

Audit Period: January 1, 2008 – December 31, 2009

Huntington County TAB

1670 Etna Avenue (PO Box 391)
Huntington, IN 46750
(260) 356-1107
(260) 356-1177 FAX

EMAIL: tabads@comcast.net

1. Publication Information

Average Net Circulation:	30,915 (Print Edition)
Number of Editions:	Two
Format / Average Page Count:	Tabloid / 28 Pages
Circulation Cycle:	Twice-Weekly
Circulation Day / Time:	Monday & Thursday / By 6 PM
Ownership:	The Huntington TAB Inc.
Year Established:	1985
Publication Type:	Community Newspaper
Content:	60% Advertising / 40% Editorial
Circulation Paid/Unpaid:	99% Unpaid / 1% Paid / 0% Sponsored
Primary Delivery Methods:	90% Home Delivery / 2% Mail / 8% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Route
CVC Member Number:	See Paragraphs 5 - 5B
DMA/MSA:	Fort Wayne, IN / Fort Wayne, IN
Audit Funded By:	Community Papers of Illinois & Indiana Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date:	September 1, 2009
Mechanical Data:	Seven (7) columns x 15.25-inch column depth Full page: 10.25" wide X 15.25" depth.
Open Rate:	Local: \$7.25 per column inch National: \$8.53 per column inch
Insert Open Rate:	\$42.72 per thousand
Classified Rate:	\$7.00 for up to 15 words

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

3. Contact Information

Publisher:	Russ Grindle / Scott Trauner	EMAIL: tabads@comcast.net
Advertising:	Russ Grindle	EMAIL: tabads@comcast.net
Circulation:	Jim Broderick	EMAIL: tabads@comcast.net

4. Circulation Pricing

Huntington County TAB is a controlled circulation twice-weekly without circulation pricing.
Annual mail subscription rate: \$60.00

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

CVC Account Number: 18-0900		Huntington County TAB - Consolidated Huntington, IN
Audit Period Summary		
Average Net Circulation	(5-H)	30,915
Average Gross Distribution	(5-F)	31,187
Average Net Press Run	(5-A)	31,287
Audit Period Detail		
A. Average Net Press Run		31,287
B. Office / File		100
C. Controlled Distribution		
1. Home Delivery		28,103
2. Controlled Bulk Delivery / Demand Distribution		2,143
3. Mail		253
4. Restock & Office Service		372
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		30,871
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		316
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		316
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		31,187
G. Unclaimed / Returns		(272)*
H. Average Net Circulation		30,915



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

CVC Account Number: 18-0004		Huntington County TAB - Monday Huntington, IN
Audit Period Summary		
Average Net Circulation	(5-H)	15,457
Average Gross Distribution	(5-F)	15,593
Average Net Press Run	(5-A)	15,643
Audit Period Detail		
A. Average Net Press Run		15,643
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		14,051
2. Controlled Bulk Delivery / Demand Distribution		1,071
3. Mail		127
4. Restock & Office Service		186
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		15,435
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		158
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		158
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		15,593
G. Unclaimed / Returns		(136)*
H. Average Net Circulation		15,457



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

CVC Account Number: 18-0204		Huntington County TAB - Thursday Huntington, IN
Audit Period Summary		
Average Net Circulation	(5-H)	15,458
Average Gross Distribution	(5-F)	15,594
Average Net Press Run	(5-A)	15,644
Audit Period Detail		
A. Average Net Press Run		15,644
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		14,052
2. Controlled Bulk Delivery / Demand Distribution		1,072
3. Mail		126
4. Restock & Office Service		186
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		15,436
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		158
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		158
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		15,594
G. Unclaimed / Returns		(136)*
H. Average Net Circulation		15,458

6A. Audited Average Website Reporting

	Audit Period Average
Website Unique Visitors	Not Applicable
Website Page Views	Not Applicable

6B. Audited Online Edition Reporting

	Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable

7. Explanatory

PARAGRAPH FIVE

AUDIT PERIOD SUMMARY

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

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

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

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
1. 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.
5. OTHER:
- 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.

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.



