

Audit Period: October 1, 2016 – September 30, 2017

Le Roy Pennysaver & News

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Le Roy, NY 14482
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EMAIL: editor@leroyny.com
www.leroyny.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	7,263 (Print Edition)
Website:	Average Website Unique Users:	2,824

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:	85% Carrier Delivery / <1% Mail / 15% 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

3. Rate Card and Mechanical Data

Rate Card Effective Date:	March 1, 2010
Mechanical Data:	Four (4) columns X 11" 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
Deadline Day & Time:	Wednesday by 12 Noon
Additional rates may be available from the publisher.	

4. Contact Information

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



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)	7,263
Average Gross Distribution	(5-F)	7,263
Average Net Press Run	(5-A)	7,288
Audit Period Detail		
A. Average Net Press Run		7,288
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		6,204
2. Bulk Delivery / Demand Distribution		934
3. Mail		2
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		123
Total Average Controlled Distribution		7,263
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		7,263
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		7,263
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		7,263

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 11 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 12 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 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 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 11 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 11 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 11 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).



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

	Monthly Audit Period Average
Website Unique Users	2,824
Website Sessions	5,066

Explanatory – Website

PARAGRAPH SIX (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.

6B. Audited Online/Digital Edition Reporting - Not Reported

6C. Text Media - Not Reported

6D. Social Media - Not Reported

6E. Email Media - Not Reported

6F. Video & Podcast Media - Not Reported

7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/17-12/31/17	CVC	7,263	7,263	7,263	-
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
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
10/01/01-12/31/06	Prior CVC	-	-	-	-

8. Distribution by Zip Code (09/25/2017 Edition) Monday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
14143	Stafford	Genesee	NY	560	40	0	0	600
14414	Avon	Livingston	NY	0	0	0	10	10
14416	Bergen	Genesee	NY	885	180	0	0	1,065
14422	Byron	Genesee	NY	395	110	0	0	505
14423	Caledonia	Livingston	NY	184	26	0	0	210
14482	Le Roy	Genesee	NY	2,399	448	0	130	2,977
14511	Mumford	Monroe	NY	355	0	0	0	355
14525	Pavilion	Genesee	NY	1,065	130	0	0	1,195
14592	York	Livingston	NY	361	0	0	0	361
Misc.	Assorted	Assorted	-	0	0	0	10	10
TOTAL				6,204	934	0	150	7,288

9. Distribution by County (09/25/2017 Edition) Monday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Genesee	Bergen Byron Le Roy Pavilion Stafford	NY	5,304	908	0	130	6,342
Livingston	Avon Caledonia York	NY	545	26	0	10	581
Monroe	Mumford	NY	355	0	0	0	355
Misc.	Assorted	-	0	0	0	10	10
TOTAL			6,204	934	0	150	7,288

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Le Roy Pennysaver & News reported an average mail distribution of two (2) 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 6,204 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. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

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 interviews indicate that 266 of 274 households or 97.1% indicated 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.

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

11. 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 can include, but is not limited to, on-site verification, business and cell 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). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

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.

12. Paid Reporting Analysis – Not Applicable

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, 2019.

If this report is presented after September 30, 2019 please call the toll-free number listed below.

The next FCPNY sponsored audit will be for the 24 month period October 1, 2017 – September 30, 2019.

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

The Circulation Verification Council surveyed 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 individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of three weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey 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. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation 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 +/-4% at the 95% confidence level. 210 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 single copy, controlled bulk, or pass along distribution. 12 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

- **Average estimated readers per edition during the audit period: 1.75**
*Readership estimates compiled from 2017 CVC circulation & readership study data.

1. Le Roy Pennysaver & News is distributed regularly in your area. Do you regularly read or look through Le Roy Pennysaver & News?

YES 222 Survey Respondents

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

YES 162 73.0%
NO 60 27.0%

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

51% 1-2 Days
28% 3-4 Days
05% 5-6 Days
16% 1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader Demographics	Market Demographics	
45%	50%	Male Readers
55%	50%	Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
01%	04% 18 - 20
03%	07% 21 - 24
10%	13% 25 - 34
19%	15% 35 - 44
23%	22% 45 - 54
23%	19% 55 - 64
14%	11% 65 - 74
06%	05% 75 - 84
01%	03% 85 years or older

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

Reader Demographics	Market Demographics
01%	08% under \$15,000
03%	08% \$15,000 - \$24,999
06%	09% \$25,000 - \$34,999
20%	13% \$35,000 - \$49,999
24%	22% \$50,000 - \$74,999
21%	18% \$75,000 - \$99,999
13%	11% \$100,000 - \$124,999
05%	05% \$125,000 - \$149,999
05%	04% \$150,000 - \$199,999
02%	02% over \$200,000

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

Reader Demographics	Market Demographics
01%	08% Some High School or Less
36%	35% Graduated High School
31%	33% Some College
24%	15% Graduated College
06%	08% Completed Master Degree
02%	01% Completed Professional Degree
00%	01% Completed Doctorate Degree



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

- (% = Positive respondents)
- 13% New Automobile, Truck or SUV
 - 19% Used Automobile, Truck or SUV
 - 15% Antiques or Auctions
 - 49% Furniture or Home Furnishings
 - 21% Major Home Appliance
 - 21% Computers, Tablets or Laptops
 - 35% Home Improvements or Home Improvement Supplies
 - 34% Television or Electronics
 - 17% Carpet or Flooring
 - 45% Automobile Accessories (tires, brakes or service)
 - 31% Lawn & Garden Supplies
 - 18% Florist or Gift Shops
 - 22% Home Heating & Air Conditioning (service, new equipment)
 - 59% Vacations or Travel
 - 11% Real Estate
 - 65% Men's Apparel
 - 76% Women's Apparel
 - 39% Children's Apparel
 - 01% Boats or Personal Watercraft
 - 24% Art & Crafts Supplies
 - 13% Childcare
 - 18% Education or Classes
 - 06% Attorney
 - 27% Veterinarian
 - 13% Chiropractor
 - 21% Financial Planner (Retirement, Investing)
 - 56% Tax Advisor or Tax Services
 - 33% Health Club or Exercise Class
 - 34% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
 - 15% Weight Loss
 - 25% Lawn Care Service (Maintenance & Landscaping)
 - 29% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
 - 61% Pharmacist or Prescription Service
 - 22% Cell Phone or Smart Phone (New Service or Update Service)
 - 77% Dining & Entertainment
 - 21% Jewelry
 - 05% Wedding Supplies
 - 24% Athletic & Sports Equipment
 - 05% Motorcycles or ATV's
 - 61% Medical / Physicians
 - 27% Pet Supplies



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