

Audit Period: October 1, 2008 – September 30, 2009

The Shopping Bag Advertiser

201 Main Street
East Rochester, NY 14445
(585) 385-1974
(585) 385-3507 FAX

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www.rochesteradvertiser.com

1. Publication Information

Average Net Circulation: 221,730 (Print Edition)
Number of Editions: One
Format / Average Page Count: Tabloid / 16 Pages
Circulation Cycle: Weekly
Circulation Day / Time: Wednesday / by 5 PM
Ownership: Greater Rochester Advertiser, Inc
Year Established: 1972
Publication Type: Shopper
Content: 90% Advertising / 10% Editorial
Circulation Paid/Unpaid: 100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods: 0% Home Delivery / 99% Mail / 1% Office & Restock
Insert Zoning Available: Yes - Route
CVC Member Number: 16-0372
DMA/MSA: Rochester, NY / Rochester, NY
Audit Funded By: Free Community Papers of New York

2. Rate Card and Mechanical Data

Rate Card Effective Date: January 1, 2009
Mechanical Data: Five (5) columns x 13-inch column depth
Full page: 11.25" wide X 13" depth.
Open Rate: Local: \$95.00 per column inch
National: \$95.00 per column inch
Insert Open Rate: \$55.00 per thousand
Classified Rate: \$75.00 per column inch
Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher: Peter Stahlbrodt EMAIL: peterstahlbrodt@aol.com
Advertising: Patty Emmi EMAIL: pemmi@rochesteradvertiser.com
Circulation: Cindy Liming EMAIL: climing@rochesteradvertiser.com

4. Circulation Pricing

The Shopping Bag Advertiser 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: 16-0372		The Shopping Bag East Rochester, NY
Audit Period Summary		
Average Net Circulation	(5-H)	221,730
Average Gross Distribution	(5-F)	221,730
Average Net Press Run	(5-A)	221,830
Audit Period Detail		
A. Average Net Press Run		221,830
B. Office / File		100
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		220,321
4. Restock & Office Service		1,409
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		221,730
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		221,730
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		221,730

6A. Audited Average Website Reporting

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

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.
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

PARAGRAPH SIX (A)

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

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

PARAGRAPH SIX (B)

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

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



8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	215,975	218,623	212,462	-
01/01/08-12/31/08	CVC	248,319	248,935	246,998	235,297
01/01/07-12/31/07	CVC	259,699	252,382	247,973	247,950
01/01/06-12/31/06	CVC	264,200	264,031	262,050	262,050
01/01/05-12/31/05	CVC	262,199	262,519	262,950	263,488
04/01/04-12/31/04	CVC	-	259,455	259,699	261,450

9. Distribution by Zip Code (7/1/2009 Edition) Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
14428	Churchville	Monroe	0	0	3,589	0	3,589
14445	East Rochester	Monroe	0	0	3,395	0	3,395
14450	Fairport	Monroe	0	0	16,051	0	16,051
14467	Henrietta	Monroe	0	0	4,101	0	4,101
14472	Honeoye Falls	Monroe	0	0	457	0	457
14506	Mendon	Monroe	0	0	450	0	450
14514	North Chili	Monroe	0	0	2,095	0	2,095
14515	North Greece	Monroe	0	0	210	0	210
14526	Penfield	Monroe	0	0	7,569	0	7,569
14534	Pittsford	Monroe	0	0	11,788	0	11,788
14559	Spencerport	Monroe	0	0	6,849	0	6,849
14564	Victor	Ontario	0	0	5,432	0	5,432
14580	Webster	Monroe	0	0	19,194	0	19,194
14606	Rochester	Monroe	0	0	7,285	0	7,285
14607	Rochester	Monroe	0	0	5,536	0	5,536
14609	Rochester	Monroe	0	0	12,273	0	12,273
14610	Rochester	Monroe	0	0	5,973	0	5,973
14612	Rochester	Monroe	0	0	13,796	0	13,796
14615	Rochester	Monroe	0	0	6,382	0	6,382
14616	Rochester	Monroe	0	0	11,357	0	11,357
14617	Rochester	Monroe	0	0	9,364	0	9,364
14618	Rochester	Monroe	0	0	8,313	0	8,313
14620	Rochester	Monroe	0	0	7,302	0	7,302
14621	Rochester	Monroe	0	0	2,933	0	2,933
14622	Rochester	Monroe	0	0	5,456	0	5,456
14623	Rochester	Monroe	0	0	7,518	0	7,518
14624	Rochester	Monroe	0	0	14,214	0	14,214
14625	Rochester	Monroe	0	0	4,562	0	4,562
14626	Rochester	Monroe	0	0	11,809	0	11,809
TOTAL			0	0	215,253	0	215,253



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10. Distribution by County (7/1/2009 Edition) Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Monroe	Churchville	0	0	209,821	0	209,821
	East Rochester					
	Fairport					
	Henrietta					
	Honeoye Falls					
	Mendon					
	North Chili					
	North Greece					
	Penfield					
	Pittsford					
	Rochester					
	Spencerport					
Webster						
Ontario	Victor	0	0	5,432	0	5,432
TOTAL		0	0	215,253	0	215,253

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 1,313 residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. The Shopping Bag Advertiser is distributed regularly in your area. Do you receive The Shopping Bag Advertiser on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through The Shopping Bag Advertiser?

CVC interviews indicate that 1,305 of 1,313 households or 99.4% indicated they receive The Shopping Bag Advertiser on a regular basis.

