

66% 1-2 Days
 17% 3-4 Days
 13% 5-6 Days
 04% 1 Week or More

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

Reader Demographics	Market Demographics
00%	05% 18 - 20
03%	07% 21 - 24
11%	19% 25 - 34
14%	24% 35 - 44
19%	20% 45 - 54
23%	10% 55 - 64
21%	08% 65 - 74
10%	07% 75 years or older

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

Reader Demographics	Market Demographics
18%	26%
26%	30%
28%	19%
20%	12%
07%	08%
01%	05%

Under \$25,000
\$25,001 - \$49,999
\$50,000 - \$74,999
\$75,000 - \$99,999
\$100,000 - \$149,999
Over \$150,000

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

Reader Demographics	Market Demographics
04%	16%
39%	39%
36%	24%
19%	14%
02%	07%

Some High School or Less
Graduated High School
Some College
Graduated College
Completed Post Graduate

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




(% = Positive respondents)

12%	New Automobile
09%	Used Automobile
23%	Antiques / Auctions
41%	Furniture / Home Furnishings
22%	Major Home Appliance
12%	Home Computers
55%	Home Improvements / Supplies
26%	Television / Electronics
11%	Carpet / Flooring
42%	Automobile Accessories (tires, brakes & service)
57%	Lawn & Garden
24%	Florist / Gift Shops
44%	Home Heating / Air Conditioning (service, new equipment)
41%	Vacations / Travel
04%	Real Estate
68%	Men's Apparel
86%	Women's Apparel
30%	Children's Apparel
03%	Boats / Personal Watercraft
38%	Art & Crafts Supplies
19%	Childcare
27%	Education / Classes
08%	Attorney
18%	Veterinarian
21%	Chiropractor
16%	Financial Planner (Retirement, Investing)
57%	Tax Advisor / Services
17%	Health Club / Exercise Class
32%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
01%	Weight Loss
39%	Lawn Care Service (Maintenance & Landscaping)
46%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
81%	Pharmacist / Prescription Service
16%	Cellular Phone New/Update Service
68%	Dining & Entertainment
20%	Jewelry
07%	Wedding Supplies
29%	Athletic & Sports Equipment



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Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

