

Audit Period: April 1, 2017 – March 31, 2019

KAPP - Advertising Services, Inc.

100 East Cumberland Street
Lebanon, PA 17042
(717) 273-8127
(717) 273-0420 FAX

EMAIL: sales@themerchandise.com
www.themerchandise.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	274,436 (Print Edition)
Digital Edition:	Average Monthly Unique Users:	2,256 (Digital Edition)
Website:	Average Website Unique Users:	10,467

2. Publication Information

Number of Editions:	Eleven
Format / Average Page Count:	Tabloid / 28 Pages
Circulation Cycle:	Weekly
Ownership:	Kapp Advertising Services, Inc.
Year Established:	1950
Publication Type:	Community Newspaper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	75% Advertising / 25% Editorial
Primary Delivery Methods:	92% Carrier Delivery / 8% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Route / Zone
CVC Member Number:	13-0905
DMA/MSA/CBSA:	Harrisburg, PA / Harrisburg--Lebanon--Carlisle, PA / Lebanon, PA
Audit Funded By:	Mid-Atlantic Community Papers Association Independent Free Papers of America

3. Rate Card and Mechanical Data

Rate Card Effective Date:	April 1, 2019
Mechanical Data:	Five (5) columns X 16" column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$7.60 - \$18.50 per column inch National: \$7.60 - \$18.50 per column inch
Insert Open Rate:	\$26.00 - \$47.00 per thousand
Classified Rate:	\$64.75 for up to 20 words (all zones)
Deadline Day & Time:	Thursday by 4 pm

Additional rates may be available from the publisher.

4. Contact Information

Publisher:		
Advertising:	Doug Fabian	EMAIL: Dougf@kappad.com
Circulation:	Brock Kapp	EMAIL: brockk@themerchandise.com



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)		274,436
Average Gross Distribution	(5-F)		274,828
Average Net Press Run	(5-A)		275,103
Audit Period Detail			
A. Average Net Press Run			275,103
B. Office / File			275
C. Controlled Distribution			
1. Carrier Delivery			252,564
2. Bulk Delivery / Demand Distribution			13,806
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			8,458
Total Average Controlled Distribution			274,828
Controlled Returns			(392)
TOTAL AVERAGE CONTROLLED CIRCULATION			274,436
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			274,828
G. Total Unclaimed / Returns			(392)*
H. Average Net Circulation			274,436

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

CVC Account Number: 13-0036	Wednesday	KAPP - Dauphin / Schuylkill Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	17,940
Average Gross Distribution	(5-F)	17,940
Average Net Press Run	(5-A)	17,965
Audit Period Detail		
A. Average Net Press Run		17,965
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		13,809
2. Bulk Delivery / Demand Distribution		2,208
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		1,923
Total Average Controlled Distribution		17,940
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		17,940
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		17,940
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		17,940



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

CVC Account Number: 13-0037		Wednesday	KAPP - Gettysburg Area Merchandiser Lebanon, PA
Audit Period Summary			
Average Net Circulation	(5-H)		23,363
Average Gross Distribution	(5-F)		23,363
Average Net Press Run	(5-A)		23,388
Audit Period Detail			
A. Average Net Press Run			23,388
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			22,627
2. Bulk Delivery / Demand Distribution			275
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			461
Total Average Controlled Distribution			23,363
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			23,363
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			23,363
G. Total Unclaimed / Returns			(0)*
H. Average Net Circulation			23,363



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

CVC Account Number: 13-0038		Wednesday	KAPP - Greater Reading Merchandiser Eastern Edition Lebanon, PA
Audit Period Summary			
Average Net Circulation	(5-H)		22,393
Average Gross Distribution	(5-F)		22,639
Average Net Press Run	(5-A)		22,664
Audit Period Detail			
A. Average Net Press Run			22,664
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			20,611
2. Bulk Delivery / Demand Distribution			1,817
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			211
Total Average Controlled Distribution			22,639
Controlled Returns			(246)
TOTAL AVERAGE CONTROLLED CIRCULATION			22,393
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			22,639
G. Total Unclaimed / Returns			(246)*
H. Average Net Circulation			22,393



