

**Circulation Audit Report**

**Audit Period: January 1, 2005 – December 31, 2006**

**The Camrose Booster**

4925 48th St  
Camrose, AB T4V 1L7  
(780) 672-3142  
(780) 672-2518 FAX

EMAIL: [mcfoul@cabl-lynx.net](mailto:mcfoul@cabl-lynx.net)  
[www.camrosebooster.com](http://www.camrosebooster.com)

**1. Publication Information**

Average Net Circulation:	13,100
Number of Editions:	One
Format & Average Page Count:	Tabloid / 56 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Tuesday / by 12 Noon
Ownership:	Camrose Booster, LTD
Year Established:	1952
Publication Type:	Community Newspaper
Content:	75% Advertising / 25% Editorial
Circulation Paid/Unpaid:	99% Unpaid/ 1% Paid/ 0% Sponsored
Primary Delivery Methods:	54% Home Delivery/ 40% Mail/ 6% Controlled Bulk
Insert Zoning Available:	Yes - Route
CVC Member Number:	01-0192
Audit Funded By:	Independent Free Papers of America

**2. Rate Card and Mechanical Data**

Rate Card Date:	January 1, 2007
Mechanical Data:	Five (5) columns x 15.5-inch column depth Full page: 10.125" wide X 15.5" depth.
Open Rate:	Local \$10.08 per column inch National \$11.76 per column inch
Insert Open Rate:	\$51.00 per thousand (City) / \$58.00 per thousand (Rural)
Classified Rate:	\$8.00 - up to 10 words; \$0.20 each additional word

**3. Contact Information**

Publisher:	Blain Fowler	EMAIL: <a href="mailto:mcfoul@cabl-lynx.net">mcfoul@cabl-lynx.net</a>
Advertising:	Ron Pilger	EMAIL: <a href="mailto:rpilger@cabl-lynx.net">rpilger@cabl-lynx.net</a>
Circulation:	Doug Schwartz	EMAIL: <a href="mailto:ads@camrosebooster.com">ads@camrosebooster.com</a>

**4. Circulation Pricing**

The Camrose Booster is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$125.00



## 5. Audited Circulation, Distribution and Net Press Averages

Acct # 01-0192	The Camrose Booster Camrose, AB
<b>A. Controlled Distribution</b>	
1. Home Delivery	7,090
2. Controlled Bulk Delivery	763
3. Mail	5,168
4. Restock & Office Service Delivery	100
5. Other:	0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>	<b>13,121</b>
<b>B. Paid Distribution</b>	
1. Home Delivery	0
2. Single Copy	0
3. Mail	24
4. Restock & Office Service Delivery	0
5. Other:	0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>	<b>24</b>
<b>C. Sponsored / Voluntary Paid Distribution</b>	
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>	<b>0</b>
<b>D. Average Gross Distribution</b>	<b>13,145</b>
<b>E. Unclaimed / Returns</b>	<b>(45)*</b>
<b>F. Average Net Circulation</b>	<b>13,100</b>
<b>G. Office / File</b>	<b>60</b>
<b>H. Average Net Press Run</b>	<b>13,205</b>

## 6. Explanatory

<b>A.</b>	<ol style="list-style-type: none"> <li>1. Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.</li> <li>2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.</li> <li>3. Editions delivered by Canada Post mail to single family residences, and/or multi-family residences, and/or businesses.</li> <li>4. Copies 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.</li> </ol>
<b>B.</b>	<ol style="list-style-type: none"> <li>1. Editions delivered by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.</li> <li>2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.</li> <li>3. Editions delivered by Canada Post mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.</li> <li>4. Copies 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.</li> </ol>
<b>C.</b>	No Sponsored Distribution.
<b>D.</b>	1. Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).)
<b>E.</b>	1. Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 12 for CVC return/unclaimed confirmation.)
<b>F.</b>	1. Average net circulation for the audit period indicated.
<b>G.</b>	1. Undistributed editions maintained by the publisher for office purposes.
<b>H.</b>	1. Average net press run during the audit period indicated.

