

Audit Period: April 1, 2009 – March 31, 2010

KAPP Advertising Services, Inc.

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Lebanon, PA 17042
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EMAIL: sales@themerchandiser.com
www.themerchandiser.com

1. Publication Information

Average Net Circulation:	299,376 (Print Edition)
Number of Editions:	Eleven
Format / Average Page Count:	Tabloid / 34 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:	96% Home Delivery / 0% Mail / 4% 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:	March 1, 2010
Mechanical Data:	Five (5) columns x 16-inch column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$8.20 - \$104.10 per column inch National: \$8.20 - \$104.10 per column inch
Insert Open Rate:	\$26.00 - \$46.00 per thousand
Classified Rate:	\$51.50 for up to 20 words (all zones)

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: joannew@themerchandiser.com

4. Circulation Pricing

KAPP Advertising Services, Inc. are controlled circulation weeklies without circulation pricing.
Annual mail subscription rate: Contact Publisher

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

CVC Account Number: 13-0905 Wednesday		KAPP Advertising Services, Inc. - Consolidated Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	299,376
Average Gross Distribution	(5-F)	299,376
Average Net Press Run	(5-A)	299,926
Audit Period Detail		
A. Average Net Press Run		299,926
B. Office / File		550
C. Controlled Distribution		
1. Home Delivery		280,918
2. Controlled Bulk Delivery / Demand Distribution		11,624
3. Mail		0
4. Restock & Office Service		6,834
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		299,376
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		299,376
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		299,376



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

CVC Account Number: 13-0036 Wednesday		Dauphin/Schuylkill Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	18,407
Average Gross Distribution	(5-F)	18,407
Average Net Press Run	(5-A)	18,457
Audit Period Detail		
A. Average Net Press Run		18,457
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		16,312
2. Controlled Bulk Delivery / Demand Distribution		1,770
3. Mail		0
4. Restock & Office Service		325
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		18,407
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		18,407
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		18,407



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

CVC Account Number: 13-0037 Wednesday		Gettysburg Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	23,150
Average Gross Distribution	(5-F)	23,150
Average Net Press Run	(5-A)	23,200
Audit Period Detail		
A. Average Net Press Run		23,200
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		22,275
2. Controlled Bulk Delivery / Demand Distribution		254
3. Mail		0
4. Restock & Office Service		621
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		23,150
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		23,150
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		23,150



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

CVC Account Number: 13-0038 Wednesday		Greater Reading Merchandiser - Eastern Edition Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	29,377
Average Gross Distribution	(5-F)	29,377
Average Net Press Run	(5-A)	29,427
Audit Period Detail		
A. Average Net Press Run		29,427
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		28,410
2. Controlled Bulk Delivery / Demand Distribution		679
3. Mail		0
4. Restock & Office Service		288
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		29,377
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		29,377
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		29,377



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

CVC Account Number: 13-0213 Wednesday		Greater Reading Merchandiser - Northern Edition Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	30,164
Average Gross Distribution	(5-F)	30,164
Average Net Press Run	(5-A)	30,214
Audit Period Detail		
A. Average Net Press Run		30,214
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		28,964
2. Controlled Bulk Delivery / Demand Distribution		622
3. Mail		0
4. Restock & Office Service		578
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		30,164
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		30,164
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		30,164



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

CVC Account Number: 13-0212 Wednesday		Greater Reading Merchandiser - Western Edition Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	38,602
Average Gross Distribution	(5-F)	38,602
Average Net Press Run	(5-A)	38,652
Audit Period Detail		
A. Average Net Press Run		38,652
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		36,642
2. Controlled Bulk Delivery / Demand Distribution		1,087
3. Mail		0
4. Restock & Office Service		873
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		38,602
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		38,602
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		38,602



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

CVC Account Number: 13-0415 Wednesday		Hampstead/Manchester Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	13,820
Average Gross Distribution	(5-F)	13,820
Average Net Press Run	(5-A)	13,870
Audit Period Detail		
A. Average Net Press Run		13,870
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		13,014
2. Controlled Bulk Delivery / Demand Distribution		186
3. Mail		0
4. Restock & Office Service		620
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		13,820
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		13,820
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		13,820



