

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

**Tampa Bay Newspapers**

**Beach Beacon, Belleair Bee, Clearwater Citizen, Largo Leader, Pinellas Park Beacon,  
Seminole Beacon**

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**1. Publication Information**

Average Net Circulation:	123,000 (Print Edition)
Number of Editions:	Six
Format / Average Page Count:	Tabloid / 24-44 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Thursday / By 6 AM
Ownership:	Tampa Bay Newspapers, Inc/Times Publishing Co
Year Established:	1977
Publication Type:	Community Newspaper
Content:	65% Advertising / 35% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	69% Home Delivery / 0% Mail / 31% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Route
CVC Member Number:	See paragraphs 5 - 5F
DMA/MSA:	Tampa, FL / Tampa--St. Petersburg—Clearwater, FL
Audit Funded By:	Community Papers of Florida

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2008
Mechanical Data:	Six (6) columns x 16-inch column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$17.00 - \$44.00 per column inch National: \$17.00 - \$44.00 per column inch
Insert Open Rate:	\$29.00 - \$40.00 per thousand
Classified Rate:	\$38.00 for up to 20 words (includes all TBN papers)

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

**3. Contact Information**

Publisher:	Dan Autrey	EMAIL: <a href="mailto:dautrey@tbnweekly.com">dautrey@tbnweekly.com</a>
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**4. Circulation Pricing**

Tampa Bay Newspapers are controlled circulation weeklies without circulation pricing. Annual mail subscription rate: \$100.00

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

CVC Account Number: 20-0902		Tampa Bay Newspapers - Consolidated Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>123,000</b>
Average Gross Distribution	(5-F)	124,413
Average Net Press Run	(5-A)	124,713
<b>Audit Period Detail</b>		
A. Average Net Press Run		124,713
B. Office / File		300
C. Controlled Distribution		
1. Home Delivery		85,745
2. Controlled Bulk Delivery / Demand Distribution		37,932
3. Mail		0
4. Restock & Office Service		732
5. Other: Country in the Park		4
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>124,413</b>
D. Paid Distribution		
1. Home 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. Home 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		124,413
G. Unclaimed / Returns		(1,413)*
<b>H. Average Net Circulation</b>		<b>123,000</b>



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

CVC Account Number: 20-0013		Beach Beacon Seminole, FL
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<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>10,493</b>
Average Gross Distribution	(5-F)	10,754
Average Net Press Run	(5-A)	10,804
<hr/>		
<b>Audit Period Detail</b>		
A. Average Net Press Run		10,804
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		5,675
2. Controlled Bulk Delivery / Demand Distribution		4,979
3. Mail		0
4. Restock & Office Service		100
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>10,754</b>
D. Paid Distribution		
1. Home 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. Home 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		10,754
G. Unclaimed / Returns		(261)*
<b>H. Average Net Circulation</b>		<b>10,493</b>



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

CVC Account Number: 20-0012		Belleair Bee Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>13,422</b>
Average Gross Distribution	(5-F)	13,650
Average Net Press Run	(5-A)	13,700
<b>Audit Period Detail</b>		
A. Average Net Press Run		13,700
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		6,826
2. Controlled Bulk Delivery / Demand Distribution		6,665
3. Mail		0
4. Restock & Office Service		159
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>13,650</b>
D. Paid Distribution		
1. Home 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. Home 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		13,650
G. Unclaimed / Returns		(228)*
<b>H. Average Net Circulation</b>		<b>13,422</b>



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

CVC Account Number: 20-0014		Clearwater Citizen Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>24,904</b>
Average Gross Distribution	(5-F)	25,110
Average Net Press Run	(5-A)	25,160
<b>Audit Period Detail</b>		
A. Average Net Press Run		25,160
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		18,975
2. Controlled Bulk Delivery / Demand Distribution		6,060
3. Mail		0
4. Restock & Office Service		75
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		25,110
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		25,110
G. Unclaimed / Returns		(206)*
<b>H. Average Net Circulation</b>		<b>24,904</b>