## 7. Average Circulation History

PERIOD	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/06-12/31/06	CVC	13,128	13,202	13,202	13,228
01/01/05-12/31/05	CVC	12,984	12,990	13,074	13,099
01/01/04-12/31/04	CVC	12,803	12,771	12,771	12,800
01/01/03-12/31/03	CVC	-	-	-	-
01/01/02-12/31/02	CVC	-	-	-	-
04/01/01-12/31/01	CVC	-	-	-	-

## 8. Defined Market Area

Circulation areas include, but are not limited to the cities of Alliance, Armena, Bawlf, Bittern Lake, Camrose, Daysland, Donalda, Edberg, Ferintosh, Forestburg, Galahad, Hay Lakes, Heisler, Kelsey, Kilam, Kingman, Meeting Creek, New Norway, Ohaton, Rosalind, Round Hill and Strome, all in the province of Alberta, Canada.

## 9. Distribution by Zip Code (09/12/2006 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
T0B 0A0	Alliance	Alberta	0	0	150	0	150
T0B 0G0	Armena	Alberta	0	0	40	0	40
T0B 0J0	Bawlf	Alberta	0	0	279	0	279
T0B 1A0	Daysland	Alberta	0	0	490	0	490
T0B 1H0	Donalda	Alberta	0	0	213	0	213
T0B 1J0	Edberg	Alberta	0	0	135	0	135
T0B 1M0	Ferintosh	Alberta	0	0	205	0	205
T0B 1N0	Forestburg	Alberta	0	0	499	0	499
T0B 1R0	Galahad	Alberta	0	0	128	0	128
T0B 1W0	Hay Lakes	Alberta	0	0	270	0	270
T0B 2A0	Heisler	Alberta	0	0	118	0	118
T0B 2K0	Kelsey	Alberta	0	0	50	0	50
T0B 2L0	Kilam	Alberta	0	0	498	0	498
T0B 2M0	Kingman	Alberta	0	0	176	0	176
T0B 2Z0	Meeting Creek	Alberta	0	0	75	0	75
T0B 3L0	New Norway	Alberta	0	0	328	0	328
T0B 3P0	Ohaton	Alberta	0	0	180	0	180
T0B 3Y0	Rosalind	Alberta	0	0	148	0	148
T0B 3Z0	Round Hill	Alberta	0	0	85	0	85
T0B 4H0	Strome	Alberta	0	0	196	0	196
T0C 0L0	Bittern Lake	Alberta	0	0	156	0	156
T4V ---	Camrose	Alberta	7,221	822	772	100	8,915
Misc.	Assorted	Assorted	0	0	20	0	20
<b>TOTAL</b>			<b>7,221</b>	<b>822</b>	<b>5,211</b>	<b>100</b>	<b>13,354</b>



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**10. Distribution by County (09/12/2006 Edition)**

PROVINCE	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Alberta	Alliance Armena Bawlf Bittern Lake Camrose Daysland Donalda Edberg Ferintosh Forestburg Galahad Hay Lakes Heisler Kelsey Kilam Kingman Meeting Creek New Norway Ohaton Rosalind Round Hill Strome	7,221	822	5,191	100	13,334
Misc.	Assorted	0	0	20	0	20
<b>TOTAL</b>		<b>7,221</b>	<b>822</b>	<b>5,211</b>	<b>100</b>	<b>13,354</b>

**11. Verification of Receivership & Readership**

**Controlled Home Delivery and Mail Distribution**

The Circulation Verification Council interviewed 284 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. The following questions were asked:

1. The Camrose Booster is distributed weekly in your area. Do you receive the The Camrose Booster on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through the The Camrose Booster?
  - CVC interviews indicate that 281 of 284 households or 98.9% indicated they receive the The Camrose Booster on a regular basis.
  - CVC interviews indicate that 232 of 281 or 82.6% indicate they regularly read or look through the The Camrose Booster.

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

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



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## 12. Verification of Distribution

### Controlled Bulk Distribution

The Circulation Verification Council interviewed and visited controlled bulk locations chosen randomly from the publication route lists. 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. The interviews took place throughout the audit cycle between the hours of 9:00 AM and 5:00 PM.

- **CVC interviews indicate that 100% of reported controlled bulk drop locations indicated they received the The Camrose Booster on a regular basis.**
- **CVC interviews indicate that less than 6% of the The Camrose Booster's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.**

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

## 13. Council Audit Statement

We have reviewed the printing, distribution, circulation, and general ledger records of this publication for the purpose of compiling this information. Our review was completed using Council auditing procedures and surveys considered necessary under the circumstances of the audit. In our opinion, this report fairly and accurately represents the publication's printing, distribution and/or circulation for the period (s) indicated.

