

**Audit Period: April 1, 2008 – March 31, 2009**

**The Camrose Booster**

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

EMAIL: mcfoul@cable-lynx.net  
www.camrosebooster.com

**1. Publication Information**

Average Net Circulation:	13,641 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 60 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Tuesday / 12 Noon
Ownership:	Camrose Booster, LTD
Year Established:	1952
Publication Type:	Community Newspaper
Content:	75% Advertising / 25% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	53% Home Delivery / 39% Mail / 8% Controlled Bulk
Insert Zoning Available:	Yes - Route
CVC Member Number:	01-0192
DMA/MSA:	Camrose, Alberta Canada
Audit Funded By:	Publisher

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2009
Mechanical Data:	Five (5) columns x 15.5-inch column depth Full page: 10.375" wide X 15.5" depth.
Open Rate:	Local: \$10.78 per column inch National: \$.91 per line
Insert Open Rate:	\$53.50 - \$68.00 per thousand
Classified Rate:	\$8.60 for up to 10 words

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

**3. Contact Information**

Publisher:	Blain Fowler	EMAIL: mcfoul@cable-lynx.net
Advertising:	Ron Pilger	EMAIL: rpilger@cable-lynx.net
Circulation:	Doug Schwartz	EMAIL: ads@camrosebooster.com

**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 - Print Edition**

CVC Account Number: 01-0192		The Camrose Booster Camrose, AB
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>13,641</b>
Average Gross Distribution	(5-F)	13,750
Average Net Press Run	(5-A)	13,847
<b>Audit Period Detail</b>		
A. Average Net Press Run		13,847
B. Office / File		97
C. Controlled Distribution		
1. Home Delivery		7,325
2. Controlled Bulk Delivery / Demand Distribution		1,112
3. Mail		5,205
4. Restock & Office Service		80
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>13,722</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		28
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>28</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		13,750
G. Unclaimed / Returns		(109)*
<b>H. Average Net Circulation</b>		<b>13,641</b>

**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	13,663	-	-	-
01/01/08-12/31/08	CVC	13,613	13,596	13,645	13,660
01/01/07-12/31/07	CVC	13,275	13,305	13,500	13,587
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	12,766	12,681	12,714	12,789
01/01/02-12/31/02	CVC	12,620	12,620	12,604	12,635
04/01/01-12/31/01	CVC	-	12,414	12,390	12,620

**9. Distribution by Zip Code (3/31/2009 Edition) Tuesday**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
TOB 0A0	Alliance	Alberta	0	0	150	0	150
TOB 0G0	Armena	Alberta	0	0	38	0	38
TOB 0J0	Bawlf	Alberta	0	0	279	0	279
TOB 1A0	Daysland	Alberta	0	0	495	0	495
TOB 1H0	Donalda	Alberta	0	0	223	0	223
TOB 1J0	Edberg	Alberta	0	0	145	0	145
TOB 1M0	Fernintosh	Alberta	0	0	205	0	205
TOB 1N0	Forestburg	Alberta	0	0	64	0	64
TOB 1R0	Galahad	Alberta	0	0	128	0	128
TOB 1W0	Hay Lakes	Alberta	0	0	270	0	270
TOB 2A0	Heisler	Alberta	0	0	123	0	123
TOB 2L0	Killam	Alberta	0	0	460	0	460
TOB 2M0	Kingman	Alberta	0	0	201	0	201
TOB 2Z0	Meeting Creek	Alberta	0	0	75	0	75
TOB 3K0	Kelsey	Alberta	0	0	50	0	50
TOB 3L0	New Norway	Alberta	0	0	328	0	328
TOB 3P0	Ohaton	Alberta	0	0	180	0	180
TOB 3Y0	Rosalind	Alberta	0	0	148	0	148
TOB 3Z0	Round Hill	Alberta	0	0	85	0	85
TOB 4H0	Strome	Alberta	0	0	181	0	181
TOC 0L0	Bittern Lake	Alberta	0	0	170	0	170
T4V ---	Camrose	Alberta	7,348	1,160	767	100	9,375
<b>TOTAL</b>			<b>7,348</b>	<b>1,160</b>	<b>4,765</b>	<b>100</b>	<b>13,373</b>