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

CVC Account Number: 13-0039 Wednesday		Hanover Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	37,802
Average Gross Distribution	(5-F)	37,802
Average Net Press Run	(5-A)	37,852
Audit Period Detail		
A. Average Net Press Run		37,852
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		36,400
2. Controlled Bulk Delivery / Demand Distribution		310
3. Mail		0
4. Restock & Office Service		1,092
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		37,802
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		37,802
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		37,802



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

CVC Account Number: 13-0040 Wednesday		Hershey Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	23,805
Average Gross Distribution	(5-F)	23,805
Average Net Press Run	(5-A)	23,855
Audit Period Detail		
A. Average Net Press Run		23,855
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		20,575
2. Controlled Bulk Delivery / Demand Distribution		2,930
3. Mail		0
4. Restock & Office Service		300
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		23,805
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		23,805
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		23,805



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

CVC Account Number: 13-0042 Wednesday		Lebanon Valley Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	37,882
Average Gross Distribution	(5-F)	37,882
Average Net Press Run	(5-A)	37,932
Audit Period Detail		
A. Average Net Press Run		37,932
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		35,254
2. Controlled Bulk Delivery / Demand Distribution		1693
3. Mail		0
4. Restock & Office Service		935
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		37,882
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		37,882
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		37,882



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

CVC Account Number: 13-0043 Wednesday		Myerstown Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	22,661
Average Gross Distribution	(5-F)	22,661
Average Net Press Run	(5-A)	22,711
Audit Period Detail		
A. Average Net Press Run		22,711
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		20,332
2. Controlled Bulk Delivery / Demand Distribution		1,654
3. Mail		0
4. Restock & Office Service		675
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		22,661
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		22,661
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		22,661



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

CVC Account Number: 13-0044 Wednesday		Northern Adams/York Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	23,706
Average Gross Distribution	(5-F)	23,706
Average Net Press Run	(5-A)	23,756
Audit Period Detail		
A. Average Net Press Run		23,756
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		22,740
2. Controlled Bulk Delivery / Demand Distribution		439
3. Mail		0
4. Restock & Office Service		527
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		23,706
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		23,706
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		23,706

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

	Monthly Audit Period Average
Website Unique Visitors	11,626
Website Page Views	201,065

6B. Audited Online Edition Reporting - www.kappad.com

	Monthly Audit Period Average
Unique Digital Edition Visitors	1,877
Digital Edition Page Views	4,956

7. Explanatory

PARAGRAPH FIVE

AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
1. HOME DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

PAGE VIEWS: The transmittal of a full page contained within the website to the user's browser.

PARAGRAPH SIX (B)

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

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

8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/10-12/31/10	CVC	299,236	-	-	-
01/01/09-12/31/09	CVC	284,890	299,619	299,409	299,240
01/01/08-12/31/08	CVC	302,974	301,972	300,712	300,796
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	-	-	278,673	278,673

9A. Distribution by Zip Code (3/31/2010 Edition) Wednesday - 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	30	0	0	1,232
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	75	0	0	1,149
17957	Muir	Schuylkill	155	0	0	0	155
17963	Pine Grove	Schuylkill	3,778	780	0	0	4,558
17968	Sacramento	Schuylkill	79	25	0	0	104
17972	Schuylkill Haven	Schuylkill	1,017	635	0	0	1,652
17980	Tower City	Schuylkill	1,677	65	0	0	1,742
17981	Tremont	Schuylkill	1,080	35	0	0	1,115
17983	Valley View	Schuylkill	845	165	0	0	1,010
TOTAL			14,987	3,095	0	0	18,082

9B. Distribution by Zip Code (3/31/2010 Edition) Wednesday - Gettysburg Area Merchandiser

