

Audit Period: October 1, 2007 – September 30, 2008

American Classifieds - Dothan

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Dothan, AL 36304

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1. Publication Information

Average Net Circulation:	28,977 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 36 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Thursday / by 3 PM
Ownership:	American Classifieds
Year Established:	1995
Publication Type:	Shopper
Content:	100% Advertising / 0% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 0% Mail / 100% Controlled Bulk
Insert Zoning Available:	Yes - Route
CVC Member Number:	23-0200
DMA/MSA:	Dothan, AL / Dothan, AL
Audit Funded By:	Southeastern Advertising Publishers Association Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date:	August 8, 2008
Mechanical Data:	Eight (8) columns x 16-inch column depth Full page: 10.5" wide X 16" depth.
Open Rate:	Local: \$15.50 per column inch National: \$9.00 per column inch
Insert Open Rate:	\$45.00 per thousand
Classified Rate:	\$9.00 for up to 10 words

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

3. Contact Information

Publisher:	Patrick Liester	EMAIL: publisher.dothan@americanclassifieds.com
Advertising:	John Vollmuth	EMAIL: john.dothan@americanclassifieds.com
Circulation:	Patrick Liester	EMAIL: publisher.dothan@americanclassifieds.com

4. Circulation Pricing

American Classifieds - Dothan 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: 23-0200		American Classifieds - Dothan Dothan, AL
Audit Period Summary		
Average Net Circulation	(5-H)	28,977
Average Gross Distribution	(5-F)	31,363
Average Net Press Run	(5-A)	31,413
Audit Period Detail		
A. Average Net Press Run		31,413
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		30,727
3. Mail		0
4. Restock & Office Service		636
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		31,363
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		31,363
G. Unclaimed / Returns		(2,386)*
H. Average Net Circulation		28,977

6A. Audited Average Website Reporting

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

6B. Audited Online Edition Reporting

	Audit Period Average
Total Online Edition Circulation	Not Applicable
Unique Online Edition Circulation	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:
- 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.
- 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.

HITS: The successful transmission of a file contained within a web-page. A single web-page can consist of multiple files which are counted as a hit as the page is downloaded.

PARAGRAPH SIX (B)

TOTAL ONLINE EDITION READERS: Registered and/or non-registered users who open and read one or more pages of the online edition during the edition cycle.

UNIQUE ONLINE EDITION READERS: Registered users who have supplied CVC verification information to validate the online edition reader is not a duplicated print edition reader.



8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/08-12/31/08	CVC	30,142	28,429	28,510	-
01/01/07-12/31/07	CVC	28,256	27,960	28,231	28,828
01/01/06-12/31/06	CVC	28,167	27,984	27,957	28,373
04/01/05-12/31/05	CVC	-	28,271	27,874	28,540

9. Distribution by Zip Code (6/26/2008 Edition) Thursday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
32425	Bonifay	Holmes	0	778	0	0	778
32426	Campbellton	Jackson	0	125	0	0	125
32427	Caryville	Washington	0	89	0	0	89
32428	Chipley	Washington	0	856	0	0	856
32431	Cottondale	Jackson	0	592	0	0	592
32432	Cypress	Jackson	0	48	0	0	48
32440	Graceville	Jackson	0	328	0	0	328
32442	Grand Ridge	Jackson	0	47	0	0	47
32443	Greenwood	Jackson	0	58	0	0	58
32445	Malone	Jackson	0	119	0	0	119
32446	Marianna	Jackson	0	995	0	0	995
32447	Marianna	Jackson	0	13	0	0	13
32448	Marianna	Jackson	0	921	0	0	921
32460	Sneads	Jackson	0	163	0	0	163
32466	Youngstown	Bay	0	179	0	0	179
34602	Brooksville	Hernando	0	53	0	0	53
36010	Brundidge	Pike	0	278	0	0	278
36016	Clayton	Barbour	0	153	0	0	153
36017	Clio	Barbour	0	175	0	0	175
36027	Eufaula	Barbour	0	994	0	0	994
36048	Louisville	Barbour	0	199	0	0	199
36079	Troy	Pike	0	104	0	0	104
36081	Troy	Pike	0	1,643	0	0	1,643
36301	Dothan	Houston	0	4,282	0	0	4,282
36303	Dothan	Houston	0	4,090	0	0	4,090
36305	Dothan	Houston	0	1,339	0	0	1,339
36310	Abbeville	Henry	0	532	0	0	532
36311	Ariton	Dale	0	109	0	0	109
36312	Ashford	Houston	0	379	0	0	379
36319	Columbia	Houston	0	46	0	0	46
36320	Cottonwood	Houston	0	239	0	0	239
36321	Cowarts	Houston	0	146	0	0	146
36322	Daleville	Dale	0	497	0	0	497
36323	Elba	Coffee	0	455	0	0	455
36330	Enterprise	Coffee	0	3,636	0	0	3,636
36340	Geneva	Geneva	0	1,361	0	0	1,361
36343	Gordon	Houston	0	21	0	0	21
36344	Hartford	Geneva	0	573	0	0	573
36345	Headland	Henry	0	459	0	0	459
36349	Malvern	Geneva	0	54	0	0	54

