

Audit Period: April 1, 2007 – March 31, 2008

KAPP Advertising Services, Inc. - Merchandiser

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www.themerchandiser.com

1. Publication Information

Average Net Circulation: 302,683 (Print Edition)
Number of Editions: Eleven
Format / Average Page Count: Tabloid / 40 Pages
Circulation Cycle: Weekly
Circulation Day / Time: Wednesday / By 12 PM
Ownership: Kapp Advertising Services Inc.
Year Established: 1948
Publication Type: Shopper
Content: 90% Advertising / 10% Editorial
Circulation Paid/Unpaid: 100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods: 94% Home Delivery / 0% Mail / 6% Controlled Bulk
Insert Zoning Available: Yes - ZIP Code / Route / Zone
CVC Member Number: See Paragraphs 5 - 5K
DMA/MSA: Harrisburg, PA / York, PA
Audit Funded By: Mid-Atlantic Community Papers Association
Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date: August 1, 2007
Mechanical Data: Five (5) columns x 16-inch column depth
Full page: 10.25" wide X 16" depth.
Open Rate: Local: \$5.70 - \$14.55 per column inch
National: \$5.70 - \$14.55 per column inch
Insert Open Rate: \$26.00 - \$46.00 per thousand
Classified Rate: \$5.70 - \$14.55 for up to 20 words
Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher: Valerie Stokes EMAIL: vals@themerchandiser.com
Advertising: James Snyder EMAIL: jims@themerchandiser.com
Circulation: Joanne Walkinshaw EMAIL:
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4. Circulation Pricing

KAPP Advertising Services, Inc. - Merchandiser is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher

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

| | | |
|---|--------------|---|
| CVC Account Number: 13-0905 | | KAPP Advertising Services, Inc. - Merchandiser Lebanon, PA |
| Audit Period Summary | | |
| Average Net Circulation | (5-H) | 302,683 |
| Average Gross Distribution | (5-F) | 302,683 |
| Average Net Press Run | (5-A) | 303,241 |
| Audit Period Detail | | |
| A. Average Net Press Run | | 303,241 |
| B. Office / File | | 558 |
| C. Controlled Distribution | | |
| 1. Home Delivery | | 285,981 |
| 2. Controlled Bulk Delivery / Demand Distribution | | 11,805 |
| 3. Mail | | 0 |
| 4. Restock & Office Service | | 4,897 |
| 5. Other: | | 0 |
| TOTAL AVERAGE CONTROLLED DISTRIBUTION | | 302,683 |
| 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 | | 302,683 |
| G. Unclaimed / Returns | | (0)* |
| H. Average Net Circulation | | 302,683 |



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

| | | |
|---|--------------|---|
| CVC Account Number: 13-0036 | | Dauphin/Schuylkill Area Merchandiser Lebanon, PA |
| Audit Period Summary | | |
| Average Net Circulation | (5-H) | 18,581 |
| Average Gross Distribution | (5-F) | 18,581 |
| Average Net Press Run | (5-A) | 18,631 |
| Audit Period Detail | | |
| A. Average Net Press Run | | 18,631 |
| B. Office / File | | 50 |
| C. Controlled Distribution | | |
| 1. Home Delivery | | 16,378 |
| 2. Controlled Bulk Delivery / Demand Distribution | | 2,057 |
| 3. Mail | | 0 |
| 4. Restock & Office Service | | 146 |
| 5. Other: | | 0 |
| TOTAL AVERAGE CONTROLLED DISTRIBUTION | | 18,581 |
| 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 | | 18,581 |
| G. Unclaimed / Returns | | (0)* |
| H. Average Net Circulation | | 18,581 |



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

| | | |
|---|--------------|---|
| CVC Account Number: 13-0037 | | Gettysburg Area Merchandiser Lebanon, PA |
| Audit Period Summary | | |
| Average Net Circulation | (5-H) | 22,823 |
| Average Gross Distribution | (5-F) | 22,823 |
| Average Net Press Run | (5-A) | 22,873 |
| Audit Period Detail | | |
| A. Average Net Press Run | | 22,873 |
| B. Office / File | | 50 |
| C. Controlled Distribution | | |
| 1. Home Delivery | | 21,904 |
| 2. Controlled Bulk Delivery / Demand Distribution | | 435 |
| 3. Mail | | 0 |
| 4. Restock & Office Service | | 484 |
| 5. Other: | | 0 |
| TOTAL AVERAGE CONTROLLED DISTRIBUTION | | 22,823 |
| 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 | | 22,823 |
| G. Unclaimed / Returns | | (0)* |
| H. Average Net Circulation | | 22,823 |



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

| | | |
|---|--------------|---|
| CVC Account Number: 13-0038 | | Greater Reading Merchandiser Eastern Edition Lebanon, PA |
| Audit Period Summary | | |
| Average Net Circulation | (5-H) | 30,040 |
| Average Gross Distribution | (5-F) | 30,040 |
| Average Net Press Run | (5-A) | 30,090 |
| Audit Period Detail | | |
| A. Average Net Press Run | | 30,090 |
| B. Office / File | | 50 |
| C. Controlled Distribution | | |
| 1. Home Delivery | | 28,985 |
| 2. Controlled Bulk Delivery / Demand Distribution | | 753 |
| 3. Mail | | 0 |
| 4. Restock & Office Service | | 302 |
| 5. Other: | | 0 |
| TOTAL AVERAGE CONTROLLED DISTRIBUTION | | 30,040 |
| 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 | | 30,040 |
| G. Unclaimed / Returns | | (0)* |
| H. Average Net Circulation | | 30,040 |