**Circulation Verification Council**

**March 7, 2007**



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**The current status of this report expires December 31, 2008.**



## The Camrose Booster – Camrose, AB – 01-0192 Supplemental Readership Study

The Circulation Verification Council interviewed 284 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 2005. 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 news stories. 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 newspaper readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and general warm-up questions 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) newspaper 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).

• **Average readers per edition during the audit period: 1.775\***  
\*Readership estimates compiled from 2006 CVC circulation & readership study data.

1. The Camrose Booster is distributed every week in your area. Does your household regularly receive Camrose Booster?  

YES	281	98.9%
NO	3	01.1%
2. Do you or someone in your household regularly read or look through Camrose Booster?  

YES	232	82.6%
NO	49	17.4%
3. Do you frequently purchase products or services from ads seen in the Camrose Booster?  

YES	204	87.9%
NO	28	12.1%
4. Some stores use separate flyers or inserts to advertise specials and sales. How often would you read or look at inserts in the Camrose Booster?  

81%	Always
09%	Sometimes
04%	Seldom
06%	Never
5. Are you male or female? (Voice recognition – Gender Bias Rotation)  

39%	Male Readers
61%	Female Readers

6. Which of the following purchases are you planning during the next twelve months? (% = Positive respondents)

- 27% Automobiles
- 18% Antiques / Auctions
- 45% Furniture / Home Furnishings
- 25% Major Home Appliance
- 15% Home Computers
- 34% Home Improvement / Supplies
- 31% Television / Electronics
- 21% Carpet / Flooring
- 45% Automobile Accessories (tires, brakes & service)
- 70% Dining & Entertainment
- 05% Farm Agricultural Supplies
- 38% Lawn & Garden
- 22% Florist / Gift Shops
- 31% Home Heating / Air Conditioning (service, new equipment)
- 44% Vacations
- 06% Real Estate

7. Do you or someone in your household plan to use any of the following services during the next 12 months? (% = Positive respondents)

- 82% Beauty Salon / Barber Shop
- 22% Childcare
- 18% Education / Classes
- 78% Dentist
- 05% Attorney
- 22% Pediatrician
- 29% Veterinarian
- 06% Chiropractor
- 20% Optometrist / Ophthalmologist
- 01% Laser Vision Correction
- 14% Health Club / Exercise Class
- 27% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 05% Weight Loss
- 21% Lawn Care Service (Maintenance & Landscaping)
- 30% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)



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**PUBLISHER'S STATEMENT: JULY 1, 2006 – DECEMBER 31, 2006**  
 THIS REPORT SHOULD BE PRESENTED WITH THE AUDIT  
 FOR THE PERIOD ENDING DECEMBER 31, 2006

**The Camrose Booster**

4925 48th St  
 Camrose, AB T4V 1L7  
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**1. Audited Circulation, Distribution and Net Press Averages**

Acct # 01-0192	The Camrose Booster Camrose, AB
<b>A. Controlled Distribution</b>	
1. Home Delivery	7,204
2. Controlled Bulk Delivery	757
3. Mail	5,186
4. Restock & Office Service Delivery	100
5. Other:	0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>	<b>13,247</b>
<b>B. Paid Distribution</b>	
1. Home Delivery	0
2. Single Copy	0
3. Mail	24
4. Restock & Office Service Delivery	0
5. Other:	0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>	<b>24</b>
<b>C. Sponsored / Voluntary Paid Distribution</b>	
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>	<b>0</b>
<b>D. Average Gross Distribution</b>	<b>13,271</b>
<b>E. Unclaimed / Returns</b>	<b>(56)*</b>
<b>F. Average Net Circulation</b>	<b>13,215</b>
<b>G. Office / File</b>	<b>60</b>
<b>H. Average Net Press Run</b>	<b>13,331</b>



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## 2. Explanatory

- A.
  - 1. Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
  - 2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
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  - 4. Copies 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.
- B.
  - 1. Editions delivered by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
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- F.
  - 1. Average net circulation for the audit period indicated.
- G.
  - 1. Undistributed editions maintained by the publisher for office purposes.
- H.
  - 1. Average net press run during the audit period indicated.

## 3. Average Circulation History

PERIOD	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/06-12/31/06	CVC	13,128	13,202	13,202	13,228
01/01/05-12/31/05	CVC	12,984	12,990	13,074	13,099
01/01/04-12/31/04	CVC	12,803	12,771	12,771	12,800
01/01/03-12/31/03	CVC	-	-	-	-
01/01/02-12/31/02	CVC	-	-	-	-
04/01/01-12/31/01	CVC	-	-	-	-



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