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

CVC Account Number: 20-0011		Largo Leader Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>24,816</b>
Average Gross Distribution	(5-F)	25,141
Average Net Press Run	(5-A)	25,191
<b>Audit Period Detail</b>		
A. Average Net Press Run		25,191
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		15,821
2. Controlled Bulk Delivery / Demand Distribution		9,219
3. Mail		0
4. Restock & Office Service		101
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>25,141</b>
D. Paid Distribution		
1. Home 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. Home 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		25,141
G. Unclaimed / Returns		(325)*
<b>H. Average Net Circulation</b>		<b>24,816</b>



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

CVC Account Number: 20-0228		Pinellas Park Beacon Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>20,887</b>
Average Gross Distribution	(5-F)	21,070
Average Net Press Run	(5-A)	21,120
<b>Audit Period Detail</b>		
A. Average Net Press Run		21,120
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		15,548
2. Controlled Bulk Delivery / Demand Distribution		5,446
3. Mail		0
4. Restock & Office Service		72
5. Other: Country in the Park		4
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>21,070</b>
D. Paid Distribution		
1. Home 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. Home 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		21,070
G. Unclaimed / Returns		(183)*
<b>H. Average Net Circulation</b>		<b>20,887</b>



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

CVC Account Number: 20-0010		Seminole Beacon Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>28,478</b>
Average Gross Distribution	(5-F)	28,688
Average Net Press Run	(5-A)	28,738
<b>Audit Period Detail</b>		
A. Average Net Press Run		28,738
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		22,900
2. Controlled Bulk Delivery / Demand Distribution		5,563
3. Mail		0
4. Restock & Office Service		225
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>28,688</b>
D. Paid Distribution		
1. Home 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. Home 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		28,688
G. Unclaimed / Returns		(210)*
<b>H. Average Net Circulation</b>		<b>28,478</b>

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

	Monthly Audit Period Average
Website Unique Visitors	80,505
Website Page Views	575,244

**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: Editions distributed at community events, fairs, festivals and trade shows and available to individual readers. 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.
- 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.



**8. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/08-12/31/08	CVC	125,614	124,164	121,046	121,173
01/01/07-12/31/07	CVC	125,249	124,769	125,244	124,578
01/01/06-12/31/06	CVC	98,719	120,763	122,928	124,415
01/01/05-12/31/05	CVC	98,670	98,280	119,496	119,708
01/01/04-12/31/04	CVC	97,548	97,246	99,087	97,774
01/01/03-12/31/03	CVC	93,507	95,000	96,046	96,189
10/01/02-12/31/02	CVC	-	-	-	92,114

**9A. Distribution by Zip Code (6/26/2008 Edition) Beach Beacon**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33706	Saint Pete Beach	Pinellas	1,441	1,790	0	0	3,231
33707	South Pasadena	Pinellas	1,034	0	0	0	1,034
33708	Madeira Beach	Pinellas	3,200	2,260	0	0	5,460
33772	Seminole	Pinellas	0	5	0	150	155
33778	Largo	Pinellas	0	3	0	0	3
33785	Indian Shores	Pinellas	0	817	0	0	817
<b>TOTAL</b>			<b>5,675</b>	<b>4,875</b>	<b>0</b>	<b>150</b>	<b>10,700</b>

**9B. Distribution by Zip Code (6/26/2008 Edition) Belleair Bee**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33756	Belleair	Pinellas	1,475	845	0	0	2,320
33767	Clearwater Beach	Pinellas	1,275	3,685	0	0	4,960
33770	Belleair Bluffs	Pinellas	1,900	1,059	0	0	2,959
33772	Seminole	Pinellas	0	18	0	200	218
33778	Largo	Pinellas	0	6	0	0	6
33785	Indian Rocks Beach	Pinellas	1,400	777	0	0	2,177
33786	Belleair Beach	Pinellas	800	160	0	0	960
<b>TOTAL</b>			<b>6,850</b>	<b>6,550</b>	<b>0</b>	<b>200</b>	<b>13,600</b>