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

| | | |
|---|--------------|--|
| CVC Account Number: 13-0213 | | Greater Reading Merchandiser Northern Edition Lebanon, PA |
| Audit Period Summary | | |
| Average Net Circulation | (5-H) | 30,109 |
| Average Gross Distribution | (5-F) | 30,109 |
| Average Net Press Run | (5-A) | 30,159 |
| Audit Period Detail | | |
| A. Average Net Press Run | | 30,159 |
| B. Office / File | | 50 |
| C. Controlled Distribution | | |
| 1. Home Delivery | | 28,990 |
| 2. Controlled Bulk Delivery / Demand Distribution | | 553 |
| 3. Mail | | 0 |
| 4. Restock & Office Service | | 566 |
| 5. Other: | | 0 |
| TOTAL AVERAGE CONTROLLED DISTRIBUTION | | 30,109 |
| 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 | | 30,109 |
| G. Unclaimed / Returns | | (0)* |
| H. Average Net Circulation | | 30,109 |



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

| | | |
|---|--------------|---|
| CVC Account Number: 13-0212 | | Greater Reading Merchandiser Western Edition Lebanon, PA |
| Audit Period Summary | | |
| Average Net Circulation | (5-H) | 39,097 |
| Average Gross Distribution | (5-F) | 39,097 |
| Average Net Press Run | (5-A) | 39,147 |
| Audit Period Detail | | |
| A. Average Net Press Run | | 39,147 |
| B. Office / File | | 50 |
| C. Controlled Distribution | | |
| 1. Home Delivery | | 37,108 |
| 2. Controlled Bulk Delivery / Demand Distribution | | 1,152 |
| 3. Mail | | 0 |
| 4. Restock & Office Service | | 837 |
| 5. Other: | | 0 |
| TOTAL AVERAGE CONTROLLED DISTRIBUTION | | 39,097 |
| 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 | | 39,097 |
| G. Unclaimed / Returns | | (0)* |
| H. Average Net Circulation | | 39,097 |



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

| | | |
|---|--------------|---|
| CVC Account Number: 13-0415 | | Hampstead/Manchester Area Merchandiser Lebanon, PA |
| Audit Period Summary | | |
| Average Net Circulation | (5-H) | 13,940 |
| Average Gross Distribution | (5-F) | 13,940 |
| Average Net Press Run | (5-A) | 13,990 |
| Audit Period Detail | | |
| A. Average Net Press Run | | 13,990 |
| B. Office / File | | 50 |
| C. Controlled Distribution | | |
| 1. Home Delivery | | 13,143 |
| 2. Controlled Bulk Delivery / Demand Distribution | | 264 |
| 3. Mail | | 0 |
| 4. Restock & Office Service | | 533 |
| 5. Other: | | 0 |
| TOTAL AVERAGE CONTROLLED DISTRIBUTION | | 13,940 |
| 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 | | 13,940 |
| G. Unclaimed / Returns | | (0)* |
| H. Average Net Circulation | | 13,940 |



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

| | | |
|---|-------|--|
| CVC Account Number: 13-0039 | | Hanover Area Merchandiser Lebanon, PA |
| Audit Period Summary | | |
| Average Net Circulation | (5-H) | 37,273 |
| Average Gross Distribution | (5-F) | 37,273 |
| Average Net Press Run | (5-A) | 37,323 |
| Audit Period Detail | | |
| A. Average Net Press Run | | 37,323 |
| B. Office / File | | 50 |
| C. Controlled Distribution | | |
| 1. Home Delivery | | 36,108 |
| 2. Controlled Bulk Delivery / Demand Distribution | | 329 |
| 3. Mail | | 0 |
| 4. Restock & Office Service | | 836 |
| 5. Other: | | 0 |
| TOTAL AVERAGE CONTROLLED DISTRIBUTION | | 37,273 |
| 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 | | 37,273 |
| G. Unclaimed / Returns | | (0)* |
| H. Average Net Circulation | | 37,273 |



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

| | | |
|---|--------------|--|
| CVC Account Number: 13-0040 | | Hershey Area Merchandiser Lebanon, PA |
| Audit Period Summary | | |
| Average Net Circulation | (5-H) | 28,008 |
| Average Gross Distribution | (5-F) | 28,008 |
| Average Net Press Run | (5-A) | 28,066 |
| Audit Period Detail | | |
| A. Average Net Press Run | | 28,066 |
| B. Office / File | | 58 |
| C. Controlled Distribution | | |
| 1. Home Delivery | | 25,876 |
| 2. Controlled Bulk Delivery / Demand Distribution | | 1,957 |
| 3. Mail | | 0 |
| 4. Restock & Office Service | | 175 |
| 5. Other: | | 0 |
| TOTAL AVERAGE CONTROLLED DISTRIBUTION | | 28,008 |
| 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 | | 28,008 |
| G. Unclaimed / Returns | | (0)* |
| H. Average Net Circulation | | 28,008 |



