

**Audit Period: October 1, 2011 – September 30, 2012**

**Waycross Shopper**

540 Plant Ave  
Waycross, GA 31501  
(912) 285-8539  
(912) 283-5231 FAX

EMAIL: tajdoug@yahoo.com  
www.thewaycrossshopper.com

**1. Publication Information**

Average Net Circulation:	29,276 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 28 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Tuesday / by 5 PM
Ownership:	AI Joiner
Year Established:	1981
Publication Type:	Shopper
Content:	100% Advertising / 0% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Carrier Delivery / 100% Mail / 0% Controlled Bulk
Insert Zoning Available:	Yes
CVC Member Number:	20-0023
DMA/MSA:	Jacksonville, FL
Audit Funded By:	Southeastern Advertising Publishers Association

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2012	
Mechanical Data:	Six (6) columns x 14-inch column depth Full page: 10.25" wide X 14" depth.	
Open Rate:	Local:	\$6.25 per column inch
	National:	\$8.00 per column inch
Insert Open Rate:	\$41.00 - \$61.00 per thousand	
Classified Rate:	\$7.50 per 20 words	
	Volume, frequency, contract, color, and other rates may be available from the publisher.	

**3. Contact Information**

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

**4. Circulation Pricing**

Waycross Shopper is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher



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

CVC Account Number: 20-0023		Waycross Shopper Waycross, GA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>29,276</b>
Average Gross Distribution	(5-F)	29,276
Average Net Press Run	(5-A)	29,301
<b>Audit Period Detail</b>		
A. Average Net Press Run		29,301
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		29,276
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>29,276</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		29,276
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>29,276</b>

**6A. Audited Average Website Reporting - www.thewaycrossshopper.com**

	Monthly Audit Period Average
Website Unique Visitors	Not Reported
Website Page Views	Not Reported
Average Time Spent on Website	Not Reported

**6B. Audited Online Edition Reporting**

	Monthly 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. 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 5E 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. 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. CARRIER 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, and/or Post Office Boxes.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. CARRIER 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, and/or Post Office Boxes.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle \*(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

### PARAGRAPH SIX (A)

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

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

TIME SPENT: The average amount of time spent on a website during a single visit, expressed in HH:MM:SS

### PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, within a defined time period (i.e. day, week or month).

A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

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



**8. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/12-12/31/12	CVC	29,276	29,276	29,276	-
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
01/01/09-12/31/09	CVC	24,299	24,299	24,299	24,299
01/01/08-12/31/08	CVC	24,299	24,299	24,299	24,299
01/01/07-12/31/07	CVC	24,045	23,280	24,299	24,299
01/01/06-12/31/06	CVC	23,280	23,280	23,663	24,045
01/01/05-12/31/05	CVC	23,280	23,280	23,280	23,280
01/01/04-12/31/04	CVC	22,814	22,528	22,626	22,626
01/01/03-12/31/03	CVC	22,456	22,456	22,456	22,814
01/01/02-12/31/02	CVC	-	-	-	22,456

**9. Distribution by Zip Code (12/31/2012 Edition) Tuesday**

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
31501	Waycross	Ware	0	0	6,224	0	6,224
31503	Waycross	Ware	0	0	8,473	0	8,473
31516	Blackshear	Pierce	0	0	5,618	0	5,618
31518	Bristol	Pierce	0	0	355	0	355
31542	Hoboken	Brantley	0	0	846	0	846
31543	Hortense	Brantley	0	0	1,806	0	1,806
31550	Manor	Ware	0	0	313	0	313
31551	Mershon	Pierce	0	0	346	0	346
31552	Millwood	Ware	0	0	382	0	382
31553	Nahunta	Brantley	0	0	984	0	984
31553	Nahunta	Brantley	0	0	1,076	0	1,076
31556	Offerman	Pierce	0	0	77	0	77
31557	Patterson	Pierce	0	0	1,040	0	1,040
31564	Waresboro	Ware	0	0	109	0	109
31566	Waynesville	Brantley	0	0	1,457	0	1,457
<b>TOTAL</b>			<b>0</b>	<b>0</b>	<b>29,106</b>	<b>0</b>	<b>29,106</b>