8A. Average Print Circulation History - Huntington County TAB -Monday

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	15,447	15,503	15,555	15,590
01/01/08-12/31/08	CVC	15,356	15,340	15,396	15,471
01/01/07-12/31/07	CVC	15,364	15,253	15,346	15,402
01/01/06-12/31/06	CVC	15,596	15,468	15,438	15,419
01/01/05-12/31/05	CVC	15,525	15,448	15,504	15,484
01/01/04-12/31/04	CVC	15,712	15,673	15,634	15,697
01/01/03-12/31/03	CVC	-	-	-	-

8B. Average Print Circulation History - Huntington County TAB - Thursday

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	15,443	15,513	15,552	15,597
01/01/08-12/31/08	CVC	15,358	15,341	15,391	15,472
01/01/07-12/31/07	CVC	15,353	15,268	15,385	15,398
01/01/06-12/31/06	CVC	15,602	15,466	15,437	15,418
01/01/05-12/31/05	CVC	15,514	15,454	15,502	15,484
01/01/04-12/31/04	CVC	15,713	15,677	15,641	15,698
01/01/03-12/31/03	CVC	-	-	-	-

9A. Distribution by Zip Code (6/29/2009 Edition) Huntington County TAB - Monday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
46702	Andrews	Huntington	630	25	0	0	655
46713	Bippus	Huntington	60	0	0	0	60
46750	Huntington	Huntington	9,625	483	131	200	10,439
46770	Markle	Wells	545	120	0	0	665
46783	Roanoke	Huntington	1,675	80	0	0	1,755
46792	Warren	Huntington	1,335	230	11	0	1,576
46799	Zanesville	Allen	100	55	0	0	155
Misc.	Assorted	Assorted	0	120	138	137	395
TOTAL			13,970	1,113	280	337	15,700

9B. Distribution by Zip Code (6/25/2009 Edition) Huntington County TAB - Thursday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
46702	Andrews	Huntington	630	25	0	0	655
46713	Bippus	Huntington	60	0	0	0	60
46750	Huntington	Huntington	9625	483	131	200	10439
46770	Markle	Wells	545	120	0	0	665
46783	Roanoke	Huntington	1675	80	0	0	1755
46792	Warren	Huntington	1335	230	11	0	1576
46799	Zanesville	Allen	100	55	0	0	155
Misc.	Assorted	Assorted	0	120	138	137	395
TOTAL			13,970	1,113	280	337	15,700

10A. Distribution by County (6/29/2009 Edition) Huntington County TAB - Monday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Allen	Zanesville	100	55	0	0	155
Huntington	Andrews Bippus Huntington Roanoke Warren	13,325	818	142	200	14,485
Wells	Markle	545	120	0	0	665
Misc.	Assorted	0	120	138	137	395
TOTAL		13,970	1,113	280	337	15,700

10B. Distribution by County (6/25/2009 Edition) Huntington County TAB - Thursday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Allen	Zanesville	100	55	0	0	155
Huntington	Andrews Bippus Huntington Roanoke Warren	13,325	818	142	200	14,485
Wells	Markle	545	120	0	0	665
Misc.	Assorted	0	120	138	137	395
TOTAL		13,970	1,113	280	337	15,700

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 511 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. Huntington County TAB is distributed regularly in your area. Do you receive Huntington County TAB on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Huntington County TAB?

CVC interviews indicate that 498 of 511 households or 97.5% indicated they receive Huntington County TAB on a regular basis.

CVC interviews indicate that 396 of 498 or 79.5% indicate they regularly read or look through Huntington County TAB.

*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 Huntington County TAB on a regular basis.

CVC interviews indicate that less than 11% of Huntington County TAB'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: \$60.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	316
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
OTHER:	

14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



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The current status of this report expires December 31, 2011.
If this report is presented after December 31, 2011 please call the toll-free number listed below.

Huntington County TAB - Huntington, IN - 18-0900 - Supplemental Readership Study

The Circulation Verification Council interviewed 511 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. *396 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: 1.80***

*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Huntington County TAB is distributed regularly in your area. Does your household regularly receive Huntington County TAB?