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17303	Arendtsville	Adams	280	0	0	0	280
17304	Aspers	Adams	864	0	0	0	864
17306	Bendersville	Adams	180	0	0	0	180
17307	Biglerville	Adams	1,934	0	0	0	1,934
17310	Cashtown	Adams	85	0	0	0	85
17320	Fairfield	Adams	2,839	30	0	0	2,869
17324	Gardners	Adams	686	40	0	0	726
17325	Gettysburg	Adams	9,989	105	0	0	10,094
17343	Mc Knightstown	Adams	70	0	0	0	70
17353	Orrtanna	Adams	1,142	15	0	0	1,157

9B. Distribution by Zip Code (3/31/2010 Edition) Wednesday - Gettysburg Area Merchandiser (Continued)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17372	York Springs	Adams	1,575	15	0	0	1,590
21727	Emmitsburg	Frederick	1,594	0	0	0	1,594
21778	Rocky Ridge	Frederick	380	0	0	0	380
21788	Thurmont	Frederick	637	60	0	0	697
TOTAL			22,255	265	0	0	22,520

9C. Distribution by Zip Code (3/31/2010 Edition) Wednesday - Greater Reading Merchandiser Eastern Edition

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
19508	Birdsboro	Berks	5,341	45	0	0	5,386
19518	Douglassville	Berks	4,003	100	0	0	4,103
19543	Morgantown	Berks	1,120	210	0	0	1,330
19547	Oley	Berks	1,384	50	0	0	1,434
19602	Reading	Berks	4,829	360	0	0	5,189
19606	Mount Penn	Berks	11,431	195	0	0	11,626
TOTAL			28,108	960	0	0	29,068

9D. Distribution by Zip Code (3/31/2010 Edition) Wednesday - 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	2,426	95	0	0	2,521
19560	Temple	Berks	2,854	80	0	0	2,934
19601	Reading	Berks	7,870	495	0	0	8,365
19604	Reading	Berks	7,527	120	0	0	7,647
19605	Laureldale	Berks	5,818	160	0	0	5,978
TOTAL			28,377	1,100	0	0	29,477

9E. Distribution by Zip Code (3/31/2010 Edition) Wednesday - Greater Reading Merchandiser Western Edition

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17569	Reinholds	Lancaster	607	25	0	0	632
19540	Mohnton	Berks	4,219	55	0	0	4,274
19551	Robesonia	Berks	1,977	100	0	0	2,077
19565	Wernersville	Berks	2,959	55	0	0	3,014
19607	Shillington	Berks	7,768	275	0	0	8,043
19608	Sinking Spring	Berks	7,271	370	0	0	7,641
19609	West Lawn	Berks	3,870	50	0	0	3,920
19610	Wyomissing	Berks	4,773	380	0	0	5,153
19611	West Reading	Berks	2,817	130	0	0	2,947
TOTAL			36,261	1,440	0	0	37,701



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9F. Distribution by Zip Code (3/31/2010 Edition) Wednesday - Hampstead/Manchester Area Merchandiser

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
21048	Finksburg	Carroll	964	0	0	0	964
21074	Hampstead	Carroll	5,398	75	0	0	5,473
21102	Manchester	Carroll	3,893	65	0	0	3,958
21155	Upperco	Baltimore	903	40	0	0	943
21157	Westminster	Carroll	1,848	10	0	0	1,858
TOTAL			13,006	190	0	0	13,196

9G. Distribution by Zip Code (3/31/2010 Edition) Wednesday - Hanover Area Merchandiser

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17327	Glen Rock	York	485	10	0	0	495
17329	Glenville	York	962	40	0	0	1,002
17331	Hanover	York	21,123	65	0	0	21,188
17340	Littlestown	Adams	4,121	0	0	0	4,121
17344	Mc Sherrystown	Adams	1,603	0	0	0	1,603
21074	Hampstead	Carroll	0	10	0	0	10
21102	Manchester	Carroll	0	15	0	0	15
21157	Westminster	Carroll	4,236	125	0	0	4,361
21787	Taneytown	Carroll	3,934	55	0	0	3,989
TOTAL			36,464	320	0	0	36,784

9H. Distribution by Zip Code (3/31/2010 Edition) Wednesday - Hershey Area Merchandiser