9. Distribution by Zip Code (6/26/2008 Edition) Thursday CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
36350	Midland City	Dale	0	459	0	0	459
36351	New Brockton	Coffee	0	59	0	0	59
36352	Waterford	Dale	0	254	0	0	254
36353	Newville	Henry	0	17	0	0	17
36360	Ozark	Dale	0	2,171	0	0	2,171
36362	Fort Rucker	Dale	0	1,258	0	0	1,258
36370	Pansey	Houston	0	59	0	0	59
36371	Pinckard	Dale	0	75	0	0	75
36373	Shorterville	Henry	0	28	0	0	28
36375	Slocomb	Geneva	0	267	0	0	267
36376	Webb	Houston	0	269	0	0	269
36420	Andalusia	Covington	0	659	0	0	659
36453	Kinston	Coffee	0	60	0	0	60
36467	Opp	Covington	0	652	0	0	652
36477	Samson	Geneva	0	500	0	0	500
39823	Blakely	Early	0	283	0	0	283
39837	Colquitt	Miller	0	196	0	0	196
39845	Donalsonville	Seminole	0	459	0	0	459
39851	Fort Gaines	Clay	0	208	0	0	208
39854	Georgetown	Quitman	0	175	0	0	175
39859	Iron City	Seminole	0	34	0	0	34
39861	Jakin	Early	0	34	0	0	34
TOTAL			0	35,304	0	0	35,304

10. Distribution by County (6/26/2008 Edition) Thursday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Barbour	Clayton Clio Eufaula Louisville	0	1,521	0	0	1,521
Bay	Youngstown	0	179	0	0	179
Clay	Fort Gaines	0	208	0	0	208
Coffee	Elba Enterprise Kinston New Brockton	0	4,210	0	0	4,210
Covington	Andalusia Opp	0	1,311	0	0	1,311
Dale	Ariton Daleville Fort Rucker Midland City Ozark Pinckard Waterford	0	4,823	0	0	4,823
Early	Blakely Jakin	0	317	0	0	317
Geneva	Geneva Hartford Malvern Samson Slocomb	0	2,755	0	0	2,755

10. Distribution by County (6/26/2008 Edition) Thursday CONTINUED

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Henry	Abbeville Headland Newville Shorterville	0	1,036	0	0	1,036
Hernando	Brooksville	0	53	0	0	53
Holmes	Bonifay	0	778	0	0	778
Houston	Ashford Columbia Cottonwood Cowarts Dothan Gordon Pansey Webb	0	10,870	0	0	10,870
Jackson	Campbellton Cottondale Cypress Graceville Grand Ridge Greenwood Malone Marianna Sneads	0	3,409	0	0	3,409
Miller	Colquitt	0	196	0	0	196
Pike	Brundidge Troy	0	2,025	0	0	2,025
Quitman	Georgetown	0	175	0	0	175
Seminole	Donalsonville Iron City	0	493	0	0	493
Washington	Caryville Chipley	0	945	0	0	945
TOTAL		0	35,304	0	0	35,304

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

American Classifieds - Dothan did not report significant home delivery or mail distribution during the audit period. Home Delivery was verified through the review of carrier statements and additional publisher support documents. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents.

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 over 99% of reported controlled bulk drop locations indicated they received American Classifieds - Dothan on a regular basis.

CVC interviews indicate that less than 8% of American Classifieds - Dothan's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

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.



www.cvcaudit.com

The current status of this report expires December 31, 2009.

If this report is presented after December 31, 2009 please call the toll-free number listed below.



American Classifieds – Dothan, AL – 23-0200 - Supplemental Readership Study

The Circulation Verification Council interviewed 318 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 have read at least two of the last four issues of 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 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 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) 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. *0 Survey respondents were interviewed during the verification of home delivery and mail distribution. 318 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: 2.40***
*Readership estimates compiled from 2008 CVC circulation & readership study data.

1. American Classifieds is distributed regularly in your area. Do you regularly read or look through American Classifieds?