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

CVC Account Number: 13-0213		Wednesday	KAPP - Greater Reading Merchandiser Northern Edition Lebanon, PA
Audit Period Summary			
Average Net Circulation	(5-H)		23,545
Average Gross Distribution	(5-F)		23,801
Average Net Press Run	(5-A)		23,826
Audit Period Detail			
A. Average Net Press Run			23,826
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			21,302
2. Bulk Delivery / Demand Distribution			2,142
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			357
Total Average Controlled Distribution			23,801
Controlled Returns			(256)
TOTAL AVERAGE CONTROLLED CIRCULATION			23,545
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			23,801
G. Total Unclaimed / Returns			(256)*
H. Average Net Circulation			23,545

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

CVC Account Number: 13-0212		Wednesday	KAPP - Greater Reading Merchandiser Western Edition Lebanon, PA
Audit Period Summary			
Average Net Circulation	(5-H)		28,770
Average Gross Distribution	(5-F)		28,906
Average Net Press Run	(5-A)		28,931
Audit Period Detail			
A. Average Net Press Run			28,931
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			26,872
2. Bulk Delivery / Demand Distribution			1,759
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			275
Total Average Controlled Distribution			28,906
Controlled Returns			(136)
TOTAL AVERAGE CONTROLLED CIRCULATION			28,770
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			28,906
G. Total Unclaimed / Returns			(136)*
H. Average Net Circulation			28,770



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

CVC Account Number: 13-0415		Wednesday	KAPP - Hampstead / Manchester Area Merchandiser Lebanon, PA
Audit Period Summary			
Average Net Circulation	(5-H)		15,856
Average Gross Distribution	(5-F)		15,856
Average Net Press Run	(5-A)		15,881
Audit Period Detail			
A. Average Net Press Run			15,881
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			15,189
2. Bulk Delivery / Demand Distribution			236
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			431
Total Average Controlled Distribution			15,856
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			15,856
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			15,856
G. Total Unclaimed / Returns			(0)*
H. Average Net Circulation			15,856

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

CVC Account Number: 13-0039	Wednesday	KAPP - Hanover Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	36,749
Average Gross Distribution	(5-F)	36,749
Average Net Press Run	(5-A)	36,774
Audit Period Detail		
A. Average Net Press Run		36,774
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		35,484
2. Bulk Delivery / Demand Distribution		270
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		995
Total Average Controlled Distribution		36,749
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		36,749
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		36,749
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		36,749



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

CVC Account Number: 13-0040	Wednesday	KAPP - Hershey Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	23,587
Average Gross Distribution	(5-F)	23,587
Average Net Press Run	(5-A)	23,612
Audit Period Detail		
A. Average Net Press Run		23,612
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		20,904
2. Bulk Delivery / Demand Distribution		1,814
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		869
Total Average Controlled Distribution		23,587
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		23,587
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		23,587
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		23,587

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

CVC Account Number: 13-0042	Wednesday	KAPP - Lebanon Valley Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	37,809
Average Gross Distribution	(5-F)	37,809
Average Net Press Run	(5-A)	37,834
Audit Period Detail		
A. Average Net Press Run		37,834
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		34,565
2. Bulk Delivery / Demand Distribution		1,743
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		1,501
Total Average Controlled Distribution		37,809
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		37,809
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		37,809
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		37,809

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

CVC Account Number: 13-0043		Wednesday	KAPP - Myerstown Area Merchandiser Lebanon, PA
Audit Period Summary			
Average Net Circulation	(5-H)		19,573
Average Gross Distribution	(5-F)		19,573
Average Net Press Run	(5-A)		19,598
Audit Period Detail			
A. Average Net Press Run			19,598
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			17,429
2. Bulk Delivery / Demand Distribution			1,206
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			938
Total Average Controlled Distribution			19,573
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			19,573
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			19,573
G. Total Unclaimed / Returns			(0)*
H. Average Net Circulation			19,573

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

CVC Account Number: 13-0044	Wednesday	KAPP - Northern Adams / York Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	24,605
Average Gross Distribution	(5-F)	24,605
Average Net Press Run	(5-A)	24,630
Audit Period Detail		
A. Average Net Press Run		24,630
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		23,772
2. Bulk Delivery / Demand Distribution		336
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		497
Total Average Controlled Distribution		24,605
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		24,605
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		24,605
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		24,605

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.themerchandiser.com

	Monthly Audit Period Average
Website Unique Users	10,467
Website Sessions	18,916
Percent of New Users	76.2%
Website Page Views	105,132
Pages Per Visit	5.56
Average Time Spent on Website	00:04:49
Bounce Rate	22.44%

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.

