

Audit Period: July 1, 2007 – June 30, 2009

The Nickel-La Grande

1112 1/2 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:	14,018 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 20 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Thursday / by 5 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:	0% Home Delivery / 1% Mail / 99% Controlled Bulk
Insert Zoning Available:	Yes - Route
CVC Member Number:	21-0012
DMA/MSA:	Portland, OR
Audit Funded By:	Pacific Northwest Association of Want Ad Newspapers Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date:	July 1, 2009
Mechanical Data:	Seven (7) columns x 14-inch column depth Full page: 10.4" wide X 14" depth.
Open Rate:	Local: \$7.00 per column inch National: \$7.00 per column inch
Insert Open Rate:	\$45.00 per thousand
Classified Rate:	\$7.00 for up to 15 words
Volume, frequency, contract, color, and other rates may be available from the publisher.	

3. Contact Information

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

4. Circulation Pricing

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



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

CVC Account Number: 21-0012		The Nickel-La Grande La Grande, OR
Audit Period Summary		
Average Net Circulation	(5-H)	14,018
Average Gross Distribution	(5-F)	14,623
Average Net Press Run	(5-A)	14,673
Audit Period Detail		
A. Average Net Press Run		14,673
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		14,409
3. Mail		136
4. Restock & Office Service		78
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		14,623
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
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		14,623
G. Unclaimed / Returns		(605)*
H. Average Net Circulation		14,018

6A. Audited Average Website Reporting - www.lagrandenickel.com

	Monthly Audit Period Average
Website Unique Visitors	2,461
Website Page Views	11,033

6B. Audited Online Edition Reporting

	Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	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.
5. OTHER:
- 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.

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, within a defined time period (i.e. day, week or month). A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS: Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user's browser. Several page views are expected to be logged per Visit/Session.



8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	13,533	13,322		-
01/01/08-12/31/08	CVC	13,726	14,273	15,145	14,714
01/01/07-12/31/07	CVC	13,797	13,834	13,786	13,677
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	12,847	12,847	12,718	12,718

9. Distribution by Zip Code (6/25/2009 Edition) Thursday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
97801	Pendleton	Umatilla	0	0	0	50	50
97814	Baker City	Baker	0	4,159	0	0	4,159
97820	Canyon City	Grant	0	75	0	0	75
97824	Cove	Union	0	125	0	0	125
97825	Dayville	Grant	0	75	0	0	75
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	300	0	0	300
97841	Imbler	Union	0	125	0	0	125
97845	John Day	Grant	0	200	0	0	200
97846	Joseph	Wallowa	0	340	0	0	340
97850	La Grande	Union	0	4,119	0	87	4,206
97850	Island City	Union	0	1,580	0	0	1,580
97857	Lostine	Wallowa	0	130	0	0	130
97865	Mount Vernon	Grant	0	75	0	0	75
97867	North Powder	Union	0	225	0	0	225
97869	Prairie City	Grant	0	75	0	0	75
97876	Summerville	Union	0	50	0	0	50
97877	Sumpter	Baker	0	50	0	0	50
97883	Union	Union	0	565	0	0	565
97885	Wallowa	Wallowa	0	295	0	0	295
TOTAL			0	14,013	0	137	14,150

10. Distribution by County (6/25/2009 Edition) Thursday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Baker	Baker City Haines Halfway Sumpter	0	4,634	0	0	4,634
Grant	Canyon City Dayville John Day Mount Vernon Prairie City	0	500	0	0	500
Umatilla	Pendleton	0	0	0	50	50

10. Distribution by County (6/25/2009 Edition) Thursday CONTINUED

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Union	Cove	0	7,319	0	87	7,406
	Elgin					
	Imbler					
	Island City					
	La Grande					
	North Powder					
	Summerville					
Union						
Wallowa	Enterprise	0	1,560	0	0	1,560
	Joseph					
	Lostine					
	Wallowa					
TOTAL		0	14,013	0	137	14,150

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

The Nickel-La Grande 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. Home Delivery was verified through the review of carrier statements and additional publisher support documents.

12. Verification of Distribution

Controlled Bulk / Demand Distribution

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution 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 controlled bulk drop locations indicated they received The Nickel-La Grande on a regular basis.

CVC interviews indicate that less than 5% of The Nickel-La Grande's controlled bulk 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: \$95.00 / 1-Year
	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
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
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, 2011.

If this report is presented after June 30, 2011 please call the toll-free number listed below.

The Nickel-La Grande - La Grande, OR 97850 - 21-0012 - Supplemental Readership Study

The Circulation Verification Council interviewed 505 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. 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 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) 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. *0 Survey respondents were interviewed during the verification of home delivery and mail distribution. 505 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: 2.10***

*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. The Nickel-La Grande is distributed regularly in your area. Do you regularly read or look through The Nickel-La Grande?

