

January 3, 2020

Al Joiner, Publisher
Waycross Shopper
540 Plant Avenue
Waycross, GA 31501

Congratulations to you and your staff on the successful completion of your 2019 CVC circulation audit and readership study. Below I have highlighted some areas where I believe you have truly excelled compared to the other 3,278 publications in the CVC database.

- In paragraph five, you will notice an average net circulation of 28,505 with all 28,505 being delivered directly to readers' households via the United States Postal Service.
- Paragraph nine shows a receivership verification of 99.1%. Simply, this means that 333 of 336 residents interviewed receive Waycross Shopper on a regular basis. The national average for receivership scoring is 97.1%.
- Paragraph nine also shows that Waycross Shopper is read regularly by 81.7% of households that receive the publication. During CVC interviews 272 of 333 households surveyed reported that they read the publication on a regular basis. The combined receivership and readership score ranks the Waycross Shopper in the top 50 publications audited by CVC in North America.
- The readership study insert shows that 232 of 272 or 78.4%, of readers surveyed report that they frequently purchase products or services from ads seen in Waycross Shopper. This score is significantly higher than the national average of 74.0%.
- In the readership study, you will notice a total estimated readership of 1.65 readers per copy. Each week CVC estimates that 36,542 individuals read the 28,505 copies distributed.
- The readership study performed in conjunction with Waycross Shopper delivery verification shows reader purchase intent from 41 retail and service categories, and includes detailed breakouts of reader age, income and education levels.

It is also important to note that no money exchanged hands between Waycross Shopper and CVC. Waycross Shopper did not pay for this audit. Independent Free Papers of America paid for this audit to ensure their member publications are reporting accurate printing, distribution and circulation numbers to their advertisers.

Congratulations again on your excellent results,



Tim A. Bingaman
CEO

Cc: CVC Media Board of Advisors

Audit Period: October 1, 2017 – September 30, 2019

Waycross Shopper

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Waycross, GA 31501
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www.thewaycrossshopper.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	28,505 (Print Edition)
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2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 20 Pages
Circulation Cycle:	Weekly
Ownership:	Al Joiner
Year Established:	1981
Publication Type:	Shopper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	100% Advertising / 0% Editorial
Primary Delivery Methods:	100% Mail
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	20-0023
DMA/CBSA:	Jacksonville, FL / Waycross, GA
Audit Funded By:	Independent Free Papers of America

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2019
Mechanical Data:	Six (6) columns X 13" column depth Full page: 10.25" wide X 13" depth.
Open Rate:	Local: \$8.00 per column inch National: \$8.00 per column inch
Insert Open Rate:	\$50.00 per thousand
Classified Rate:	\$8.50 per 20 words: \$0.20 per additional word
Deadline Day & Time:	Thursday by 5 PM
Additional rates may be available from the publisher.	

4. Contact Information

Publisher:	Al Joiner	EMAIL: tajdoug@yahoo.com
Advertising:	Louise Carter	EMAIL: louise@thewaycrossshopper.com
Circulation:	Lori McGill	EMAIL: lori@thewaycrossshopper.com

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

CVC Account Number: 20-0023	Tuesday	Waycross Shopper Waycross, GA
Audit Period Summary		
Average Net Circulation	(5-H)	28,505
Average Gross Distribution	(5-F)	28,505
Average Net Press Run	(5-A)	28,530
Audit Period Detail		
A. Average Net Press Run		28,530
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		28,505
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		0
Total Average Controlled Distribution		28,505
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		28,505
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		28,505
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		28,505

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 10 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 11 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 11 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 11 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 10 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 10 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 10 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).



6. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/19-12/31/19	CVC	28,505	28,505	28,505	-
01/01/18-12/31/18	CVC	28,505	28,505	28,505	28,505
01/01/17-12/31/17	CVC	28,236	28,236	28,236	28,505
01/01/16-12/31/16	CVC	28,268	28,268	28,268	28,236
01/01/15-12/31/15	CVC	28,297	28,297	28,297	28,268
01/01/14-12/31/14	CVC	28,112	21,112	28,112	28,297
01/01/13-12/31/13	CVC	28,197	28,197	28,197	28,112
01/01/12-12/31/12	CVC	29,276	29,276	29,276	28,197
01/01/11-12/31/11	CVC	25,238	25,238	25,238	29,276
01/01/10-12/31/10	CVC	25,478	25,478	25,478	25,478
01/01/03-12/31/09	Prior CVC	-	-	-	-

