

Audit Period: October 1, 2017 – September 30, 2019

Le Roy Pennysaver & News

1 Church Street
Le Roy, NY 14482
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www.leroyny.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	6,733 (Print Edition)
Website:	Average Website Unique Users:	3,084

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Magazine / 16 Pages
Circulation Cycle:	Weekly
Ownership:	Dray Enterprises, Inc.
Year Established:	1935
Publication Type:	Community Newspaper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	84% Carrier Delivery / 16% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	16-0014
DMA/MSA/CBSA:	Buffalo, NY / Rochester, NY / Batavia, NY
Audit Funded By:	Free Community Papers of New York



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3. Rate Card and Mechanical Data

Rate Card Effective Date:	March 1, 2018
Mechanical Data:	Four (4) columns X 11" column depth Full page: 8.5" wide X 11" depth.
Open Rate:	Local: \$11.00 - \$12.50 per column inch National: \$11.00 - \$12.50 per column inch
Insert Open Rate:	\$55.00 per thousand
Classified Rate:	\$8.00 for up to 20 words; \$0.10 each additional word
Deadline Day & Time:	Wednesday by 12 Noon

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	David Grayson	EMAIL: dgrayson@leroyne.com
Advertising:	David Grayson	EMAIL: dgrayson@leroyne.com
Circulation:	David Grayson	EMAIL: dgrayson@leroyne.com



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

CVC Account Number: 16-0014	Monday	Le Roy Pennysaver & News Le Roy, NY
Audit Period Summary		
Average Net Circulation	(5-H)	6,733
Average Gross Distribution	(5-F)	6,733
Average Net Press Run	(5-A)	6,758
Audit Period Detail		
A. Average Net Press Run		6,758
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		5,674
2. Bulk Delivery / Demand Distribution		934
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		125
Total Average Controlled Distribution		6,733
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		6,733
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		0
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		6,733
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		6,733

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages 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. CARRIER 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 5G returns.

3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

4. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. 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 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 10 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 11 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 11 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 11 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 10 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. SPONSORED EDUCATION: See C8 for explanation of educational copy distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 10 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 10 for CVC return/unclaimed confirmation.)

H. 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).

6. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/19-12/31/19	CVC	6,758	6,733	6,733	-
01/01/18-12/31/18	CVC	6,733	6,733	6,733	6,733
01/01/17-12/31/17	CVC	7,263	7,263	7,263	6,733
01/01/16-12/31/16	CVC	7,263	7,263	7,263	7,263
01/01/15-12/31/15	CVC	7,468	7,468	7,468	7,263
01/01/14-12/31/14	CVC	7,468	7,468	7,468	7,468
01/01/13-12/31/13	CVC	7,680	7,484	7,680	7,468
01/01/12-12/31/12	CVC	7,728	7,528	7,527	7,528
01/01/11-12/31/11	CVC	7,680	7,528	7,528	7,528
01/01/10-12/31/10	CVC	7,675	7,675	7,639	7,680
10/01/01-12/31/09	Prior CVC	-	-	-	-

7. Distribution by Zip Code (9/23/2019 Edition) Monday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
14143	Stafford	Genesee	NY	530	40	0	0	570
14414	Avon	Livingston	NY	0	0	0	10	10
14416	Bergen	Genesee	NY	675	150	0	0	825
14422	Byron	Genesee	NY	305	110	0	0	415
14423	Caledonia	Livingston	NY	184	26	0	0	210
14482	Le Roy	Genesee	NY	2,359	412	0	130	2,901
14511	Mumford	Monroe	NY	265	50	0	0	315
14525	Pavilion	Genesee	NY	995	130	0	0	1,125
14592	York	Livingston	NY	361	16	0	0	377
Misc.	Assorted	Assorted	-	0	0	0	10	10
TOTAL				5,674	934	0	150	6,758

8. Distribution by County (9/23/2019 Edition) Monday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Genesee	Bergen Byron Le Roy Pavilion Stafford	NY	4,864	842	0	130	5,836
Livingston	Avon Caledonia York	NY	545	42	0	10	597
Monroe	Mumford	NY	265	50	0	0	315
Misc.	Assorted	-	0	0	0	10	10
TOTAL			5,674	934	0	150	6,758



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9. Verification of Distribution – Mail and Carrier Delivery Distribution

Le Roy Pennysaver & News did not report mail distribution during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Le Roy Pennysaver & News reported an average carrier delivery distribution of 5,674 during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases.

CVC review indicates that a sufficient number of individuals reported that they receive Le Roy Pennysaver & News on a regular basis to substantiate the publisher’s distribution claims. CVC verification confirms that 266 of 274 individuals or 97.1% report they receive Le Roy Pennysaver & News on a regular basis.

CVC verification confirms that 210 of 266 or 78.9% report they regularly read or look through Le Roy Pennysaver & News.

*Households reporting stop delivery requests were excluded from the survey.

*Survey performed during the 2017 FCPNY sponsored audit. As a member of the Free Community Papers of New York, audits are performed every 24 months, and readership studies are performed every 48 months.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-4%.

10. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s).

CVC verification indicates that less than 15% of Le Roy Pennysaver & News’s returnable source distributed editions are returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis – Not Applicable

12A. Audited Average Website Reporting - www.lerony.com

	Monthly Audit Period Average
Website Unique Users	3,084
Website Sessions	5,235

Explanatory – Website

PARAGRAPH TWELVE (A)

UNIQUE USERS: A unique user 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 users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

12B. Audited Online/Digital Edition Reporting - Not Reported

12C. Text Media - Not Reported

12D. Social Media - Not Reported

12E. Email Media - Not Reported

12F. Video & Podcast Media - Not Reported

13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, 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 Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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The current status of this report expires September 30, 2021.

If this report is presented after September 30, 2021 please call the toll-free number listed below.