**9C. Distribution by Zip Code (6/26/2008 Edition) Clearwater Citizen**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33755	Clearwater	Pinellas	2,690	655	0	0	3,345
33756	Clearwater	Pinellas	3,075	1,060	0	0	4,135
33759	Clearwater	Pinellas	2,700	985	0	0	3,685
33760	Clearwater	Pinellas	900	0	0	0	900
33761	Clearwater	Pinellas	2,900	645	0	0	3,545
33763	Clearwater	Pinellas	2,450	250	0	0	2,700
33764	Clearwater	Pinellas	2,475	625	0	0	3,100
33765	Clearwater	Pinellas	1,860	800	0	0	2,660
33772	Seminole	Pinellas	0	62	0	125	187
33778	Largo	Pinellas	0	3	0	0	3
34684	Palm Harbor	Pinellas	0	60	0	0	60
34695	Safety Harbor	Pinellas	0	830	0	0	830
34698	Dunedin	Pinellas	0	50	0	0	50
<b>TOTAL</b>			<b>19,050</b>	<b>6,025</b>	<b>0</b>	<b>125</b>	<b>25,200</b>

**9D. Distribution by Zip Code (6/26/2008 Edition) Largo Leader**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33756	Clearwater	Pinellas	0	155	0	0	155
33760	Clearwater	Pinellas	1,100	330	0	0	1,430
33762	Clearwater	Pinellas	0	440	0	0	440
33764	Clearwater	Pinellas	1,005	664	0	0	1,669
33770	Largo	Pinellas	4,919	1,470	0	0	6,389
33771	Largo	Pinellas	4,379	3,105	0	0	7,484
33772	Seminole	Pinellas	0	43	0	150	193
33773	Largo	Pinellas	1,312	710	0	0	2,022
33774	Largo	Pinellas	2,250	1,640	0	0	3,890
33778	Largo	Pinellas	985	443	0	0	1,428
<b>TOTAL</b>			<b>15,950</b>	<b>9,000</b>	<b>0</b>	<b>150</b>	<b>25,100</b>

**9E. Distribution by Zip Code (6/26/2008 Edition) Pinellas Park Beacon**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33702	Saint Petersburg	Pinellas	800	130	0	0	930
33709	Saint Petersburg	Pinellas	3,475	615	0	0	4,090
33710	Saint Petersburg	Pinellas	0	115	0	0	115
33713	Saint Petersburg	Pinellas	0	75	0	0	75
33714	Saint Petersburg	Pinellas	0	290	0	0	290
33762	Clearwater	Pinellas	700	185	0	0	885
33764	Clearwater	Pinellas	0	380	0	0	380
33772	Seminole	Pinellas	0	82	0	125	207
33773	Pinellas Park	Pinellas	850	150	0	0	1,000
33778	Largo	Pinellas	0	3	0	0	3
33781	Pinellas Park	Pinellas	5,925	2,045	0	0	7,970
33782	Pinellas Park	Pinellas	4,585	1,270	0	0	5,855
<b>TOTAL</b>			<b>16,335</b>	<b>5,340</b>	<b>0</b>	<b>125</b>	<b>21,800</b>

**9F. Distribution by Zip Code (6/26/2008 Edition) Seminole Beacon**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33708	Saint Petersburg	Pinellas	1,931	715	0	0	2,646
33709	Saint Petersburg	Pinellas	0	365	0	0	365
33744	Bay Pines	Pinellas	0	100	0	0	100
33772	Seminole	Pinellas	5,332	2,320	0	275	7,927
33773	Largo	Pinellas	2,406	230	0	0	2,636
33774	Largo	Pinellas	2,275	85	0	0	2,360
33776	Seminole	Pinellas	5,225	650	0	0	5,875
33777	Largo	Pinellas	3,399	505	0	0	3,904
33778	Seminole	Pinellas	2,332	455	0	0	2,787
<b>TOTAL</b>			<b>22,900</b>	<b>5,425</b>	<b>0</b>	<b>275</b>	<b>28,600</b>



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**10A. Distribution by County (6/26/2008 Edition) Beach Beacon**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Indian Shores Largo Madeira Beach Saint Pete Beach Seminole South Pasadena	5,675	4,875	0	150	10,700
TOTAL		5,675	4,875	0	150	10,700

**10B. Distribution by County (6/26/2008 Edition) Belleair Bee**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Belleair Belleair Beach Belleair Bluffs Clearwater Beach Indian Rocks Beach Largo Seminole	6,850	6,550	0	200	13,600
TOTAL		6,850	6,550	0	200	13,600

**10C. Distribution by County (6/26/2008 Edition) Clearwater Citizen**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Clearwater Dunedin Largo Palm Harbor Safety Harbor Seminole	19,050	6,025	0	125	25,200
TOTAL		19,050	6,025	0	125	25,200