CVC interviews indicate that 1,141 of 1,305 or 87.4% indicate they regularly read or look through The Shopping Bag Advertiser.

*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.

12. Verification of Distribution

Controlled Bulk / Demand Distribution

The Shopping Bag Advertiser did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle.



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13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
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, 2010.
If this report is presented after December 31, 2010 please call the toll-free number listed below.

The Shopping Bag Advertiser - East Rochester, NY - 16-0372 - Supplemental Readership Study

The Circulation Verification Council interviewed 1,313 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. *1,141 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: 1.70***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. The Shopping Bag Advertiser is distributed regularly in your area. Does your household regularly receive The Shopping Bag Advertiser?

YES	1,305	99.4%
NO	8	00.6%

2. Do you or someone in your household regularly read or look through The Shopping Bag Advertiser?

YES	1,141	87.4%
NO	164	12.6%

3. Do you frequently purchase products or services from ads seen in The Shopping Bag Advertiser?

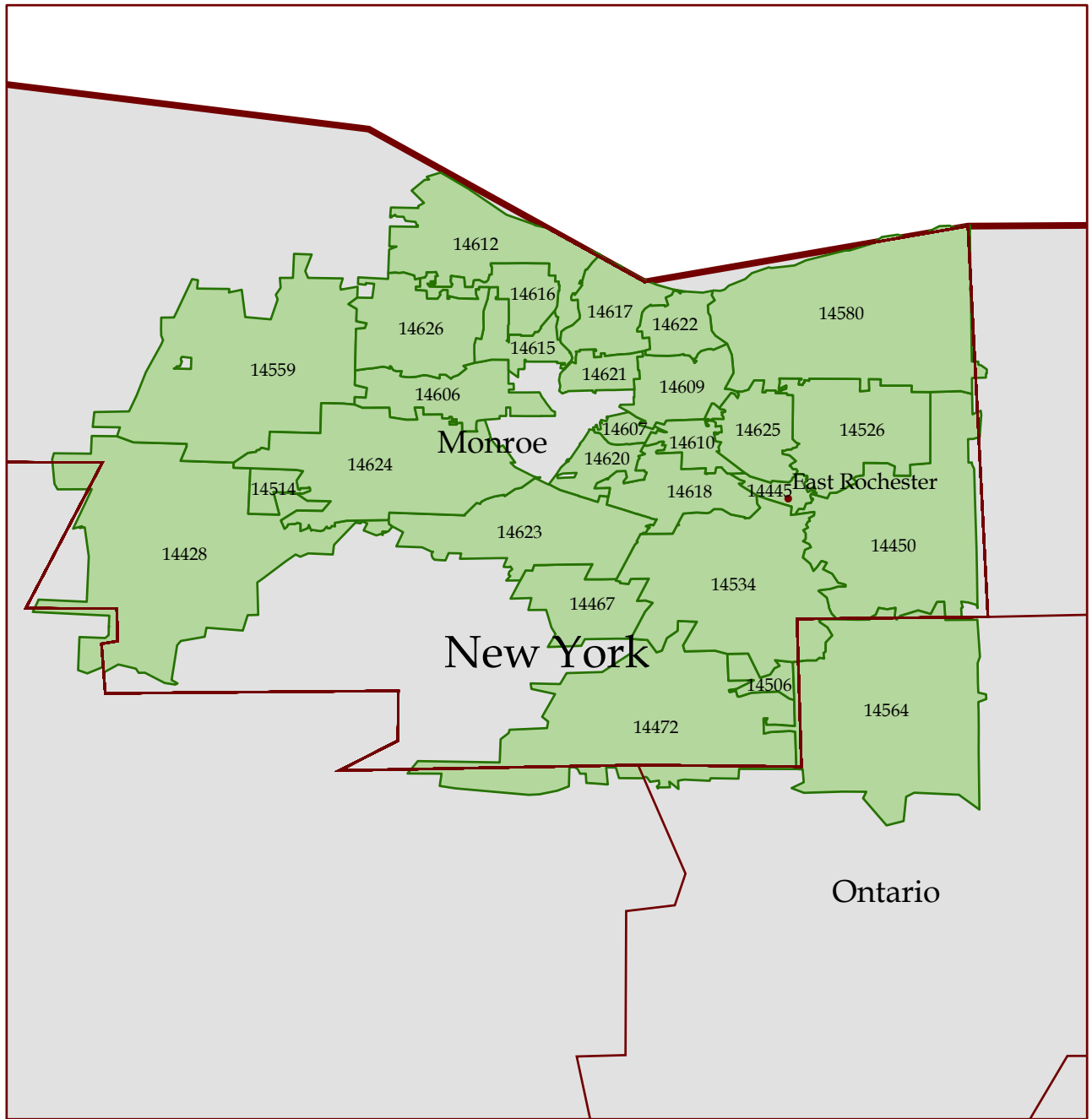
YES	939	82.3%
NO	202	17.7%

4. How long do you keep The Shopping Bag Advertiser before discarding it?

57%	1-2 Days
11%	3-4 Days
09%	5-6 Days
23%	1 Week or More




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

Reader Demographics	Market Demographics
02%	06% 18 - 20
06%	08% 21 - 24
19%	15% 25 - 34
24%	19% 35 - 44
23%	21% 45 - 54
16%	15% 55 - 64
09%	08% 65 - 74
02%	09% 75 years or older



The Shopping Bag Advertiser
 East Rochester, New York
 16-0372

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