7. Distribution by Zip Code (10/01/2019 Edition) Tuesday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
31501	Waycross	Ware	GA	0	0	5,927	0	5,927
31503	Waycross	Ware	GA	0	0	8,406	0	8,406
31516	Blackshear	Pierce	GA	0	0	5,930	0	5,930
31542	Hoboken	Brantley	GA	0	0	922	0	922
31543	Hortense	Brantley	GA	0	0	1,914	0	1,914
31550	Manor	Ware	GA	0	0	364	0	364
31552	Millwood	Ware	GA	0	0	421	0	421
31553	Nahunta	Brantley	GA	0	0	2,012	0	2,012
31557	Patterson	Pierce	GA	0	0	1,036	0	1,036
31564	Waresboro	Ware	GA	0	0	74	0	74
31566	Waynesville	Brantley	GA	0	0	1,485	0	1,485
TOTAL				0	0	28,491	0	28,491

8. Distribution by County (10/01/2019 Edition) Tuesday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Brantley	Hoboken Hortense Nahunta Waynesville	GA	0	0	6,333	0	6,333
Pierce	Blackshear Patterson	GA	0	0	6,966	0	6,966
Ware	Manor Millwood Waresboro Waycross	GA	0	0	15,192	0	15,192
TOTAL			0	0	28,491	0	28,491

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Waycross Shopper reported an average mail distribution of 28,505 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Waycross Shopper did not report carrier delivery distribution 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.

CVC review indicates that a sufficient number of individuals reported that they receive Waycross Shopper on a regular basis to substantiate the publisher’s distribution claims. CVC verification confirms that 333 of 336 individuals or 99.1% report they receive Waycross Shopper on a regular basis.

CVC verification confirms that 272 of 333 or 81.7% report they regularly read or look through Waycross Shopper.

*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%.

10. Verification of Distribution

Controlled Bulk / Demand Distribution / Single Copy

Waycross Shopper did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle.

11. Paid Reporting Analysis – Not Applicable

12. Optional Digital Reporting – Not Reported



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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 September 30, 2021.

If this report is presented after September 30, 2021 please call the toll-free number listed below.

Waycross Shopper - Waycross, GA - 20-0023 - Supplemental Readership Study

The Circulation Verification Council surveyed Waycross Shopper 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. 272 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 0 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 24 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: 1.65**
*Readership estimates compiled from 2019 CVC circulation & readership study data.

1. Waycross Shopper is distributed regularly in your area. Do you regularly read or look through Waycross Shopper?

YES 296 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Waycross Shopper?

YES 232 78.4%
NO 64 21.6%

3. How long do you keep Waycross Shopper before discarding it?

49% 1-2 Days
23% 3-4 Days
11% 5-6 Days
17% 1 Week or More

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

Reader Demographics	Market Demographics
43%	50% Male Readers
57%	50% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
<01%	05% 18 - 20
02%	07% 21 - 24
13%	16% 25 - 34
19%	17% 35 - 44
24%	19% 45 - 54
23%	17% 55 - 64
16%	11% 65 - 74
03%	06% 75 - 84
<01%	02% 85 years or older

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

Reader Demographics	Market Demographics
02%	19% under \$15,000
05%	12% \$15,000 - \$24,999
10%	12% \$25,000 - \$34,999
19%	16% \$35,000 - \$49,999
26%	18% \$50,000 - \$74,999
18%	10% \$75,000 - \$99,999
09%	06% \$100,000 - \$124,999
05%	03% \$125,000 - \$149,999
03%	02% \$150,000 - \$199,999
03%	02% over \$200,000

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

Reader Demographics	Market Demographics
03%	19% Some High School or Less
55%	46% Graduated High School
23%	23% Some College
14%	07% Graduated College
03%	03% Completed Master Degree
02%	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?

- 12% New Automobile, Truck or SUV
- 16% Used Automobile, Truck or SUV
- 12% Antiques / Auctions
- 45% Furniture / Home Furnishings
- 21% Major Home Appliance
- 18% Computers, Tablets or Laptops
- 35% Home Improvements or Home Improvement Supplies
- 29% Television or Electronics
- 16% Carpet or Flooring
- 42% Automobile Accessories (tires, brakes or service)
- 33% Lawn & Garden Supplies
- 20% Florist / Gift Shops
- 15% Home Heating & Air Conditioning (service, new equipment)
- 52% Vacations / Travel
- 09% Real Estate (Sell or purchase)
- 61% Men's Apparel
- 72% Women's Apparel
- 29% Children's Apparel
- 02% Boats or Personal Watercraft
- 19% Art & Crafts Supplies
- 11% Childcare
- 10% Education or Classes
- 05% Attorney
- 33% Veterinarian
- 12% Chiropractor
- 18% Financial Planner (Retirement, Investing)
- 29% Tax Advisor / Tax Services
- 23% Health Club / Exercise Class
- 31% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 08% Weight Loss
- 31% Lawn Care Service (Maintenance & Landscaping)
- 30% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 47% Pharmacist / Prescription Service
- 21% Cell Phone or Smart Phone (New Service or Update Service)
- 76% Dining & Entertainment
- 23% Jewelry
- 04% Wedding Supplies
- 23% Athletic & Sports Equipment
- 04% Motorcycles / ATV's
- 56% Medical Services / Physicians
- 31% Pet Supplies

(% = Positive respondents)



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