**10D. Distribution by County (6/26/2008 Edition) Largo Leader**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Clearwater Largo Seminole	15,950	9,000	0	150	25,100
TOTAL		15,950	9,000	0	150	25,100

**10E. Distribution by County (6/26/2008 Edition) Pinellas Park Beacon**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Clearwater Largo Pinellas Park Saint Petersburg Seminole	16,335	5,340	0	125	21,800
TOTAL		16,335	5,340	0	125	21,800

**10F. Distribution by County (6/26/2008 Edition) Seminole Beacon**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Bay Pines Largo Saint Petersburg Seminole	22,900	5,425	0	275	28,600
TOTAL		22,900	5,425	0	275	28,600

**11. Verification of Receivership & Readership**

**Controlled Home Delivery and Mail Distribution**

The Circulation Verification Council interviewed 1,937 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. Tampa Bay Newspapers are distributed regularly in your area. Do you receive Tampa Bay Newspapers on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Tampa Bay Newspapers?

**CVC interviews indicate that 1,883 of 1,937 households or 97.2% indicated they receive Tampa Bay Newspapers on a regular basis.**

**CVC interviews indicate that 1,492 of 1,883 or 79.2% indicate they regularly read or look through Tampa Bay Newspapers.**

\*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 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 Tampa Bay Newspapers on a regular basis.**

**CVC interviews indicate that less than 4% of Tampa Bay Newspapers’ controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.**

**13. Paid Reporting Analysis**

<b>HOME 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: \$100.00 / 1-Year
	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>	

#### 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 March 31, 2010.**

If this report is presented after March 31, 2010 please call the toll-free number listed below.

Tampa Bay Newspapers – Seminole, FL – 20-0902 - Supplemental Readership Study

The Circulation Verification Council interviewed 2,157 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. \*1,492 Survey respondents were interviewed during the verification of home delivery and mail distribution. 665 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: 1.667**

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

1. Do you or someone in your household regularly read or look through Tampa Bay Newspapers?

YES	2,157	Survey Respondents
NO		Survey Terminated

2. Do you frequently purchase products or services from ads seen in Tampa Bay Newspapers?

YES	1,716	79.6%
NO	441	20.4%

3. How long do you keep Tampa Bay Newspapers before discarding it?

50%	1-2 Days
12%	3-4 Days
28%	5-6 Days
10%	1 Week or More

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

Reader Demographics	Market Demographics
01%	03% 18 - 20
03%	05% 21 - 24
14%	13% 25 - 34
22%	16% 35 - 44
22%	18% 45 - 54
18%	16% 55 - 64
13%	12% 65 - 74
08%	17% 75 years or older



