

Audit Period: October 1, 2012 – September 30, 2013

Le Roy Pennysaver & News

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

1. Publication Information

Average Net Circulation:	7,540 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Magazine / 20 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Monday / by 5 PM
Ownership:	Dray Enterprises Inc
Year Established:	1935
Publication Type:	Community Newspaper
Content:	50% Advertising / 50% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	85% Carrier Delivery / 0% Mail / 15% Controlled Bulk
Insert Zoning Available:	Yes – ZIP Code
CVC Member Number:	16-0014
DMA/MSA:	Buffalo, NY / Rochester, NY
Audit Funded By:	Free Community Papers of New York Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date:	March 1, 2010
Mechanical Data:	Four (4) columns x 11-inch column depth Full page: 8.5" wide X 11" depth.
Open Rate:	Local: \$9.91 per column inch National: \$9.91 per column inch
Insert Open Rate:	\$55.00 per thousand
Classified Rate:	\$7.00 for up to 20 words

Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher:	David Grayson	EMAIL: editor@leroyny.com
Advertising:	David Grayson	EMAIL: editor@leroyny.com
Circulation:	Brenda Steffenella	EMAIL: brenda@leroyny.com

4. Circulation Pricing

Le Roy Pennysaver & News is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$65.00

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

CVC Account Number: 16-0014		Le Roy Pennysaver & News Le Roy, NY
Audit Period Summary		
Average Net Circulation	(5-H)	7,540
Average Gross Distribution	(5-F)	7,540
Average Net Press Run	(5-A)	7,700
Audit Period Detail		
A. Average Net Press Run		7,700
B. Office / File		160
C. Controlled Distribution		
1. Carrier Delivery		6,405
2. Controlled Bulk Delivery / Demand Distribution		936
3. Mail		10
4. Restock & Office Service		189
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		7,540
D. Paid Distribution		
1. Carrier 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. Carrier 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		7,540
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		7,540

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

	Monthly Audit Period Average
Website Unique Visitors	795
Website Page Views	2,847
Average Time Spent on Website	Not Applicable

6B. Audited Online Edition Reporting

	Monthly 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. 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 5E 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. 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:
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. CARRIER 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, and/or Post Office Boxes.
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. CARRIER 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, and/or Post Office Boxes.
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.

TIME SPENT: The average amount of time spent on a website during a single visit, expressed in HH:MM:SS

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
01/01/13-12/31/13	CVC	7,680	7,484	7,680	-
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
01/01/09-12/31/09	CVC	7,680	7,675	7,675	7,675
01/01/08-12/31/08	CVC	7,675	7,675	7,683	7,671
01/01/07-12/31/07	CVC	7,775	7,675	7,675	8,267
01/01/06-12/31/06	CVC	7,872	7,870	7,869	7,680
01/01/05-12/31/05	CVC	7,875	7,875	7,875	7,874
01/01/04-12/31/04	CVC	7,775	7,775	7,775	7,860
01/01/03-12/31/03	CVC	7,780	7,780	7,780	7,788
01/01/02-12/31/02	CVC	7,541	7,541	7,541	7,780
10/01/01-12/31/01	CVC	-	-	-	7,541

9. Distribution by Zip Code (7/29/2013 Edition) Monday

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
14143	Stafford	Genesee	560	40	0	0	600
14414	Avon	Livingston	0	0	0	10	10
14416	Bergen	Genesee	885	180	0	0	1,065
14422	Byron	Genesee	395	110	0	0	505
14423	Caledonia	Livingston	330	0	1	0	331
14482	Leroy	Genesee	2,503	424	1	130	3,058
14511	Mumford	Monroe	355	0	0	0	355
14525	Pavilion	Genesee	1,055	140	0	0	1,195
14592	York	Livingston	361	0	0	0	361
14592	York	Livingston	0	0	0	0	0
Misc	Assorted	Assorted	0	0	7	10	17
TOTAL			6,444	894	9	150	7,497

10. Distribution by County (7/29/2013 Edition) Monday

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Genesee	Bergen Byron Leroy Pavilion Stafford	5,398	894	1	130	6,423
Livingston	Avon Caledonia York	691	0	1	10	702
Monroe	Mumford	355	0	0	0	355
Misc.	Assorted	0	0	7	10	17
TOTAL		6,444	894	9	150	7,497



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11. Verification of Receivership & Readership

Controlled Carrier Delivery and Mail Distribution

Le Roy Pennysaver & News reported an average carrier delivery distribution of 6,405 during the audit period. Carrier delivery was verified through the review of carrier statements and additional publisher support documents. Le Roy Pennysaver & News reported an average mail distribution of ten (10) during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. The Circulation Verification Council interviewed residents in the primary market areas 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 throughout the audit period 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. Le Roy Pennysaver & News is distributed regularly in your area. Do you receive Le Roy Pennysaver & News on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Le Roy Pennysaver & News?