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

| | | |
|---|-------|---|
| CVC Account Number: 13-0042 | | Lebanon Valley Area Merchandiser Lebanon, PA |
| Audit Period Summary | | |
| Average Net Circulation | (5-H) | 37,139 |
| Average Gross Distribution | (5-F) | 37,139 |
| Average Net Press Run | (5-A) | 37,189 |
| Audit Period Detail | | |
| A. Average Net Press Run | | 37,189 |
| B. Office / File | | 50 |
| C. Controlled Distribution | | |
| 1. Home Delivery | | 35,037 |
| 2. Controlled Bulk Delivery / Demand Distribution | | 1,751 |
| 3. Mail | | 0 |
| 4. Restock & Office Service | | 351 |
| 5. Other: | | 0 |
| TOTAL AVERAGE CONTROLLED DISTRIBUTION | | 37,139 |
| 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 | | 37,139 |
| G. Unclaimed / Returns | | (0)* |
| H. Average Net Circulation | | 37,139 |



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

| | | |
|---|--------------|--|
| CVC Account Number: 13-0043 | | Myerstown Area Merchandiser Lebanon, PA |
| Audit Period Summary | | |
| Average Net Circulation | (5-H) | 22,415 |
| Average Gross Distribution | (5-F) | 22,415 |
| Average Net Press Run | (5-A) | 22,465 |
| Audit Period Detail | | |
| A. Average Net Press Run | | 22,465 |
| B. Office / File | | 50 |
| C. Controlled Distribution | | |
| 1. Home Delivery | | 20,073 |
| 2. Controlled Bulk Delivery / Demand Distribution | | 2,095 |
| 3. Mail | | 0 |
| 4. Restock & Office Service | | 247 |
| 5. Other: | | 0 |
| TOTAL AVERAGE CONTROLLED DISTRIBUTION | | 22,415 |
| 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 | | 22,415 |
| G. Unclaimed / Returns | | (0)* |
| H. Average Net Circulation | | 22,415 |



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

| | | |
|---|--------------|--|
| CVC Account Number: 13-0044 | | Northern Adams/York Area Merchandiser Lebanon, PA |
| Audit Period Summary | | |
| Average Net Circulation | (5-H) | 23,258 |
| Average Gross Distribution | (5-F) | 23,258 |
| Average Net Press Run | (5-A) | 23,308 |
| Audit Period Detail | | |
| A. Average Net Press Run | | 23,308 |
| B. Office / File | | 50 |
| C. Controlled Distribution | | |
| 1. Home Delivery | | 22,379 |
| 2. Controlled Bulk Delivery / Demand Distribution | | 459 |
| 3. Mail | | 0 |
| 4. Restock & Office Service | | 420 |
| 5. Other: | | 0 |
| TOTAL AVERAGE CONTROLLED DISTRIBUTION | | 23,258 |
| 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 | | 23,258 |
| G. Unclaimed / Returns | | (0)* |
| H. Average Net Circulation | | 23,258 |

6A. Audited Average Website Reporting

| | Audit Period Average |
|-----------------|----------------------|
| Unique Visitors | Not Reported |
| Page Views | Not Reported |
| Hits | Not Reported |

6B. Audited Online Edition Reporting

| | Audit Period Average |
|-----------------------------------|----------------------|
| Total Online Edition Circulation | Not Applicable |
| Unique Online Edition Circulation | 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.
- 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.
- 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.

HITS: The successful transmission of a file contained within a web-page. A single web-page can consist of multiple files which are counted as a hit as the page is downloaded.

PARAGRAPH SIX (B)

TOTAL ONLINE EDITION READERS: Registered and/or non-registered users who open and read one or more pages of the online edition during the edition cycle.

UNIQUE ONLINE EDITION READERS: Registered users who have supplied CVC verification information to validate the online edition reader is not a duplicated print edition reader.

8. Average Print Circulation History

| YEAR | AUDIT SOURCE | Q1 | Q2 | Q3 | Q4 |
|-------------------|--------------|---------|---------|---------|---------|
| 01/01/08-12/31/08 | CVC | 302,974 | - | - | - |
| 01/01/07-12/31/07 | CVC | 301,521 | 302,101 | 302,828 | 302,821 |
| 01/01/06-12/31/06 | CVC | 294,124 | 299,966 | 300,069 | 300,546 |
| 01/01/05-12/31/05 | CVC | 289,510 | 290,299 | 291,676 | 292,639 |
| 01/01/04-12/31/04 | CVC | 286,675 | 286,586 | 287,813 | 288,827 |
| 01/01/03-12/31/03 | CVC | 281,633 | 283,325 | 285,366 | 286,360 |
| 01/01/02-12/31/02 | CVC | 279,436 | 279,814 | 280,423 | 281,355 |
| 07/01/01-12/31/01 | CVC | - | - | - | - |