YES	505	Survey Respondents (47.1% Market Penetration)
NO	568	Survey Terminated

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

YES	389	77.0%
NO	116	23.0%

3. How long do you keep The Nickel-La Grande before discarding it?

59%	1-2 Days
14%	3-4 Days
11%	5-6 Days
16%	1 Week or More

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

Reader Demographics	Market Demographics	
02%	05%	18 - 20
08%	08%	21 - 24
19%	13%	25 - 34
24%	17%	35 - 44
26%	21%	45 - 54
18%	16%	55 - 64
03%	09%	65 - 74
01%	11%	75 years or older



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

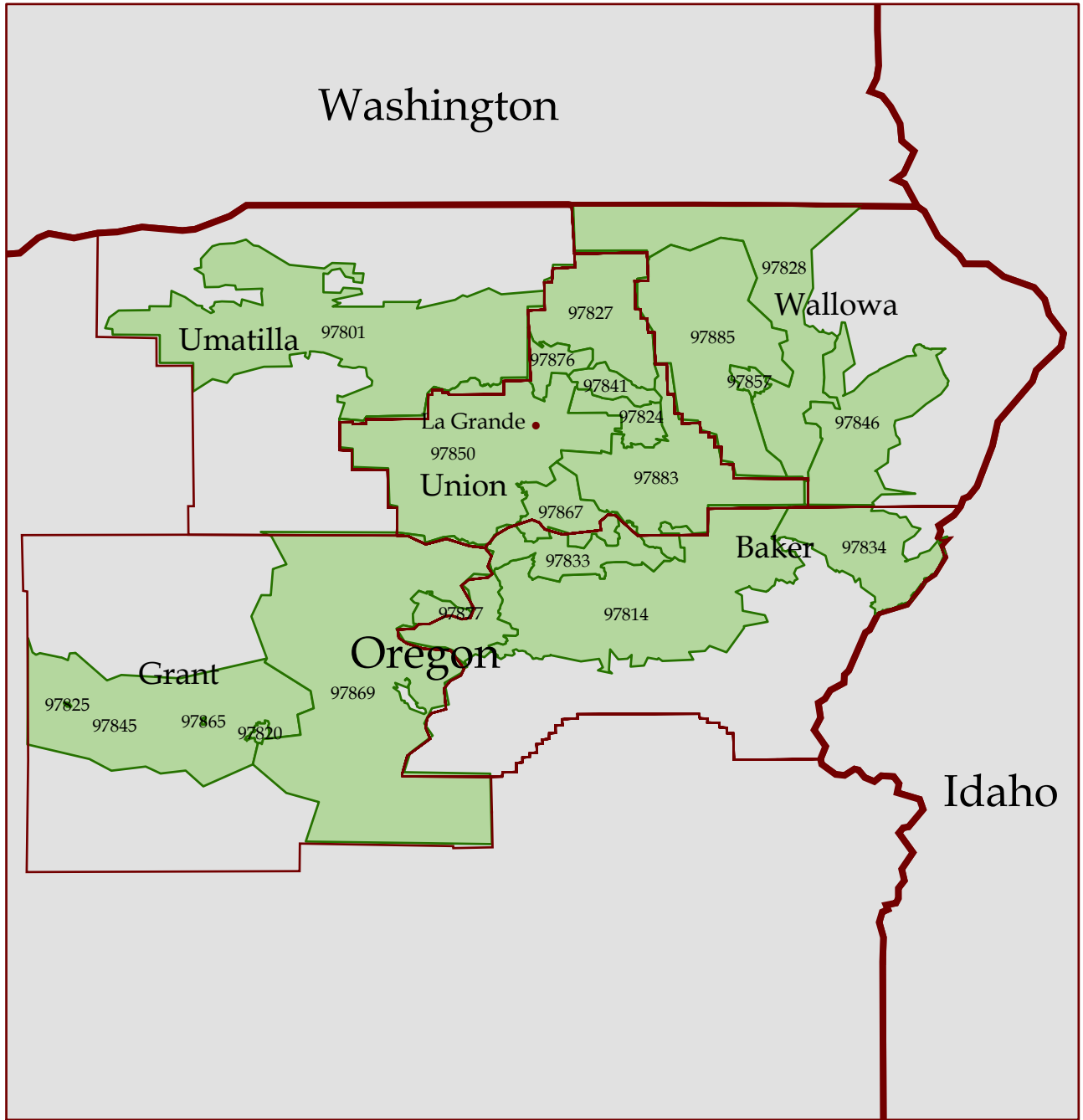
Reader Demographics	Market Demographics	
19%	29%	Under \$25,000
32%	31%	\$25,001 - \$49,999
26%	19%	\$50,000 - \$74,999
14%	11%	\$75,000 - \$99,999
07%	07%	\$100,000 - \$149,999
02%	03%	Over \$150,000

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

Reader Demographics	Market Demographics	
02%	14%	Some High School or Less
33%	30%	Graduated High School
39%	34%	Some College
22%	14%	Graduated College
04%	08%	Completed Post Graduate




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

	(% = Positive respondents)
14%	New Automobile
15%	Used Automobile
25%	Antiques / Auctions
42%	Furniture / Home Furnishings
18%	Major Home Appliance
16%	Home Computers
42%	Home Improvements / Supplies
39%	Television / Electronics
21%	Carpet / Flooring
65%	Automobile Accessories (tires, brakes & service)
43%	Lawn & Garden
35%	Florist / Gift Shops
50%	Home Heating / Air Conditioning (service, new equipment)
50%	Vacations / Travel
04%	Real Estate
72%	Men's Apparel
83%	Women's Apparel
52%	Children's Apparel
02%	Boats / Personal Watercraft
27%	Art & Crafts Supplies
26%	Childcare
45%	Education / Classes
11%	Attorney
27%	Veterinarian
16%	Chiropractor
24%	Financial Planner (Retirement, Investing)
61%	Tax Advisor / Services
25%	Health Club / Exercise Class
41%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
06%	Weight Loss
38%	Lawn Care Service (Maintenance & Landscaping)
55%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
59%	Pharmacist / Prescription Service
19%	Cellular Phone New/Update Service
81%	Dining & Entertainment
17%	Jewelry
10%	Wedding Supplies
63%	Athletic & Sports Equipment



The Nickel - La Grande
 La Grande, Oregon
 21-0012

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