PERCENT NEW USERS: The percentage of users that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

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

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

6B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Users (Web)	2,256
Digital Edition Page Views (Web)	4,715

Explanatory – Digital Edition

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION USERS (WEB): Unique users 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 that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS (WEB): 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.

6C. Text Media - Not Reported

6D. Social Media - Not Reported

6E. Email Media - Not Reported

6F. Video & Podcast Media - Not Reported



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7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/19-12/31/19	CVC	266,694	-	-	-
01/01/18-12/31/18	CVC	270,667	270,422	270,020	266,659
01/01/17-12/31/17	CVC	289,422	289,915	286,580	272,556
01/01/16-12/31/16	CVC	288,210	288,492	288,813	289,113
01/01/15-12/31/15	CVC	289,184	288,896	288,562	287,667
01/01/14-12/31/14	CVC	289,103	289,198	289,198	289,198
01/01/13-12/31/13	CVC	288,538	288,478	288,662	288,812
01/01/12-12/31/12	CVC	298,565	294,104	288,280	288,278
01/01/11-12/31/11	CVC	299,511	299,249	298,861	298,861
01/01/03-12/31/10	Prior CVC	-	-	-	-

8A. Distribution by Zip Code (3/27/2019 Edition) Wednesday – KAPP Dauphin / Schuylkill

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
17005	Berrysburg	Dauphin	PA	150	15	0	0	165
17023	Elizabethville	Dauphin	PA	1,043	65	0	0	1,108
17030	Gratz	Dauphin	PA	272	126	0	0	398
17032	Halifax	Dauphin	PA	0	150	0	0	150
17048	Lykens	Dauphin	PA	1,360	115	0	0	1,475
17061	Millersburg	Dauphin	PA	0	230	0	0	230
17097	Wiconisco	Dauphin	PA	435	0	0	0	435
17098	Williamstown	Dauphin	PA	1,202	20	0	0	1,222
17901	Pottsville	Schuylkill	PA	0	50	0	0	50
17922	Auburn	Schuylkill	PA	25	0	0	0	25
17929	Cressona	Schuylkill	PA	0	100	0	0	100
17933	Friedensburg	Schuylkill	PA	157	125	0	0	282
17938	Hegins	Schuylkill	PA	1,049	105	0	0	1,154
17957	Muir	Schuylkill	PA	155	0	0	0	155
17963	Pine Grove	Schuylkill	PA	3,253	700	0	0	3,953
17968	Sacramento	Schuylkill	PA	79	25	0	0	104
17972	Schuylkill Haven	Schuylkill	PA	1,017	470	0	0	1,487
17980	Tower City	Schuylkill	PA	1,704	55	0	0	1,759
17981	Tremont	Schuylkill	PA	1,080	35	0	0	1,115
17983	Valley View	Schuylkill	PA	690	165	0	0	855
TOTAL				13,671	2,551	0	0	16,222

8B. Distribution by Zip Code (3/27/2019 Edition) Wednesday - KAPP - Gettysburg

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
17303	Arendtsville	Adams	PA	280	0	0	0	280
17304	Aspers	Adams	PA	874	0	0	0	874
17306	Bendersville	Adams	PA	180	0	0	0	180
17307	Biglerville	Adams	PA	1,949	0	0	0	1,949
17310	Cashtown	Adams	PA	85	0	0	0	85
17320	Fairfield	Adams	PA	2,839	30	0	0	2,869
17324	Gardners	Adams	PA	748	40	0	0	788
17325	Gettysburg	Adams	PA	10,276	60	0	0	10,336

8B. Distribution by Zip Code (3/27/2019 Edition) Wednesday - KAPP - Gettysburg (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
17331	Hanover	York	PA	0	0	0	461	461
17343	Mc Knightstown	Adams	PA	70	0	0	0	70
17353	Orrtanna	Adams	PA	1,142	15	0	0	1,157
17372	York Springs	Adams	PA	1,575	15	0	0	1,590
21727	Emmitsburg	Frederick	MD	1,594	0	0	0	1,594
21778	Rocky Ridge	Frederick	MD	380	0	0	0	380
21788	Thurmont	Frederick	MD	637	60	0	0	697
TOTAL				22,629	220	0	461	23,310