9A. Distribution by Zip Code (3/26/2008 Edition) Dauphin/Schuylkill Area Merchandiser

| ZIP CODE | CITY / AREA | COUNTY | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|----------|------------------|------------|---------------|-----------------|------|------------------|--------|
| 17005 | Berrysburg | Dauphin | 150 | 10 | 0 | 0 | 160 |
| 17023 | Elizabethville | Dauphin | 1,043 | 160 | 0 | 0 | 1,203 |
| 17030 | Gratz | Dauphin | 272 | 85 | 0 | 0 | 357 |
| 17032 | Halifax | Dauphin | 0 | 300 | 0 | 0 | 300 |
| 17048 | Lykens | Dauphin | 1,523 | 70 | 0 | 0 | 1,593 |
| 17061 | Millersburg | Dauphin | 0 | 325 | 0 | 0 | 325 |
| 17097 | Wiconisco | Dauphin | 435 | 0 | 0 | 0 | 435 |
| 17098 | Williamstown | Dauphin | 1,202 | 45 | 0 | 0 | 1,247 |
| 17901 | Pottsville | Schuylkill | 0 | 50 | 0 | 0 | 50 |
| 17922 | Auburn | Schuylkill | 500 | 0 | 0 | 0 | 500 |
| 17929 | Cressona | Schuylkill | 0 | 150 | 0 | 0 | 150 |
| 17933 | Friedensburg | Schuylkill | 157 | 135 | 0 | 0 | 292 |
| 17938 | Hegins | Schuylkill | 1,074 | 85 | 0 | 0 | 1,159 |
| 17957 | Muir | Schuylkill | 155 | 0 | 0 | 0 | 155 |
| 17963 | Pine Grove | Schuylkill | 3,748 | 910 | 0 | 0 | 4,658 |
| 17968 | Sacramento | Schuylkill | 79 | 25 | 0 | 0 | 104 |
| 17972 | Schuylkill Haven | Schuylkill | 1,129 | 650 | 0 | 0 | 1,779 |
| 17980 | Tower City | Schuylkill | 1,677 | 105 | 0 | 0 | 1,782 |
| 17981 | Tremont | Schuylkill | 1,080 | 185 | 0 | 0 | 1,265 |
| 17983 | Valley View | Schuylkill | 845 | 165 | 0 | 0 | 1,010 |
| TOTAL | | | 15,069 | 3,455 | 0 | 0 | 18,524 |

9B. Distribution by Zip Code (3/26/2008 Edition) Gettysburg Area Merchandiser

| ZIP CODE | CITY / AREA | COUNTY | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|----------|----------------|---------------|---------------|-----------------|------|------------------|--------|
| 17303 | Arendtsville | Adams | 280 | 40 | 0 | 0 | 320 |
| 17304 | Aspers | Adams | 859 | 0 | 0 | 0 | 859 |
| 17306 | Bendersville | Adams | 180 | 0 | 0 | 0 | 180 |
| 17307 | Biglerville | Adams | 1,919 | 0 | 0 | 0 | 1,919 |
| 17310 | Cashtown | Adams | 85 | 30 | 0 | 0 | 115 |
| 17320 | Fairfield | Adams | 2,849 | 45 | 0 | 0 | 2,894 |
| 17324 | Gardners | Adams | 628 | 70 | 0 | 0 | 698 |
| 17325 | Gettysburg | Adams | 10,029 | 75 | 0 | 0 | 10,104 |
| 17343 | Mc Knightstown | Adams | 70 | 0 | 0 | 0 | 70 |
| 17353 | Orrtanna | Adams | 877 | 15 | 0 | 0 | 892 |
| 17372 | York Springs | Adams | 1,575 | 40 | 0 | 0 | 1,615 |
| 21727 | Emmitsburg | Frederick, MD | 1,594 | 0 | 0 | 0 | 1,594 |



9B. Distribution by Zip Code (3/26/2008 Edition) Gettysburg Area Merchandiser CONTINUED

| ZIP CODE | CITY / AREA | COUNTY | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|-------------|---------------|---------------|-----------------|----------|------------------|---------------|
| 21778 | Rocky Ridge | Frederick, MD | 380 | 0 | 0 | 0 | 380 |
| 21788 | Thurmont | Frederick, MD | 602 | 80 | 0 | 0 | 682 |
| TOTAL | | | 21,927 | 395 | 0 | 0 | 22,322 |

9C. Distribution by Zip Code (3/26/2008 Edition) Greater Reading Merchandiser Eastern Edition

| ZIP CODE | CITY / AREA | COUNTY | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|---------------|--------|---------------|-----------------|----------|------------------|---------------|
| 19508 | Birdsboro | Berks | 5,308 | 45 | 0 | 0 | 5,353 |
| 19518 | Douglassville | Berks | 4,068 | 100 | 0 | 0 | 4,168 |
| 19543 | Morgantown | Berks | 1,104 | 210 | 0 | 0 | 1,314 |
| 19547 | Oley | Berks | 1,386 | 50 | 0 | 0 | 1,436 |
| 19602 | Reading | Berks | 5,517 | 80 | 0 | 0 | 5,597 |
| 19606 | Mount Penn | Berks | 11,531 | 195 | 0 | 0 | 11,726 |
| TOTAL | | | 28,914 | 680 | 0 | 0 | 29,594 |