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17010	Campbelltown	Lebanon	750	125	0	0	875
17028	Grantville	Dauphin	970	470	0	0	1,440
17033	Hershey	Dauphin	5,295	808	0	0	6,103
17036	Hummelstown	Dauphin	4,517	752	0	0	5,269
17041	Lawn	Lebanon	50	0	0	0	50
17057	Middletown	Dauphin	717	150	0	0	867
17078	Palmyra	Lebanon	6,686	885	0	0	7,571
17111	Harrisburg	Dauphin	1,180	150	0	0	1,330
TOTAL			20,165	3,340	0	0	23,505

9I. Distribution by Zip Code (3/31/2010 Edition) Wednesday - Lebanon Valley Area Merchandiser

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17003	Annville	Lebanon	4,014	200	0	0	4,214
17016	Cornwall	Lebanon	460	85	0	0	545
17026	Fredericksburg	Lebanon	1,275	195	0	0	1,470
17038	Jonestown	Lebanon	2,801	365	0	0	3,166
17042	Colebrook	Lebanon	0	50	0	0	50
17042	Lebanon	Lebanon	13,869	917	0	0	14,786
17046	Lebanon	Lebanon	11,079	711	0	0	11,790
17064	Mount Gretna	Lebanon	206	40	0	0	246
17083	Quentin	Lebanon	210	40	0	0	250
17085	Rexmont	Lebanon	300	0	0	0	300
17545	Manheim	Lancaster	0	130	0	0	130
TOTAL			34,214	2,733	0	0	36,947

9J. Distribution by Zip Code (3/31/2010 Edition) Wednesday - 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	5,752	363	0	0	6,115
17073	Newmanstown	Lebanon	1,640	65	0	0	1,705
17087	Richland	Lebanon	1,055	70	0	0	1,125
17088	Schaefferstown	Lebanon	375	55	0	0	430
19506	Bernville	Berks	2,559	335	0	0	2,894
19507	Bethel	Berks	1,247	170	0	0	1,417
19544	Mount Aetna	Berks	135	35	0	0	170
19550	Rehrersburg	Berks	181	20	0	0	201
19551	Robesonia	Berks	1,977	70	0	0	2,047
19554	Shartlesville	Berks	180	203	0	0	383
19559	Strausstown	Berks	172	30	0	0	202
19565	Wernersville	Berks	2,959	55	0	0	3,014
19567	Womelsdorf	Berks	1,972	195	0	0	2,167
TOTAL			20,264	1,706	0	0	21,970

9K. Distribution by Zip Code (3/31/2010 Edition) Wednesday - 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	190	20	0	0	210
17315	Dover	York	2,642	195	0	0	2,837
17316	East Berlin	Adams	2,715	55	0	0	2,770
17350	New Oxford	Adams	4,459	160	0	0	4,619
17360	Seven Valleys	York	1,109	0	0	0	1,109
17362	Spring Grove	York	4,950	135	0	0	5,085
17364	Thomasville	York	1,460	0	0	0	1,460
17371	York New Salem	York	140	0	0	0	140
17404	West York	York	3,161	45	0	0	3,206
17408	York	York	265	0	0	0	265
TOTAL			22,596	610	0	0	23,206

10A. Distribution by County (3/31/2010 Edition) Wednesday - 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	980	0	0	5,605
Schuylkill	Auburn Cressona Friedensburg Hegins Muir Pine Grove Pottsville Sacramento Schuylkill Haven Tower City Tremont Valley View	10,362	2,115	0	0	12,477
TOTAL		14,987	3,095	0	0	18,082

10B. Distribution by County (3/31/2010 Edition) Wednesday - 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	19,644	205	0	0	19,849
Frederick	Emmitsburg Rocky Ridge Thurmont	2,611	60	0	0	2,671
TOTAL		22,255	265	0	0	22,520

10C. Distribution by County (3/31/2010 Edition) Wednesday - Greater Reading Merchandiser Eastern Edition