8C. Distribution by Zip Code (3/27/2019 Edition) Wednesday – KAPP – Greater Reading Eastern

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
19508	Birdsboro	Berks	PA	0	410	0	0	410
19518	Douglassville	Berks	PA	0	385	0	0	385
19540	Mohnton	Berks	PA	3,907	80	0	0	3,987
19543	Morgantown	Berks	PA	0	375	0	0	375
19606	Mount Penn	Berks	PA	10,703	365	0	0	11,068
19607	Shillington	Berks	PA	7,401	135	0	0	7,536
19610	Wyomissing	Berks	PA	0	0	0	240	240
TOTAL				22,011	1,750	0	240	24,001

8D. Distribution by Zip Code (3/27/2019 Edition) Wednesday – KAPP – Greater Reading Northern

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
19510	Blandon	Berks	PA	0	180	0	0	180
19522	Fleetwood	Berks	PA	0	275	0	0	275
19530	Kutztown	Berks	PA	0	45	0	0	45
19533	Leesport	Berks	PA	2,748	125	0	0	2,873
19547	Oley	Berks	PA	0	445	0	0	445
19560	Temple	Berks	PA	0	370	0	0	370
19601	Reading	Berks	PA	7,094	320	0	0	7,414
19604	Reading	Berks	PA	3,395	475	0	0	3,870
19605	Reading	Berks	PA	5,319	355	0	0	5,674
19610	Wyomissing	Berks	PA	0	0	0	320	320
TOTAL				18,556	2,590	0	320	21,466

8E. Distribution by Zip Code (3/27/2019 Edition) Wednesday - KAPP – Greater Western Reading

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
17517	Denver	Lancaster	PA	0	300	0	0	300
17519	East Earl	Lancaster	PA	0	300	0	0	300
17569	Reinholds	Lancaster	PA	607	0	0	0	607
19551	Robesonia	Berks	PA	0	100	0	0	100
19565	Wernersville	Berks	PA	3,018	32	0	0	3,050
19567	Womelsdorf	Berks	PA	0	70	0	0	70



8E. Distribution by Zip Code (3/27/2019 Edition) Wednesday - KAPP – Greater Western Reading (con)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
19602	Reading	Berks	PA	0	510	0	0	510
19608	Reading	Berks	PA	7,292	120	0	0	7,412
19609	Reading	Berks	PA	3,843	60	0	0	3,903
19610	Reading	Berks	PA	4,488	210	0	432	5,130
19611	Reading	Berks	PA	2,758	0	0	0	2,758
TOTAL				22,006	1,702	0	432	24,140

8F. Distribution by Zip Code (3/27/2019 Edition) Wednesday – KAPP – Hampstead / Manchester

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
17331	Hanover	York	PA	0	0	0	376	376
21048	Finksburg	Carroll	MD	964	0	0	0	964
21074	Hampstead	Carroll	MD	5,428	75	0	0	5,503
21102	Manchester	Carroll	MD	3,893	115	0	0	4,008
21155	Upperco	Baltimore	MD	903	40	0	0	943
21157	Westminster	Carroll	MD	2,841	5	0	0	2,846
21158	Westminster	Carroll	MD	1,160	0	0	0	1,160
TOTAL				15,189	235	0	376	15,800

8G. Distribution by Zip Code (3/27/2019 Edition) Wednesday – KAPP - Hanover

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
17327	Glen Rock	York	PA	485	5	0	0	490
17329	Glenville	York	PA	968	30	0	0	998
17331	Hanover	York	PA	22,367	45	0	1,087	23,499
17340	Littlestown	Adams	PA	4,223	0	0	0	4,223
17344	Mc Sherrystown	Adams	PA	1,613	0	0	0	1,613
21074	Hampstead	Carroll	MD	0	10	0	0	10
21102	Manchester	Carroll	MD	0	15	0	0	15
21157	Westminster	Carroll	MD	2,048	120	0	0	2,168
21787	Taneytown	Carroll	MD	3,964	45	0	0	4,009
TOTAL				35,668	270	0	1,087	37,025