9D. Distribution by Zip Code (3/26/2008 Edition) Greater Reading Merchandiser Northern Edition

| ZIP CODE | CITY / AREA | COUNTY | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|-------------|--------|---------------|-----------------|----------|------------------|---------------|
| 19510 | Blandon | Berks | 1,882 | 70 | 0 | 0 | 1,952 |
| 19522 | Fleetwood | Berks | 0 | 35 | 0 | 0 | 35 |
| 19530 | Kutztown | Berks | 0 | 45 | 0 | 0 | 45 |
| 19533 | Leesport | Berks | 2,421 | 75 | 0 | 0 | 2,496 |
| 19560 | Temple | Berks | 2,844 | 80 | 0 | 0 | 2,924 |
| 19601 | Reading | Berks | 8,538 | 60 | 0 | 0 | 8,598 |
| 19604 | Reading | Berks | 7,329 | 60 | 0 | 0 | 7,389 |
| 19605 | Laureldale | Berks | 6,002 | 145 | 0 | 0 | 6,147 |
| TOTAL | | | 29,016 | 570 | 0 | 0 | 29,586 |

9E. Distribution by Zip Code (3/26/2008 Edition) Greater Reading Merchandiser Western Edition

| ZIP CODE | CITY / AREA | COUNTY | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|----------------|-----------|---------------|-----------------|----------|------------------|---------------|
| 17569 | Reinholds | Lancaster | 607 | 0 | 0 | 0 | 607 |
| 19540 | Mohnton | Berks | 4,219 | 55 | 0 | 0 | 4,274 |
| 19551 | Robesonia | Berks | 1,977 | 130 | 0 | 0 | 2,107 |
| 19565 | Wernersville | Berks | 2,959 | 82 | 0 | 0 | 3,041 |
| 19607 | Shillington | Berks | 7,808 | 245 | 0 | 0 | 8,053 |
| 19608 | Sinking Spring | Berks | 7,355 | 315 | 0 | 0 | 7,670 |
| 19609 | West Lawn | Berks | 3,984 | 35 | 0 | 0 | 4,019 |
| 19610 | Wyomissing | Berks | 4,943 | 265 | 0 | 0 | 5,208 |
| 19611 | West Reading | Berks | 2,923 | 25 | 0 | 0 | 2,948 |
| TOTAL | | | 36,775 | 1,152 | 0 | 0 | 37,927 |

9F. Distribution by Zip Code (3/26/2008 Edition) Hampstead/Manchester Area Merchandiser

| ZIP CODE | CITY / AREA | COUNTY | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|-------------|---------------|---------------|-----------------|----------|------------------|---------------|
| 21048 | Finksburg | Carroll, MD | 994 | 0 | 0 | 0 | 994 |
| 21074 | Hampstead | Carroll, MD | 5,213 | 130 | 0 | 0 | 5,343 |
| 21102 | Manchester | Carroll, MD | 4,018 | 105 | 0 | 0 | 4,123 |
| 21155 | Upperco | Baltimore, MD | 983 | 15 | 0 | 0 | 998 |
| 21157 | Westminster | Carroll, MD | 1,935 | 20 | 0 | 0 | 1,955 |
| TOTAL | | | 13,143 | 270 | 0 | 0 | 13,413 |

9G. Distribution by Zip Code (3/26/2008 Edition) Hanover Area Merchandiser

| ZIP CODE | CITY / AREA | COUNTY | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|----------------|---------|---------------|-----------------|----------|------------------|---------------|
| 17327 | Glen Rock | York | 485 | 0 | 0 | 0 | 485 |
| 17329 | Glenville | York | 1,002 | 0 | 0 | 0 | 1,002 |
| 17331 | Hanover | York | 20,933 | 110 | 0 | 0 | 21,043 |
| 17340 | Littlestown | Adams | 4,086 | 0 | 0 | 0 | 4,086 |
| 17344 | Mc Sherrystown | Adams | 1,603 | 0 | 0 | 0 | 1,603 |
| 21074 | Hampstead | Carroll | 0 | 15 | 0 | 0 | 15 |
| 21102 | Manchester | Carroll | 0 | 20 | 0 | 0 | 20 |
| 21157 | Westminster | Carroll | 4,256 | 180 | 0 | 0 | 4,436 |
| 21787 | Taneytown | Carroll | 3,929 | 40 | 0 | 0 | 3,969 |
| TOTAL | | | 36,294 | 365 | 0 | 0 | 36,659 |

9H. Distribution by Zip Code (3/26/2008 Edition) Hershey Area Merchandiser

| ZIP CODE | CITY / AREA | COUNTY | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|--------------|---------|---------------|-----------------|----------|------------------|---------------|
| 17010 | Campbelltown | Lebanon | 785 | 205 | 0 | 0 | 990 |
| 17028 | Grantville | Dauphin | 995 | 420 | 0 | 0 | 1,415 |
| 17033 | Hershey | Dauphin | 6,214 | 793 | 0 | 0 | 7,007 |
| 17036 | Hummelstown | Dauphin | 6,218 | 290 | 0 | 0 | 6,508 |
| 17041 | Lawn | Lebanon | 50 | 0 | 0 | 0 | 50 |
| 17057 | Middletown | Dauphin | 1,000 | 0 | 0 | 0 | 1,000 |
| 17078 | Palmyra | Lebanon | 7,186 | 730 | 0 | 0 | 7,916 |
| 17111 | Harrisburg | Dauphin | 1,210 | 60 | 0 | 0 | 1,270 |
| TOTAL | | | 23,658 | 2,498 | 0 | 0 | 26,156 |

