

Circulation Audit Report

Audit Period: July 1, 2005 – June 30, 2007

The Nickel

1112 ½ Adams Ave.
La Grande, OR 97850
(541) 963-6237
(541) 963-8853 FAX

EMAIL: ads@lagrandenickel.com
www.lagrandenickel.com

1. Publication Information

Average Net Circulation:	13,365
Number of Editions:	One
Format & Average Page Count:	Tabloid / 24 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Thursday / by 6 PM
Ownership:	Ronde Valley Publishing
Year Established:	1984
Publication Type:	Shopper
Content:	90% Advertising / 10% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	2% Mail / 98% Controlled Bulk
Insert Zoning Available:	Yes - Route
CVC Member Number:	21-0012
Audit Funded By:	Independent Free Papers of America Pacific Northwest Association of Want Ad Newspapers

2. Rate Card and Mechanical Data

Rate Card Date:	July 1, 2007
Mechanical Data:	Seven (7) columns x 14-inch column depth Full page: 10.4" wide X 14" depth.
Open Rate:	Local \$6.00 per column inch National \$6.00 per column inch
Insert Open Rate:	\$45.00 per thousand
Classified Rate:	\$6.50 - up to 15 words; \$0.10 each additional word
Volume, contract, color, and other rates available from publisher.	

3. Contact Information

Publisher:	Susy McBride	EMAIL: susy@lagrandenickel.com
Advertising:	Fritz Flowers	EMAIL: ads@lagrandenickel.com
Circulation:	Fritz Flowers	EMAIL: ads@lagrandenickel.com

4. Circulation Pricing

The Nickel is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$95.00



5. Audited Circulation, Distribution and Net Press Averages

Acct # 21-0012	The Nickel La Grande, OR
A. Controlled Distribution	
1. Home Delivery	0
2. Controlled Bulk Delivery	13,475
3. Mail	287
4. Restock & Office Service Delivery	188
5. Other:	0
TOTAL AVERAGE CONTROLLED DISTRIBUTION	13,950
B. Paid Distribution	
1. Home Delivery	0
2. Single Copy	0
3. Mail	0
4. Restock & Office Service Delivery	0
5. Other:	0
TOTAL AVERAGE PAID DISTRIBUTION	0
C. Sponsored / Voluntary Paid Distribution	
TOTAL AVERAGE SPONSORED DISTRIBUTION	0
D. Average Gross Distribution	13,950
E. Unclaimed / Returns	(585)*
F. Average Net Circulation	13,365
G. Office / File	50
H. Average Net Press Run	14,000

6. Explanatory

A.	<ol style="list-style-type: none"> 1. Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses. 2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns. 3. Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses. 4. Copies 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.
B.	<ol style="list-style-type: none"> 1. Editions delivered by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses. 2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns. 3. Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
C.	No Sponsored Distribution.
D.	1. Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).)
E.	1. Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 12 for CVC return/unclaimed confirmation.)
F.	1. Average net circulation for the audit period indicated.
G.	1. Undistributed editions maintained by the publisher for office purposes.
H.	1. Average net press run during the audit period indicated.

7. Average Circulation History

PERIOD	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/07-12/31/07	CVC	13,797	13,834	-	-
01/01/06-12/31/06	CVC	13,594	13,638	13,175	12,997
01/01/05-12/31/05	CVC	13,446	13,551	12,968	12,946
01/01/04-12/31/04	CVC	12,718	13,111	13,261	13,125
01/01/03-12/31/03	CVC	-	-	12,718	12,718

8. Defined Market Area

Circulation areas include, but are not limited to the cities of Baker City, Cove, Elgin, Enterprise, Haines, Halfway, Imbler, Island City, John Day, Joseph, La Grande, Lostine, North Powder, Pendleton, Summerville, Sumpter, Union and Wallowa, in Baker, Grant, Umatilla, Union and Wallowa counties, all in the state of Oregon.

9. Distribution by Zip Code (6/30/2007 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
97801	Pendleton	Umatilla	0	0	0	100	100
97814	Baker City	Baker	0	4,170	0	0	4,170
97824	Cove	Union	0	125	0	0	125
97827	Elgin	Union	0	530	0	0	530
97828	Enterprise	Wallowa	0	795	0	0	795
97833	Haines	Baker	0	125	0	0	125
97834	Halfway	Baker	0	0	0	300	300
97841	Imbler	Union	0	200	0	0	200
97845	John Day	Grant	0	0	200	0	200
97846	Joseph	Wallowa	0	340	0	0	340
97850	La Grande	Union	0	4,119	0	101	4,220
97850	Island City	Union	0	1,580	0	0	1,580
97857	Lostine	Wallowa	0	130	0	0	130
97867	North Powder	Union	0	225	0	0	225
97876	Summerville	Union	0	50	0	0	50
97877	Sumpter	Baker	0	0	50	0	50
97883	Union	Union	0	565	0	0	565
97885	Wallowa	Wallowa	0	295	0	0	295
TOTAL			0	13,249	250	501	14,000