**10. Distribution by County (12/31/2012 Edition) Tuesday**

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Brantley	Hoboken Hortense Nahunta Waynesville	0	0	6,169	0	6,169
Pierce	Blackshear Bristol Mershon Offerman Patterson	0	0	7,436	0	7,436
Ware	Manor Millwood Waresboro Waycross	0	0	15,501	0	15,501
<b>TOTAL</b>		<b>0</b>	<b>0</b>	<b>29,106</b>	<b>0</b>	<b>29,106</b>

**11. Verification of Receivership & Readership**

**Controlled Carrier Delivery and Mail Distribution**

Waycross Shopper reported an average mail distribution of 29,276 during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. Waycross Shopper did not report average carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and additional publisher support documents. The Circulation Verification Council interviewed 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. Waycross Shopper is distributed regularly in your area. Do you receive Waycross Shopper on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Waycross Shopper?

**CVC interviews indicate that 333 of 337 households or 98.8% indicated they receive Waycross Shopper on a regular basis.**

**CVC interviews indicate that 267 of 333 or 80.2% indicate 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 +/-2.5%.

**12. Verification of Distribution**

**Controlled Bulk / Demand Distribution**

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

**13. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	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
<b>MAIL</b>	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
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
<b>OTHER:</b>	



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#### 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.



[www.cvcaudit.com](http://www.cvcaudit.com)

**The current status of this report expires December 31, 2013.**

If this report is presented after December 31, 2013 please call the toll-free number listed below.

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

The Circulation Verification Council interviewed Waycross Shopper readers 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. \*267 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 controlled bulk, or pass along distribution.

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

\*Readership estimates compiled from 2012 CVC circulation & readership study data.

1. Waycross Shopper is distributed regularly in your area. Does your household regularly receive Waycross Shopper?

YES	333	98.8%
NO	4	01.2%

2. Do you or someone in your household regularly read or look through Waycross Shopper?

YES	267	80.2%
NO	66	19.8%

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

YES	232	86.9%
NO	35	13.1%

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

57%	1-2 Days
27%	3-4 Days
01%	5-6 Days
15%	1 Week or More

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

Reader Demographics	Market Demographics
00%	05% 18 - 20
03%	08% 21 - 24
16%	17% 25 - 34
25%	18% 35 - 44
24%	20% 45 - 54
19%	16% 55 - 64
11%	09% 65 - 74
02%	08% 75 years or older



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

Reader Demographics	Market Demographics	
20%	35%	Under \$25,000
33%	31%	\$25,001 - \$49,999
23%	17%	\$50,000 - \$74,999
13%	10%	\$75,000 - \$99,999
08%	06%	\$100,000 - \$149,999
03%	02%	Over \$150,000