9I. Distribution by Zip Code (3/26/2008 Edition) Lebanon Valley Area Merchandiser

| ZIP CODE | CITY / AREA | COUNTY | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|----------------|-----------|---------------|-----------------|----------|------------------|---------------|
| 17003 | Annville | Lebanon | 3,939 | 160 | 0 | 0 | 4,099 |
| 17016 | Cornwall | Lebanon | 492 | 0 | 0 | 0 | 492 |
| 17026 | Fredericksburg | Lebanon | 1,230 | 195 | 0 | 0 | 1,425 |
| 17038 | Jonestown | Lebanon | 2,720 | 405 | 0 | 0 | 3,125 |
| 17042 | Colebrook | Lebanon | 50 | 0 | 0 | 0 | 50 |
| 17042 | Lebanon | Lebanon | 13,999 | 657 | 0 | 0 | 14,656 |
| 17046 | Lebanon | Lebanon | 11,636 | 256 | 0 | 0 | 11,892 |
| 17064 | Mount Gretna | Lebanon | 480 | 35 | 0 | 0 | 515 |
| 17083 | Quentin | Lebanon | 210 | 40 | 0 | 0 | 250 |
| 17085 | Rexmont | Lebanon | 275 | 0 | 0 | 0 | 275 |
| 17545 | Gretna Springs | Lancaster | 130 | 0 | 0 | 0 | 130 |
| TOTAL | | | 35,161 | 1,748 | 0 | 0 | 36,909 |



9J. Distribution by Zip Code (3/26/2008 Edition) Myerstown Area Merchandiser

| ZIP CODE | CITY / AREA | COUNTY | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|-------------------|---------|---------------|-----------------|----------|------------------|---------------|
| 17039 | Kleinfeltersville | Lebanon | 60 | 40 | 0 | 0 | 100 |
| 17067 | Myerstown | Lebanon | 5,775 | 337 | 0 | 0 | 6,112 |
| 17073 | Newmanstown | Lebanon | 1,580 | 45 | 0 | 0 | 1,625 |
| 17087 | Richland | Lebanon | 1,055 | 70 | 0 | 0 | 1,125 |
| 17088 | Schaefferstown | Lebanon | 375 | 75 | 0 | 0 | 450 |
| 19506 | Bernville | Berks | 2,535 | 370 | 0 | 0 | 2,905 |
| 19507 | Bethel | Berks | 1,262 | 170 | 0 | 0 | 1,432 |
| 19544 | Mount Aetna | Berks | 135 | 35 | 0 | 0 | 170 |
| 19550 | Rehrersburg | Berks | 181 | 20 | 0 | 0 | 201 |
| 19551 | Robesonia | Berks | 1,977 | 115 | 0 | 0 | 2,092 |
| 19554 | Shartlesville | Berks | 180 | 203 | 0 | 0 | 383 |
| 19559 | Strausstown | Berks | 172 | 30 | 0 | 0 | 202 |
| 19565 | Wernersville | Berks | 2,959 | 40 | 0 | 0 | 2,999 |
| 19567 | Womelsdorf | Berks | 1,972 | 190 | 0 | 0 | 2,162 |
| TOTAL | | | 20,218 | 1,740 | 0 | 0 | 21,958 |

9K. Distribution by Zip Code (3/26/2008 Edition) Northern Adams/York Area Merchandiser

| ZIP CODE | CITY / AREA | COUNTY | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|----------------|--------|---------------|-----------------|----------|------------------|---------------|
| 17301 | Abbotstown | Adams | 1,505 | 0 | 0 | 0 | 1,505 |
| 17311 | Codorus | York | 210 | 0 | 0 | 0 | 210 |
| 17315 | Dover | York | 2,662 | 240 | 0 | 0 | 2,902 |
| 17316 | East Berlin | Adams | 2,643 | 20 | 0 | 0 | 2,663 |
| 17350 | New Oxford | Adams | 4,574 | 0 | 0 | 0 | 4,574 |
| 17360 | Seven Valleys | York | 1,109 | 0 | 0 | 0 | 1,109 |
| 17362 | Spring Grove | York | 4,960 | 105 | 0 | 0 | 5,065 |
| 17364 | Thomasville | York | 1,455 | 0 | 0 | 0 | 1,455 |
| 17371 | York New Salem | York | 140 | 30 | 0 | 0 | 170 |
| 17404 | West York | York | 3,326 | 65 | 0 | 0 | 3,391 |
| TOTAL | | | 22,584 | 460 | 0 | 0 | 23,044 |

10A. Distribution by County (3/26/2008 Edition) Dauphin/Schuylkill Area Merchandiser

| COUNTY | CITY / AREA | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|--|---------------|-----------------|----------|------------------|---------------|
| Dauphin | Berrysburg Elizabethville Gratz Halifax Lykens Millersburg Wiconisco Williamstown | 4,625 | 995 | 0 | 0 | 5,620 |
| Schuylkill | Auburn Cressona Friedensburg Hegins Muir Pine Grove Pottsville Sacramento Schuylkill Haven Tower City Tremont Valley View | 10,444 | 2,460 | 0 | 0 | 12,904 |
| TOTAL | | 15,069 | 3,455 | 0 | 0 | 18,524 |