8H. Distribution by Zip Code (3/27/2019 Edition) Wednesday – KAPP - Hershey

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
17028	Grantville	Dauphin	PA	980	190	0	0	1,170
17033	Hershey	Dauphin	PA	4,393	565	0	0	4,958
17036	Hummelstown	Dauphin	PA	6,055	93	0	0	6,148
17041	Lawn	Lebanon	PA	50	0	0	0	50
17057	Middletown	Dauphin	PA	534	225	0	0	759
17078	Palmyra	Lebanon	PA	7,377	694	0	0	8,071
17111	Harrisburg	Dauphin	PA	1,271	0	0	0	1,271
TOTAL				20,660	1,767	0	0	22,427

8I. Distribution by Zip Code (3/27/2019 Edition) Wednesday – KAPP – Lebanon Valley

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
17003	Annville	Lebanon	PA	4,084	280	0	0	4,364
17016	Cornwall	Lebanon	PA	610	40	0	0	650
17026	Fredericksburg	Lebanon	PA	1,265	200	0	0	1,465
17038	Jonestown	Lebanon	PA	2,847	340	0	0	3,187
17042	Lebanon	Lebanon	PA	14,362	599	0	0	14,961
17046	Lebanon	Lebanon	PA	10,904	315	0	0	11,219
17064	Mount Gretna	Lebanon	PA	50	0	0	0	50
17083	Quentin	Lebanon	PA	210	50	0	0	260
17085	Rexmont	Lebanon	PA	365	0	0	0	365
17545	Manheim	Lancaster	PA	130	0	0	0	130
TOTAL				34,827	1,824	0	0	36,651

8J. Distribution by Zip Code (3/27/2019 Edition) Wednesday – KAPP - Myerstown

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
17039	Kleinfeltersville	Lebanon	PA	40	30	0	0	70
17067	Myerstown	Lebanon	PA	6,036	275	0	0	6,311
17073	Newmanstown	Lebanon	PA	1,880	40	0	0	1,920
17087	Richland	Lebanon	PA	1,050	30	0	0	1,080
17088	Schaefferstown	Lebanon	PA	375	55	0	0	430
19506	Bernville	Berks	PA	2,282	155	0	0	2,437
19507	Bethel	Berks	PA	1,160	125	0	0	1,285
19544	Mount Aetna	Berks	PA	135	20	0	0	155
19550	Rehrersburg	Berks	PA	181	20	0	0	201
19551	Robesonia	Berks	PA	1,755	115	0	0	1,870
19554	Shartlesville	Berks	PA	180	115	0	0	295
19559	Strausstown	Berks	PA	160	10	0	0	170
19565	Wernersville	Berks	PA	0	31	0	0	31
19567	Womelsdorf	Berks	PA	2,057	170	0	0	2,227
TOTAL				17,291	1,191	0	0	18,482

8K. Distribution by Zip Code (3/27/2019 Edition) Wednesday – KAPP – Northern Adams / York

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
17301	Abbottstown	Adams	PA	1,633	0	0	0	1,633
17311	Codorus	York	PA	190	20	0	0	210
17315	Dover	York	PA	2,722	215	0	0	2,937
17316	East Berlin	Adams	PA	2,846	60	0	0	2,906
17331	Hanover	York	PA	0	0	0	455	455
17350	New Oxford	Adams	PA	4,748	0	0	0	4,748
17360	Seven Valleys	York	PA	1,109	0	0	0	1,109
17362	Spring Grove	York	PA	5,162	15	0	0	5,177
17364	Thomasville	York	PA	1,470	0	0	0	1,470
17371	York New Salem	York	PA	140	10	0	0	150
17404	York	York	PA	173	0	0	0	173

8K. Distribution by Zip Code (3/27/2019 Edition) Wednesday – KAPP – Northern Adams / York (cont.)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
17408	York	York	PA	3,612	0	0	0	3,612
TOTAL				23,805	320	0	455	24,580

9A. Distribution by County (3/27/2019 Edition) Wednesday – KAPP Dauphin / Schuylkill