10. Distribution by County (6/30/2007 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Baker	Baker City Haines Halfway Sumpter	0	4,295	50	300	4,645
Grant	John Day	0	0	200	0	200
Umatilla	Pendleton	0	0	0	100	0
Union	Cove Elgin Imbler Island City La Grande North Powder Summerville Union	0	7,394	0	101	7,495
Wallowa	Enterprise Joseph Lostine Wallowa	0	1,560	0	0	1,560
TOTAL		0	13,249	250	501	14,000

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

- **The Nickel did not report significant home delivery or mail distribution during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents.**

12. Verification of Distribution

Controlled Bulk Distribution

The Circulation Verification Council interviewed and visited controlled bulk locations chosen randomly from the publication route lists. 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. The interviews took place throughout the audit cycle between the hours of 9:00 AM and 5:00 PM.

- **CVC interviews indicate that over 99% of reported controlled bulk drop locations indicated they received The Nickel on a regular basis.**
- **CVC interviews indicate that less than 5% of The Nickel's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.**

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

13. Council Audit Statement

We have reviewed the printing, distribution, circulation, and general ledger 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 printing, distribution and/or circulation for the period (s) indicated.

Circulation Verification Council

October 10, 2007



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

The Nickel – La Grande, OR – 21-0012 Supplemental Readership Study

The Circulation Verification Council interviewed 533 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 have read at least two of the last four issues of the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software 2005. 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 news stories. 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 newspaper readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and general warm-up questions 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) newspaper 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).

• **Average readers per edition during the audit period: 2.05***

*Readership estimates compiled from 2007 CVC circulation & readership study data.

1. The Nickel is distributed every week in your area. Do you regularly read or look through The Nickel?

YES	533	Survey Respondents (46.6% Market Penetration)
NO	611	Survey Terminated

2. Do you frequently purchase products or services from ads seen in The Nickel?

YES	394	73.9%
NO	139	26.1%

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

Reader Demographics	Market Demographics
22%	38% Under \$25,000
37%	33% \$25,001 - \$49,999
23%	14% \$50,000 - \$74,999
12%	07% \$75,000 - \$99,999
06%	08% Over \$100,000

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

Reader Demographics	Market Demographics
08%	12% 18 - 24
18%	14% 25 - 34
26%	20% 35 - 44
28%	21% 45 - 54
20%	33% 55 years or older

5. Which of the following purchases are you planning during the next twelve months?

(% = Positive respondents)

- 30% Automobiles
- 16% Antiques / Auctions
- 53% Furniture / Home Furnishings
- 26% Major Home Appliance
- 21% Home Computers
- 47% Home Improvement / Supplies
- 33% Television / Electronics
- 27% Carpet / Flooring
- 63% Automobile Accessories (tires, brakes & service)
- 82% Dining & Entertainment
- 11% Farm Agricultural Supplies
- 39% Lawn & Garden
- 34% Florist / Gift Shops
- 47% Home Heating / Air Conditioning (service, new equipment)
- 56% Vacations
- 06% Real Estate

6. Do you or someone in your household plan to use any of the following services during the next 12 months? (% = Positive respondents)

- 90% Beauty Salon / Barber Shop
- 31% Childcare
- 43% Education / Classes
- 85% Dentist
- 08% Attorney
- 31% Pediatrician
- 30% Veterinarian
- 18% Chiropractor
- 21% Optometrist / Ophthalmologist
- 01% Laser Vision Correction
- 13% Financial Planner (Retirement, Investing)
- 64% Tax Advisor / Services
- 19% Health Club / Exercise Class
- 43% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 02% Weight Loss
- 37% Lawn Care Service (Maintenance & Landscaping)
- 66% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 52% Pharmacist / Prescription Service
- 01% Hearing Aid Specialist

7. Some stores use separate flyers or inserts to advertise specials and sales. How often would you read or look at inserts in The Nickel?

- 53% Always
- 21% Sometimes
- 24% Seldom
- 02% Never




8. Are you male or female? (Voice recognition – Gender Bias Rotation)

- 61% Male Readers
- 39% Female Readers



The Nickel - La Grande, Oregon
21-0012

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

