

**CIRCULATION
VERIFICATION
COUNCIL**

Publication Audit Report

CIRCULATION VERIFICATION COUNCIL

P.O. Box 31523

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www.cvcaudit.com

AUDIT REPORT: Newspaper

AUDIT PERIOD: January 1, 2002 – June 30, 2004

TODAY'S ADVANTAGE

192-A Alton Square Mall Drive (PO Box 8003)
Alton, IL 62002

PHONE: (618) 463-0612
FAX: (618) 463-0733
EMAIL: Art@TodaysAdvantage.com
INTERNET: www.todaysadvantage.com

1. Publication Information

Average Net Circulation:	39,977
Number of Editions:	One
Format & Average Page Count:	Tabloid / 36 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / All Day
Ownership:	Today's AdVantage, Inc.
Year Established:	1986
Publication Type:	Community Newspaper
Content:	70% Advertising / 30% Editorial
Paid/Unpaid:	0% Paid / 100% Unpaid
Primary Delivery Methods:	100% Mail
Insert Zoning Available:	Yes - ZIP Code/Route
CVC Member Number:	10-0076
Audit Funded By:	Midwest Free Community Papers #722

2. Rate Card and Mechanical Data

Rate Card Date:	August 1, 2001
Mechanical Data:	Five (5) columns x 16.5-inch column depth Full page: 10.25" wide X 16.5" depth
Open Rate:	Local \$24.00 per column inch National \$27.60 per column inch
Insert Open Rate:	\$45.00 per thousand (8 1/2x11 single sheet pricing)
Classified Rate	\$24.00 per column

Volume, contract, and color rates available from publisher.

3. Contact Information

Publishers:	Sharon McRoy and James Seibold
Advertising:	Eric McRoy

4. Circulation Pricing

Today's AdVantage is controlled circulation weekly without circulation pricing.
Annual mail subscription N/A

5. Audited Circulation, Distribution and Net Press Averages

Today's Advantage, Alton, IL	
A. Controlled Distribution	
1. Home Delivery	0
2. Controlled Bulk Delivery	0
3. Mail	40,378
4. Restock & Office Service Delivery	300
5. Other: _____	0
B. Paid Distribution	
1. Home Delivery	0
2. Single Copy	0
3. Mail	0
4. Restock & Office Service Delivery	0
5. Other: _____	0
C. Average Gross Distribution	40,678
D. Unclaimed / Returns	0
E. Average Net Circulation	40,678
F. Office / File	100
G. Average Net Press Run	40,778

6. Explanatory

A. CONTROLLED DISTRIBUTION	
1.	Editions delivered by carrier to single or multi-family residences.
2.	Controlled bulk distribution to newsracks and area retail businesses.
3.	Editions delivered to residents and /or businesses via US Postal Service delivery.
4.	Copies maintained by publisher for distribution through restock of controlled bulk drop locations, office or advertising purposes during the edition cycle.
B. PAID DISTRIBUTION	
1.	Editions delivered by carrier to paid subscribers.
2.	Controlled bulk distribution to paid subscribers.
3.	Editions delivered to subscribers via US Postal Service delivery.
4.	Copies maintained by publisher for distribution through restock of rack & newsstand locations.
C. 1.	Average gross distribution for the audit period indicated.
D. 1.	Unsold and /or unclaimed editions returned to the publisher after the edition cycle.
E. 1.	Average net circulation for the audit period indicated
F. 1.	Office copies used for internal file & tearsheet purposes.
G. 1.	Average number of editions printed during the audit period indicated.

7. Average Circulation History

AUDIT PERIOD	CIRCULATION	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/04-06/30/04	40,677	CVC	40,677	40,677	-	-
01/01/03-12/31/03	40,677	CVC	40,677	40,677	40,677	40,677
01/01/02-12/31/02	40,677	CVC				
01/01/00-12/31/01	40,913	CVC				
01/01/99-12/31/99	42,609	CVC				
01/01/97-12/31/97	41,030	CVC				
01/01/96-12/31/96	41,074	CVC				

8. Defined Market Area

Circulation areas include, but are not limited to the cities of Alton, Moro, Godfrey, Roxana, Wood River, Dorsey, Hartford, South Roxana, East Alton, Cottage Hills, and Bethalto, all in the State of Illinois.

9. Distribution by Zip Code (03/31/2004 Edition)

Zip Code	City	Home Delivery	Rack & Store	Mail	Office/ Restock	Total
62002	Alton	0	0	14,254	0	14,254
62035	Godfrey	0	0	6,618	0	6,618
62084	Roxana	0	0	647	0	647
62095	Wood River	0	0	4,530	0	4,530
62021	Dorsey	0	0	427	0	427
62048	Hartford	0	0	629	0	629
62087	South Roxana	0	0	959	0	959
62024	East Alton	0	0	5,223	0	5,223
62018	Cottage Hills	0	0	1,692	0	1,692
62010	Bethalto	0	0	4,524	0	4,524
62067	Moro	0	0	875	0	875
TOTALS		0	0	40,378		40,378

10. Distribution by County (03/31/2004 Edition)

County	City/Area	Home Delivery	Controlled Bulk	Mail	Office/ Restock	Total
Madison	Alton	0	0	40,378	0	40,378
	Moro	0	0		0	
	Godfrey	0	0		0	
	Roxana	0	0		0	
	Hartford	0	0		0	
	South Roxana	0	0		0	
	East Alton	0	0		0	
	Cottage Hills	0	0		0	
	Bethalto	0	0		0	
	Dorsey	0	0		0	
	Wood River	0	0		0	
TOTALS		0	0	40,378		40,378



11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 448 residents in the primary market area indicated in paragraph nine. The purpose was to identify the number of residents who indicate they 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 Monday, November 24, 2003 through Friday, February 27, 2004 between the hours of 5:30 PM - 8:30 PM and 10:00 AM - 2:00 PM. Over a fourteen-day calling period 816 calls were places and 448 residents were interviewed. All respondents identified themselves as 18 or older. The following questions were asked:

1. Today's AdVantage is distributed weekly in your area. Do you receive the Today's AdVantage on a regular basis?
 2. (If response to #1 was YES) Do you or someone in your household regularly read or look through the Today's AdVantage?
- CVC interviews indicate that 444 of 448 households or 99.1% indicated they receive the Today's AdVantage on a regular basis.
 - CVC interviews indicate that 368 of 444 or 82.9% indicate they normally read or look through the Today's AdVantage.
 - Average readers per edition during the audit period: 1.85

*Readership estimates compiled from 2003/2004 CVC circulation & readership study data.

*Households reporting 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

Controlled Bulk Distribution

- Today's AdVantage did not report significant controlled bulk distribution during the audit period.

13. Council Audit Statement

We have reviewed the distribution, circulation and printing records of this publication for the purpose of compiling this information. Our review was completed using Council auditing procedures and surveys considered necessary under the circumstances of the audit. In our opinion, this report fairly and accurately represents the publication's distribution and/ or circulation for the period (s) indicated.

Circulation Verification Council

August 12, 2004