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Dauphin	Berrysburg Elizabethville Gratz Halifax Lykens Millersburg Wiconisco Williamstown	PA	4,462	721	0	0	5,183
Schuylkill	Auburn Cressona Friedensburg Hegins Muir Pine Grove Pottsville Sacramento Schuylkill Haven Tower City Tremont Valley View	PA	9,209	1,830	0	0	11,039
TOTAL			13,671	2,551	0	0	16,222

9B. Distribution by County (3/27/2019 Edition) Wednesday - KAPP - Gettysburg

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Adams	Arendtsville Aspers Bendersville Biglerville Cashtown Fairfield Gardners Gettysburg Mc Knightstown Orrtanna York Springs	PA	20,018	160	0	0	20,178
Frederick	Emmitsburg Rocky Ridge Thurmont	MD	2,611	60	0	0	2,671
York	Hanover	PA	0	0	0	461	461
TOTAL			22,629	220	0	461	23,310

9C. Distribution by County (3/27/2019 Edition) Wednesday – KAPP – Greater Reading Eastern

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Birdsboro Douglassville Mohnton Morgantown Mount Penn Shillington Wyomissing	PA	22,011	1,750	0	240	24,001
TOTAL			22,011	1,750	0	240	24,001

9D. Distribution by County (3/27/2019 Edition) Wednesday - KAPP – Greater Reading Northern

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Blandon Fleetwood Kutztown Leesport Oley Reading Temple Wyomissing	PA	18,556	2,590	0	320	21,466
TOTAL			18,556	2,590	0	320	21,466

9E. Distribution by County (3/27/2019 Edition) Wednesday - KAPP – Greater Western Reading

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Reading Robesonia Wernersville Womelsdorf	PA	21,399	1,102	0	432	22,933
Lancaster	Denver East Earl Reinholds	PA	607	600	0	0	1,207
TOTAL			22,006	1,702	0	432	24,140

9F. Distribution by County (3/27/2019 Edition) Wednesday – KAPP – Hampstead / Manchester

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Baltimore	Upperco	MD	903	40	0	0	943
Carroll	Finksburg Hampstead Manchester Westminster	MD	14,286	195	0	0	14,481
York	Hanover	PA	0	0	0	376	376
TOTAL			15,189	235	0	376	15,800



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9G. Distribution by County (3/27/2019 Edition) Wednesday – KAPP - Hanover

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Adams	Littlestown Mc Sherrystown	PA	5,836	0	0	0	5,836
Carroll	Hampstead Manchester Taneytown Westminster	MD	6,012	190	0	0	6,202
York	Glen Rock Glenville Hanover	PA	23,820	80	0	1,087	24,987
TOTAL			35,668	270	0	1,087	37,025

9H. Distribution by County (3/27/2019 Edition) Wednesday – KAPP - Hershey

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Dauphin	Grantville Harrisburg Hershey Hummelstown Middletown	PA	13,233	1,073	0	0	14,306
Lebanon	Lawn Palmyra	PA	7,427	694	0	0	8,121
TOTAL			20,660	1,767	0	0	22,427

9I. Distribution by County (3/27/2019 Edition) Wednesday - KAPP – Lebanon Valley

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Lancaster	Manheim	PA	130	0	0	0	130
Lebanon	Annville Cornwall Fredericksburg Jonestown Lebanon Mount Gretna Quentin Rexmont	PA	34,697	1,824	0	0	36,521
TOTAL			34,827	1,824	0	0	36,651



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9J. Distribution by County (3/27/2019 Edition) Wednesday – KAPP - Myerstown

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Bernville Bethel Mount Aetna Rehlersburg Robesonia Shartlesville Strausstown Wernersville Womelsdorf	PA	7,910	761	0	0	8,671
Lebanon	Kleinfeltersville Myerstown Newmanstown Richland Schaefferstown	PA	9,381	430	0	0	9,811
TOTAL			17,291	1,191	0	0	18,482

9K. Distribution by County (3/27/2019 Edition) Wednesday – KAPP – Northern Adams / York

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Adams	Abbottstown East Berlin New Oxford	PA	9,227	60	0	0	9,287
York	Codorus Dover Hanover Seven Valleys Spring Grove Thomasville York York New Salem	PA	14,578	260	0	455	15,293
TOTAL			23,805	320	0	455	24,580



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10. Verification of Distribution – Mail and Carrier Delivery Distribution

KAPP - Advertising Services Inc did not report mail distribution during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. KAPP - Advertising Services, Inc. reported an average carrier delivery distribution of 252,564 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 KAPP - Advertising Services, Inc. on a regular basis to substantiate the publisher's distribution claims. CVC verification confirms that 1,291 of 1,377 individuals or 93.8% report they receive the appropriate KAPP - Advertising Services, Inc. edition on a regular basis.