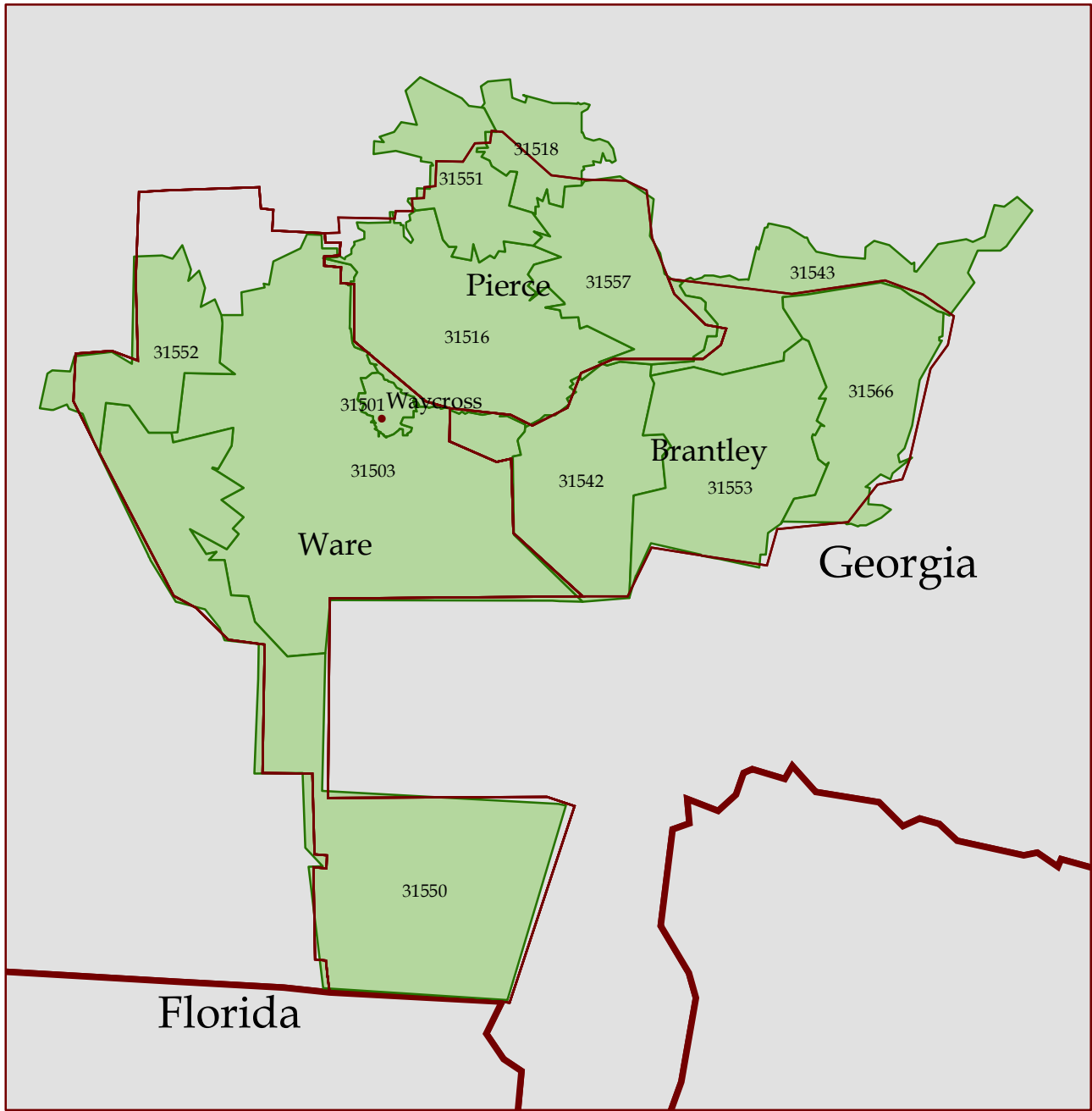
7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
12%	27%	Some High School or Less
44%	42%	Graduated High School
25%	21%	Some College
14%	07%	Graduated College
05%	04%	Completed Post Graduate

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




		(% = Positive respondents)
12%	New Automobile	
20%	Used Automobile	
21%	Antiques / Auctions	
35%	Furniture / Home Furnishings	
15%	Major Home Appliance	
16%	Home Computers	
30%	Home Improvements / Supplies	
41%	Television / Electronics	
18%	Carpet / Flooring	
62%	Automobile Accessories (tires, brakes & service)	
38%	Lawn & Garden	
29%	Florist / Gift Shops	
21%	Home Heating / Air Conditioning (service, new equipment)	
55%	Vacations / Travel	
08%	Real Estate	
72%	Men's Apparel	
81%	Women's Apparel	
39%	Children's Apparel	
02%	Boats / Personal Watercraft	
15%	Art & Crafts Supplies	
19%	Childcare	
24%	Education / Classes	
10%	Attorney	
28%	Veterinarian	
15%	Chiropractor	
19%	Financial Planner (Retirement, Investing)	
66%	Tax Advisor / Services	
24%	Health Club / Exercise Class	
31%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
08%	Weight Loss	
35%	Lawn Care Service (Maintenance & Landscaping)	
34%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
71%	Pharmacist / Prescription Service	
28%	Cellular Phone New/Update Service	
79%	Dining & Entertainment	
20%	Jewelry	
13%	Wedding Supplies	
34%	Athletic & Sports Equipment	





Waycross Shopper  
Waycross, Georgia  
20-0023

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