YES	498	97.5%
NO	13	02.5%

2. Do you or someone in your household regularly read or look through Huntington County TAB?

YES	396	79.5%
NO	102	20.5%

3. Do you frequently purchase products or services from ads seen in Huntington County TAB?

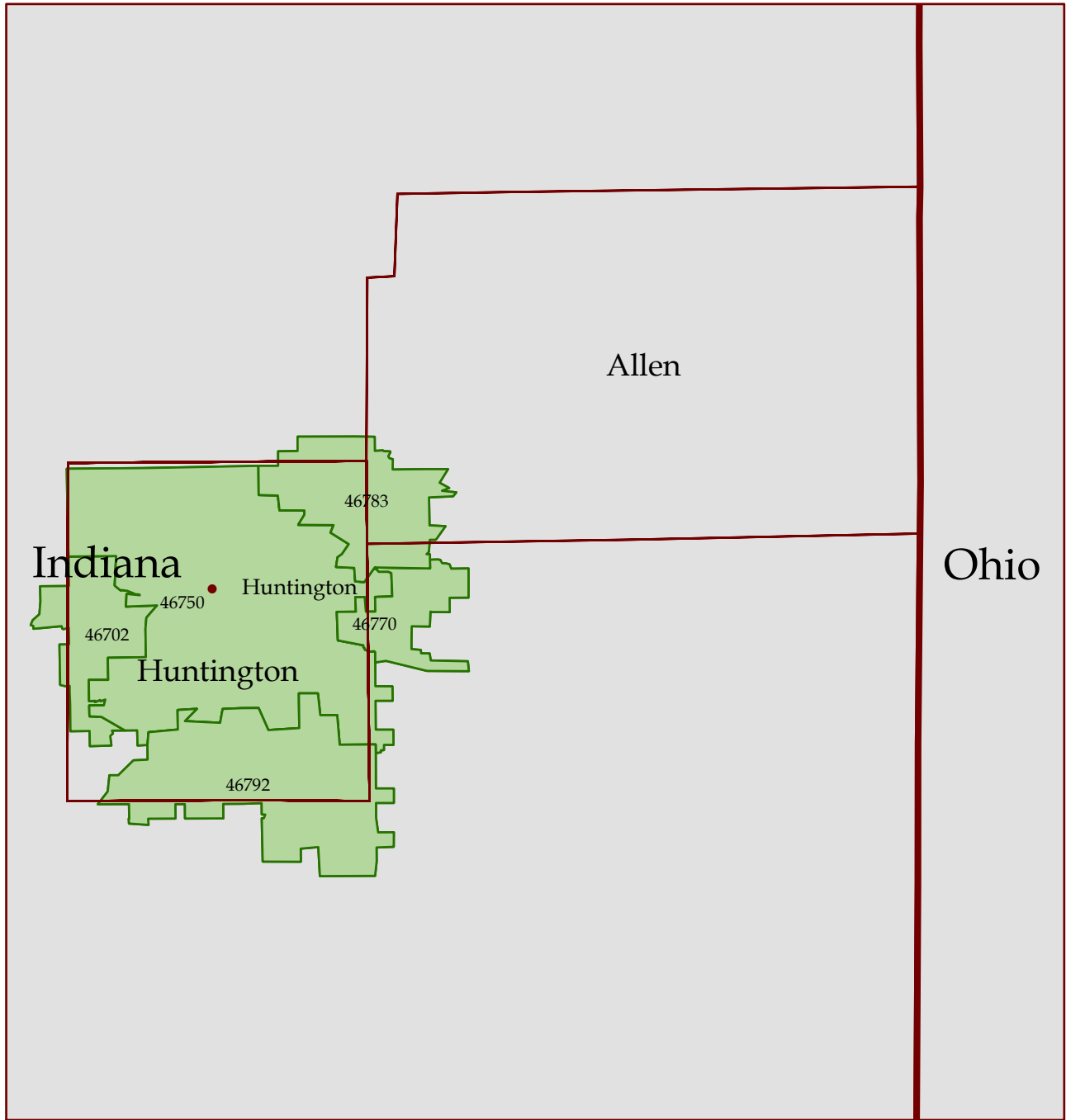
YES	305	77.0%
NO	91	23.0%

4. How long do you keep Huntington County TAB before discarding it?

58%	1-2 Days
18%	3-4 Days
06%	5-6 Days
18%	1 Week or More




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

Reader Demographics	Market Demographics	
01%	05%	18 - 20
04%	08%	21 - 24
15%	15%	25 - 34
25%	19%	35 - 44
26%	20%	45 - 54
18%	15%	55 - 64
09%	08%	65 - 74
02%	10%	75 years or older



The Huntington County TAB - Huntington, Indiana
18-0900, 18-0004 & 18-0204

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