CVC verification confirms that 978 of 1,291 or 75.8% report they regularly read or look through KAPP - Advertising Services, Inc.

*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 substantiates KAPP - Advertising Services, Inc.'s claim of 392 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

12. Paid Reporting Analysis – Not Applicable



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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 March 31, 2021.

If this report is presented after March 31, 2021 please call the toll-free number listed below.



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

The Circulation Verification Council surveyed KAPP - Advertising Services Inc 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 two 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 four 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. 978 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 16 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 129 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: 1.6**
 *Readership estimates compiled from 2019 CVC circulation & readership study data.

1. The (appropriate KAPP - Advertising Services, Inc. publication) is distributed regularly in your area. Do you regularly read or look through the (appropriate KAPP - Advertising Services, Inc. publication)?

YES 1,123 Survey Respondents

2. Do you frequently purchase products or services from ads seen in the (appropriate KAPP - Advertising Services, Inc. publication)?

YES 869 77.4%
 NO 254 22.6%

3. How long do you keep the (appropriate KAPP - Advertising Services, Inc. publication) before discarding it?

45% 1-2 Days
 25% 3-4 Days
 12% 5-6 Days
 18% 1 Week or More

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

Reader Demographics	Market Demographics	
42%	49%	Male Readers
58%	51%	Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
<01%	06% 18 - 20
02%	07% 21 - 24
09%	14% 25 - 34
20%	16% 35 - 44
24%	20% 45 - 54
24%	18% 55 - 64
17%	10% 65 - 74
03%	06% 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%	09% \$15,000 - \$24,999
06%	10% \$25,000 - \$34,999
10%	13% \$35,000 - \$49,999
23%	20% \$50,000 - \$74,999
22%	15% \$75,000 - \$99,999
15%	10% \$100,000 - \$124,999
09%	06% \$125,000 - \$149,999
06%	05% \$150,000 - \$199,999
06%	04% over \$200,000

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

Reader Demographics	Market Demographics
01%	12% Some High School or Less
38%	40% Graduated High School
29%	25% Some College
25%	15% Graduated College
04%	06% Completed Master Degree
03%	01% Completed Professional Degree
<01%	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
 - 19% Antiques / Auctions
 - 51% Furniture / Home Furnishings
 - 24% Major Home Appliance
 - 18% Computers, Tablets or Laptops
 - 33% Home Improvements or Home Improvement Supplies
 - 25% Television or Electronics
 - 13% Carpet or Flooring
 - 42% Automobile Accessories (tires, brakes or service)
 - 38% Lawn & Garden Supplies
 - 19% Florist / Gift Shops
 - 15% Home Heating & Air Conditioning (service, new equipment)
 - 53% Vacations / Travel
 - 09% Real Estate (Sell or purchase)
 - 54% Men's Apparel
 - 71% Women's Apparel
 - 32% Children's Apparel
 - 01% Boats or Personal Watercraft
 - 23% Art & Crafts Supplies
 - 10% Childcare
 - 16% Education or Classes
 - 04% Attorney
 - 34% Veterinarian
 - 12% Chiropractor
 - 21% Financial Planner (Retirement, Investing)
 - 41% Tax Advisor / Tax Services
 - 28% Health Club / Exercise Class
 - 30% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
 - 09% Weight Loss
 - 26% Lawn Care Service (Maintenance & Landscaping)
 - 21% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
 - 55% Pharmacist / Prescription Service
 - 20% Cell Phone or Smart Phone (New Service or Update Service)
 - 75% Dining & Entertainment
 - 19% Jewelry
 - 05% Wedding Supplies
 - 22% Athletic & Sports Equipment
 - 05% Motorcycles / ATV's
 - 61% Medical Services / Physicians
 - 32% Pet Supplies