CVC interviews indicate that 251 of 253 households or 99.2% indicated they receive Le Roy Pennysaver & News on a regular basis.

CVC interviews indicate that 201 of 251 or 80.1% indicate they regularly read or look through Le Roy Pennysaver & News.

*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 / 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 Le Roy Pennysaver & News on a regular basis.

CVC interviews indicate that less than 15% of Le Roy Pennysaver & News's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.



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13. Paid Reporting Analysis

CARRIER 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: \$65.00 / 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.



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The current status of this report expires December 31, 2014.
If this report is presented after December 31, 2014 please call the toll-free number listed below.

Le Roy Pennysaver & News - Le Roy, NY - 16-0014 - Supplemental Readership Study

The Circulation Verification Council interviewed Le Roy Pennysaver & News 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. *201 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 0 Survey respondents reported reading a minimum of two of the last four issues through controlled bulk, or pass along distribution.

• **Average readers per edition during the audit period: 1.725***

*Readership estimates compiled from 2013 CVC circulation & readership study data.

1. The Le Roy Pennysaver & News is distributed regularly in your area. Does your household regularly receive the Le Roy Pennysaver & News?

YES	251	99.2%
NO	2	00.8%

2. Do you or someone in your household regularly read or look through the Le Roy Pennysaver & News?

YES	201	80.1%
NO	50	19.9%

3. Do you frequently purchase products or services from ads seen in Le Roy Pennysaver & News?

YES	153	76.1%
NO	48	23.9%

4. How long do you keep Le Roy Pennysaver & News before discarding it?

55%	1-2 Days
30%	3-4 Days
03%	5-6 Days
12%	1 Week or More

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

4Reader Demographics	Market Demographics	
01%	04%	18 - 20
03%	07%	21 - 24
14%	15%	25 - 34
21%	21%	35 - 44
23%	21%	45 - 54
19%	16%	55 - 64
11%	08%	65 - 74
08%	08%	75 years or older



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

Reader Demographics	Market Demographics	
07%	17%	Under \$25,000
29%	28%	\$25,001 - \$49,999
25%	22%	\$50,000 - \$74,999
19%	17%	\$75,000 - \$99,999
15%	12%	\$100,000 - \$149,999
05%	04%	Over \$150,000

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

Reader Demographics	Market Demographics	
04%	10%	Some High School or Less
37%	36%	Graduated High School
32%	34%	Some College
19%	13%	Graduated College
08%	07%	Completed Post Graduate

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

		(% = Positive respondents)
12%	New Automobile	
18%	Used Automobile	
15%	Antiques / Auctions	
34%	Furniture / Home Furnishings	
14%	Major Home Appliance	
18%	Home Computers / Tablets / Laptops	
29%	Home Improvements / Supplies	
27%	Television / Electronics	
12%	Carpet / Flooring	
58%	Automobile Accessories (tires, brakes & service)	
32%	Lawn & Garden	
19%	Florist / Gift Shops	
21%	Home Heating / Air Conditioning (service, new equipment)	
45%	Vacations / Travel	
05%	Real Estate	
64%	Men's Apparel	
70%	Women's Apparel	
38%	Children's Apparel	
02%	Boats / Personal Watercraft	
11%	Art & Crafts Supplies	
18%	Childcare	
24%	Education / Classes	
06%	Attorney	
29%	Veterinarian	
12%	Chiropractor	
23%	Financial Planner (Retirement, Investing)	
65%	Tax Advisor / Services	
24%	Health Club / Exercise Class	
28%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
12%	Weight Loss	
30%	Lawn Care Service (Maintenance & Landscaping)	
27%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
72%	Pharmacist / Prescription Service	
21%	Cellular Phone New/Update Service	
83%	Dining & Entertainment	
15%	Jewelry	
10%	Wedding Supplies	
25%	Athletic & Sports Equipment	