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**10. Distribution by County (3/31/2009 Edition) Tuesday**

Province	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Alberta	Alliance Armena Bawlf Bittern Lake Camrose Daysland Donalda Edberg Fernintosh Forestburg Galahad Hay Lakes Heisler Kelsey Killam Kingman Meeting Creek New Norway Ohaton Rosalind Round Hill Strome	7,348	1,160	4,765	100	13,373
TOTAL		7,348	1,160	4,765	100	13,373

**11. Verification of Receivership & Readership**

**Controlled Home Delivery and Mail Distribution**

The Circulation Verification Council interviewed 326 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 Camrose Booster is distributed regularly in your area. Do you receive 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 Camrose Booster?

**CVC interviews indicate that 322 of 326 households or 98.8% indicated they receive The Camrose Booster on a regular basis.**

**CVC interviews indicate that 276 of 322 or 85.7% indicate they regularly read or look through 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%.

**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 The Camrose Booster on a regular basis.**

**CVC interviews indicate that less than 10% of The Camrose Booster's 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: \$125.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	28
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.



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**The current status of this report expires June 30, 2010.**  
If this report is presented after June 30, 2010 please call the toll-free number listed below.

The Camrose Booster - Camrose, Alberta Canada - 01-0192 - Supplemental Readership Study

The Circulation Verification Council interviewed 326 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. \*276 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: 1.75\***

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

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

YES	322	98.8%
NO	4	01.2%

2. Do you or someone in your household regularly read or look through The Camrose Booster?

YES	276	85.7%
NO	46	14.3%

3. Do you frequently purchase products or services from ads seen in the The Camrose Booster?

YES	243	88.0%
NO	33	12.0%

4. How often do you read the classified advertisements in The Camrose Booster?

31%	Always
37%	Often
20%	Seldom
12%	Never

5. How often do you shop using coupons?

18%	Always
24%	Often
33%	Seldom
25%	Never

6. How long do you keep The Camrose Booster before discarding it?

34%	1-2 Days
28%	3-4 Days
11%	5-6 Days
27%	1 Week or More

7. Reader's Gender? (Voice recognition – Gender Bias Rotation)

- 41% Male Readers
- 59% Female Readers

8. 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?

- 73% Always
- 13% Sometimes
- 07% Seldom
- 07% Never

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

- 11% New Automobile (% = Positive respondents)
- 12% Used Automobile
- 18% Antiques / Auctions
- 39% Furniture / Home Furnishings
- 21% Major Home Appliance
- 12% Home Computers
- 31% Home Improvements / Supplies
- 32% Television / Electronics
- 17% Carpet / Flooring
- 42% Automobile Accessories (tires, brakes & service)
- 70% Lawn & Garden
- 21% Florist / Gift Shops
- 31% Home Heating / Air Conditioning (service, new equipment)
- 53% Vacations / Travel
- 04% Real Estate
- 77% Men's Apparel
- 84% Women's Apparel
- 34% Children's Apparel
- 02% Boats / Personal Watercraft
- 21% Art & Crafts Supplies
- 19% Childcare
- 27% Education / Classes
- 09% Attorney
- 24% Veterinarian
- 11% Chiropractor
- 19% Financial Planner (Retirement, Investing)
- 20% Health Club / Exercise Class
- 31% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 08% Weight Loss
- 21% Lawn Care Service (Maintenance & Landscaping)
- 48% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 64% Pharmacist / Prescription Service
- 19% Cellular Phone New/Update Service
- 71% Dining & Entertainment
- 19% Jewelry
- 08% Wedding Supplies
- 42% Athletic & Sports Equipment