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

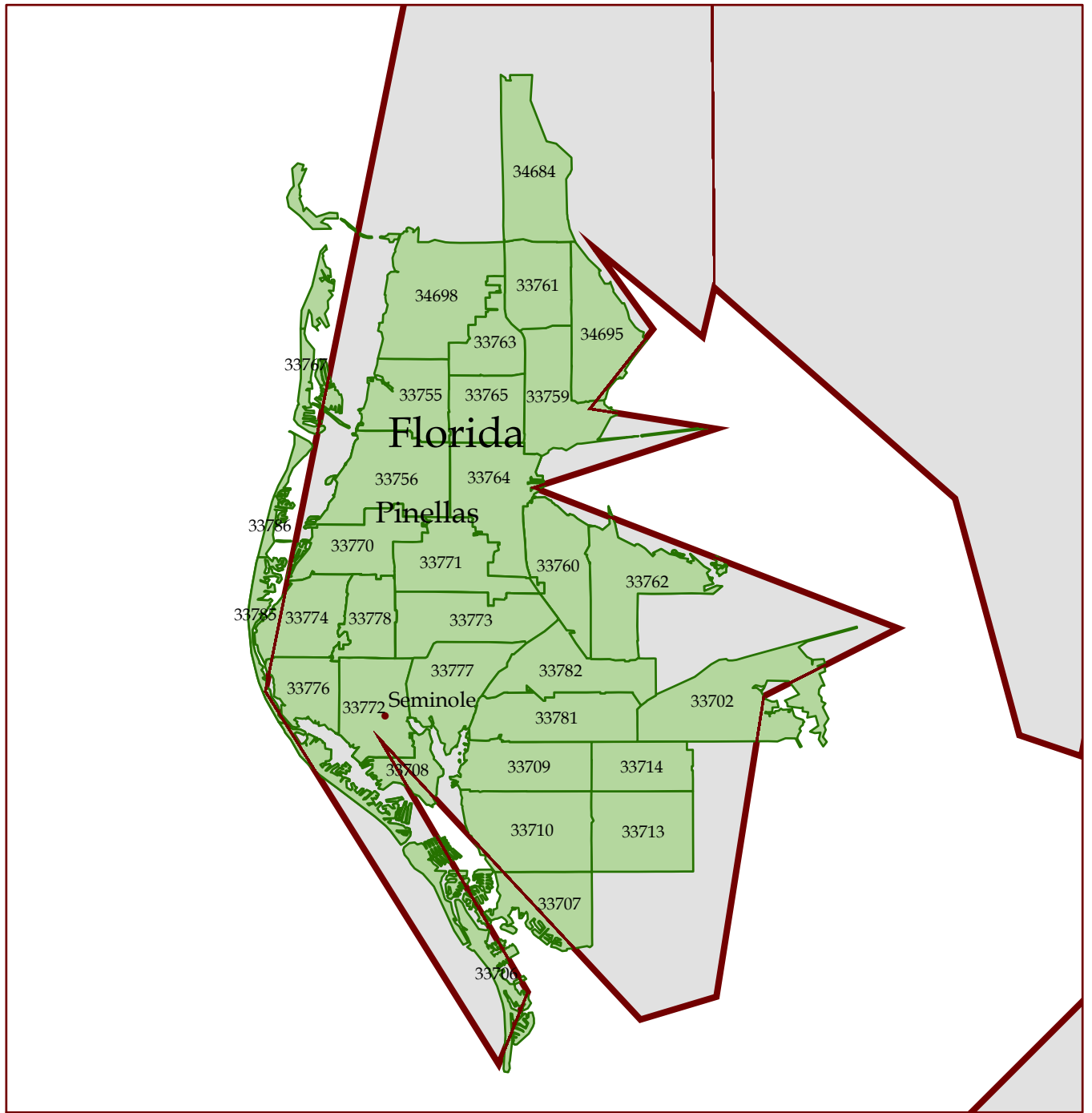
Reader Demographics	Market Demographics	
17%	25%	Under \$25,000
32%	30%	\$25,001 - \$49,999
22%	19%	\$50,000 - \$74,999
15%	12%	\$75,000 - \$99,999
10%	09%	\$100,000 - \$149,999
04%	05%	Over \$150,000

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

Reader Demographics	Market Demographics	
04%	14%	Some High School or Less
34%	30%	Graduated High School
37%	33%	Some College
23%	15%	Graduated College
03%	08%	Completed Post Graduate




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

		(% = Positive respondents)
09%	New Automobile	
11%	Used Automobile	
12%	Antiques / Auctions	
45%	Furniture / Home Furnishings	
19%	Major Home Appliance	
12%	Home Computers	
40%	Home Improvements / Supplies	
32%	Television / Electronics	
17%	Carpet / Flooring	
58%	Automobile Accessories (tires, brakes & service)	
67%	Lawn & Garden	
36%	Florist / Gift Shops	
23%	Home Heating / Air Conditioning (service, new equipment)	
38%	Vacations / Travel	
03%	Real Estate	
73%	Men's Apparel	
85%	Women's Apparel	
35%	Children's Apparel	
02%	Boats / Personal Watercraft	
23%	Art & Crafts Supplies	
16%	Childcare	
29%	Education / Classes	
09%	Attorney	
19%	Veterinarian	
19%	Chiropractor	
24%	Financial Planner (Retirement, Investing)	
53%	Tax Advisor / Services	
35%	Health Club / Exercise Class	
38%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
05%	Weight Loss	
28%	Lawn Care Service (Maintenance & Landscaping)	
58%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
71%	Pharmacist / Prescription Service	
20%	Cellular Phone New/Update Service	
73%	Dining & Entertainment	
18%	Jewelry	
09%	Wedding Supplies	
40%	Athletic & Sports Equipment	



Tampa Bay Newspapers  
 Seminole, Florida  
 20-0902

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