10B. Distribution by County (3/26/2008 Edition) Gettysburg Area Merchandiser

| COUNTY | CITY / AREA | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|---------------|--|---------------|-----------------|----------|------------------|---------------|
| Adams | Arendtsville Aspers Bendersville Biglerville Cashtown Fairfield Gardners Gettysburg Mc Knightstown Orrtanna York Springs | 19,351 | 315 | 0 | 0 | 19,666 |
| Frederick, MD | Emmitsburg Rocky Ridge Thurmont | 2,576 | 80 | 0 | 0 | 2,656 |
| TOTAL | | 21,927 | 395 | 0 | 0 | 22,322 |

10C. Distribution by County (3/26/2008 Edition) Greater Reading Merchandiser Eastern Edition

| COUNTY | CITY / AREA | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|---|---------------|-----------------|----------|------------------|---------------|
| Berks | Birdsboro Douglassville Morgantown Mount Penn Oley Reading | 28,914 | 680 | 0 | 0 | 29,594 |
| TOTAL | | 28,914 | 680 | 0 | 0 | 29,594 |

10D. Distribution by County (3/26/2008 Edition) Greater Reading Merchandiser Northern Edition

| COUNTY | CITY / AREA | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|---|---------------|-----------------|----------|------------------|---------------|
| Berks | Blandon Fleetwood Kutztown Laureldale Leesport Reading Temple | 29,016 | 570 | 0 | 0 | 29,586 |
| TOTAL | | 29,016 | 570 | 0 | 0 | 29,586 |

10E. Distribution by County (3/26/2008 Edition) Greater Reading Merchandiser Western Edition

| COUNTY | CITY / AREA | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|---|---------------|-----------------|----------|------------------|---------------|
| Berks | Mohnnton Robesonia Shillington Sinking Spring Wernersville West Lawn West Reading Wyomissing | 36,168 | 1,152 | 0 | 0 | 37,320 |
| Lancaster | Reinholds | 607 | 0 | 0 | 0 | 607 |
| TOTAL | | 36,775 | 1,152 | 0 | 0 | 37,927 |



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10F. Distribution by County (3/26/2008 Edition) Hampstead/Manchester Area Merchandiser

| COUNTY | CITY / AREA | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|---------------|---|---------------|-----------------|------|------------------|--------|
| Baltimore, MD | Upperco | 983 | 15 | 0 | 0 | 998 |
| Carroll, MD | Finksburg Hampstead Manchester Westminster | 12,160 | 255 | 0 | 0 | 12,415 |
| TOTAL | | 13,143 | 270 | 0 | 0 | 13,413 |

10G. Distribution by County (3/26/2008 Edition) Hanover Area Merchandiser

| COUNTY | CITY / AREA | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|-------------|---|---------------|-----------------|------|------------------|--------|
| Adams | Littlestown Mc Sherrystown | 5,689 | 0 | 0 | 0 | 5,689 |
| York | Glen Rock Glennville Hanover | 22,420 | 110 | 0 | 0 | 22,530 |
| Carroll, MD | Hampstead Manchester Taneytown Westminster | 8,185 | 255 | 0 | 0 | 8,440 |
| TOTAL | | 36,294 | 365 | 0 | 0 | 36,659 |

10H. Distribution by County (3/26/2008 Edition) Hershey Area Merchandiser

| COUNTY | CITY / AREA | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|---------|--|---------------|-----------------|------|------------------|--------|
| Dauphin | Grantville Harrisburg Hershey Hummelstown Middletown | 15,637 | 1,563 | 0 | 0 | 14,200 |
| Lebanon | Campbelltown Lawn Palmyra | 8,021 | 935 | 0 | 0 | 8,956 |
| TOTAL | | 23,658 | 2,498 | 0 | 0 | 26,156 |

10I. Distribution by County (3/26/2008 Edition) Lebanon Valley Area Merchandiser

| COUNTY | CITY / AREA | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|-----------|--|---------------|-----------------|------|------------------|--------|
| Lancaster | Gettna Springs | 130 | 0 | 0 | 0 | 130 |
| Lebanon | Anville Colebrook Cornwall Fredericksburg Jonestown Lebanon Mount Gettna Quentin Rexmont | 35,031 | 1,748 | 0 | 0 | 36,779 |
| TOTAL | | 35,161 | 1,748 | 0 | 0 | 36,909 |

10J. Distribution by County (3/26/2008 Edition) Myerstown Area Merchandiser

| COUNTY | CITY / AREA | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------|--|---------------|-----------------|------|------------------|--------|
| Berks | Bernville Bethel Mount Aetna Rehrersburg Robesonia Shartlesville Strausstown Wernersville Womelsdorf | 11,373 | 1,173 | 0 | 0 | 15,546 |

10J. Distribution by County (3/26/2008 Edition) Myerstown Area Merchandiser CONTINUED

| COUNTY | CITY / AREA | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|---------|---|---------------|-----------------|------|------------------|--------|
| Lebanon | Kleinfeltersville Myerstown Newmanstown Richland Schaefferstown | 8,845 | 567 | 0 | 0 | 6,412 |
| TOTAL | | 20,218 | 1,740 | 0 | 0 | 21,958 |

10K. Distribution by County (3/26/2008 Edition) Northern Adams/York Area Merchandiser

| COUNTY | CITY / AREA | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|--------|---|---------------|-----------------|------|------------------|--------|
| Adams | Abbottstown East Berlin New Oxford | 8,722 | 20 | 0 | 0 | 8,742 |
| York | Codorus Dover Seven Valleys Spring Grove Thomasville West York York New Salem | 13,862 | 440 | 0 | 0 | 14,302 |
| TOTAL | | 22,584 | 460 | 0 | 0 | 23,044 |

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 1,817 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. KAPP Advertising Services, Inc. - Merchandiser is distributed regularly in your area. Do you receive KAPP Advertising Services, Inc. - Merchandiser on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through KAPP Advertising Services, Inc. - Merchandiser?