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Birdsboro Douglassville Morgantown Oley Reading Mount Penn	28,108	960	0	0	29,068
TOTAL		28,108	960	0	0	29,068

10D. Distribution by County (3/31/2010 Edition) Wednesday - Greater Reading Merchandiser Northern Edition

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Blandon Fleetwood Kutztown Laureldale Leesport Reading Temple	28,377	1,100	0	0	29,477
TOTAL		28,377	1,100	0	0	29,477

10E. Distribution by County (3/31/2010 Edition) Wednesday - Greater Reading Merchandiser Western Edition

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Mohnton Robesonia Shillington Sinking Spring Wernersville West Lawn West Reading Wyomissing	35,654	1,415	0	0	37,069
Lancaster	Reinholds	607	25	0	0	632
TOTAL		36,261	1,440	0	0	37,701



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10F. Distribution by County (3/31/2010 Edition) Wednesday - Hampstead/Manchester Area Merchandiser

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Baltimore	Upperco	903	40	0	0	943
Carroll	Finksburg Hampstead Manchester Westminster	12,103	150	0	0	12,253
TOTAL		13,006	190	0	0	13,196

10G. Distribution by County (3/31/2010 Edition) Wednesday - Hanover Area Merchandiser

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Adams	Littlestown Mc Sherrystown	5,724	0	0	0	5,724
Carroll	Hampstead Manchester Taneytown Westminster	8,170	205	0	0	8,375
York	Glen Rock Glenville Hanover	22,570	115	0	0	22,685
TOTAL		36,464	320	0	0	36,784

10H. Distribution by County (3/31/2010 Edition) Wednesday - Hershey Area Merchandiser

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Dauphin	Grantville Harrisburg Hershey Hummelstown Middletown	12,679	2,330	0	0	15,009
Lebanon	Campbelltown Lawn Palmyra	7,486	1,010	0	0	8,496
TOTAL		20,165	3,340	0	0	23,505

10I. Distribution by County (3/31/2010 Edition) Wednesday - Lebanon Valley Area Merchandiser

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Lancaster	Maheim	0	130	0	0	130
Lebanon	Annvile Colebrook Cornwall Fredericksburg Jonestown Lebanon Mount Gretna Quentin Rexmont	34,214	2,603	0	0	36,817
TOTAL		34,214	2,733	0	0	36,947



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10J. Distribution by County (3/31/2010 Edition) Wednesday - Myerstown Area Merchandiser

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Berville Bethel Mount Aetna Rehrersburg Robesonia Shartlesville Strausstown Wernersville Womelsdorf	11,382	1,113	0	0	12,495
Lebanon	Kleinfeltersville Myerstown Newmanstown Richland Schaefferstown	8,882	593	0	0	9,475
TOTAL		20,264	1,706	0	0	21,970

10K. Distribution by County (3/31/2010 Edition) Wednesday - Northern Adams/York Area Merchandiser

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Adams	Abbottstown East Berlin New Oxford	8,679	215	0	0	8,894
York	Codorus Dover Seven Valleys Spring Grove Thomasville West York York York New Salem	13,917	395	0	0	14,312
TOTAL		22,596	610	0	0	23,206

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 1,814 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. The (appropriate KAPP Advertising Services, Inc. publication) is distributed regularly in your area. Do you receive the (appropriate KAPP Advertising Services, Inc. publication) on a regular basis?

2. (If response to #1 was YES) Do you or someone in your household regularly read or look through the (appropriate KAPP Advertising Services, Inc. publication)?

CVC interviews indicate that 1,783 of 1,814 households or 98.3% indicated they receive the (appropriate KAPP Advertising Services, Inc. publication) on a regular basis.

CVC interviews indicate that 1,437 of 1,783 or 80.6% indicate they regularly read or look through the (appropriate KAPP Advertising Services, Inc. publication).

*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 the (appropriate KAPP Advertising Services, Inc. publication) on a regular basis.

CVC interviews indicate that less than 15% of the (appropriate KAPP Advertising Services, Inc. publication)'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

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, 2011.

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