CVC interviews indicate that 1,771 of 1,817 households or 97.5% indicated they receive KAPP Advertising Services, Inc. - Merchandiser on a regular basis.

CVC interviews indicate that 1,406 of 1,771 or 79.4% indicate they regularly read or look through KAPP Advertising Services, Inc. - Merchandiser.

*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%.



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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 KAPP Advertising Services, Inc. - Merchandiser on a regular basis.

CVC interviews indicate that less than 15% of KAPP Advertising Services, Inc. - Merchandiser'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: 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 |
| 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 June 30, 2009.
If this report is presented after June 30, 2009 please call the toll-free number listed below.

KAPP Advertising Services, Inc. – Merchandiser – Lebanon, PA – 13-0905 - Supplemental Readership Study

The Circulation Verification Council interviewed 1,817 residents 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. *1,406 Survey respondents were interviewed during the verification of home 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.

• **Average readers per edition during the audit period: 1.75***

*Readership estimates compiled from 2008 CVC circulation & readership study data.

1. The (appropriate Merchandiser) is distributed regularly in your area. Does your household regularly receive the (appropriate Merchandiser)?

| | | |
|-----|-------|-------|
| YES | 1,771 | 97.5% |
| NO | 46 | 02.5% |

2. Do you or someone in your household regularly read or look through the (appropriate Merchandiser)?

| | | |
|-----|-------|-------|
| YES | 1,406 | 79.4% |
| NO | 365 | 20.6% |

3. Do you frequently purchase products or services from ads seen in the (appropriate Merchandiser)?

| | | |
|-----|-------|-------|
| YES | 1,249 | 88.8% |
| NO | 157 | 11.2% |

4. How long do you keep the (appropriate Merchandiser) before discarding it?

| | |
|-----|----------------|
| 44% | 1-2 Days |
| 20% | 3-4 Days |
| 17% | 5-6 Days |
| 19% | 1 Week or More |

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

| Reader Demographics | Market Demographics |
|---------------------|-----------------------|
| 01% | 04% 18 - 20 |
| 05% | 06% 21 - 24 |
| 20% | 16% 25 - 34 |
| 25% | 22% 35 - 44 |
| 27% | 20% 45 - 54 |
| 16% | 12% 55 - 64 |
| 05% | 10% 65 - 74 |
| 01% | 10% 75 years or older |



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

| Reader Demographics | Market Demographics |
|---------------------|---------------------------|
| 05% | 26% Under \$25,000 |
| 34% | 31% \$25,001 - \$49,999 |
| 26% | 18% \$50,000 - \$74,999 |
| 17% | 12% \$75,000 - \$99,999 |
| 12% | 08% \$100,000 - \$149,999 |
| 05% | 05% Over \$150,000 |

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

| Reader Demographics | Market Demographics |
|---------------------|------------------------------|
| 06% | 18% Some High School or Less |
| 43% | 47% Graduated High School |
| 25% | 16% Some College |
| 18% | 13% Graduated College |
| 08% | 06% Completed Post Graduate |

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

| Percentage | Product/Service | Note |
|------------|---|----------------------------|
| 13% | New Automobile | (% = Positive respondents) |
| 13% | Used Automobile | |
| 20% | Antiques / Auctions | |
| 52% | Furniture / Home Furnishings | |
| 24% | Major Home Appliance | |
| 15% | Home Computers | |
| 48% | Home Improvements / Supplies | |
| 30% | Television / Electronics | |
| 18% | Carpet / Flooring | |
| 63% | Automobile Accessories (tires, brakes & service) | |
| 70% | Lawn & Garden | |
| 31% | Florist / Gift Shops | |
| 38% | Home Heating / Air Conditioning (service, new equipment) | |
| 52% | Vacations / Travel | |
| 06% | Real Estate | |
| 75% | Men's Apparel | |
| 91% | Women's Apparel | |
| 63% | Children's Apparel | |
| 04% | Boats / Personal Watercraft | |
| 26% | Art & Crafts Supplies | |
| 30% | Childcare | |
| 45% | Education / Classes | |
| 05% | Attorney | |
| 24% | Veterinarian | |
| 16% | Chiropractor | |
| 17% | Financial Planner (Retirement, Investing) | |
| 56% | Tax Advisor / Services | |
| 30% | Health Club / Exercise Class | |
| 48% | Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning) | |
| 02% | Weight Loss | |
| 38% | Lawn Care Service (Maintenance & Landscaping) | |
| 57% | Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo) | |
| 59% | Pharmacist / Prescription Service | |
| 21% | Cellular Phone New/Update Service | |
| 76% | Dining & Entertainment | |
| 17% | Jewelry | |
| 14% | Wedding Supplies | |
| 39% | Athletic & Sports Equipment | |