YES	318	Survey Respondents (28.1% Market Penetration)
NO	814	Survey Terminated

2. Do you frequently purchase products or services from ads seen in American Classifieds?

YES	236	74.2%
NO	82	25.8%

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

Reader Demographics	Market Demographics	
02%	05%	18 - 20
08%	08%	21 - 24
28%	16%	25 - 34
24%	17%	35 - 44
21%	19%	45 - 54
11%	16%	55 - 64
05%	09%	65 - 74
01%	09%	75 years or older

4. Do you own or rent your home?

77%	Own
23%	Rent

5. Are you male or female? (Voice recognition – Gender Bias Rotation)

49%	Male Readers
51%	Female Readers

6. Do you have an Internet access?

- 28% Home
- 06% Work
- 45% Both
- 21% No Access

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

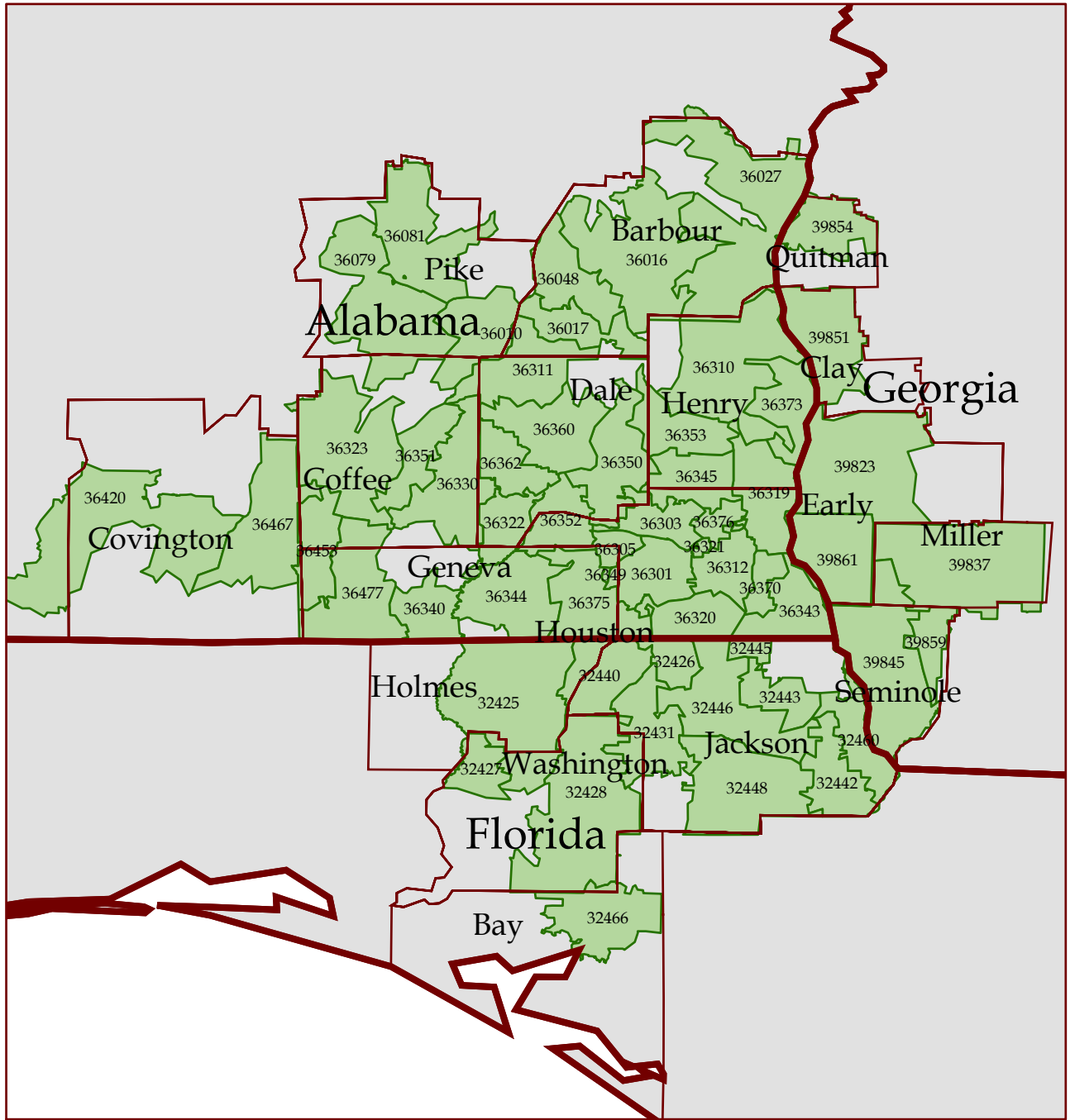
Reader Demographics	Market Demographics	
20%	35%	Under \$25,000
38%	29%	\$25,001 - \$49,999
21%	17%	\$50,000 - \$74,999
14%	10%	\$75,000 - \$99,999
06%	07%	\$100,000 - \$149,999
01%	03%	Over \$150,000

8. What category best describes your marital status?

- 08% Single (never married)
- 81% Married
- 11% Divorced/Widowed/Separated




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

	(% = Positive respondents)
10%	New Automobile
11%	Used Automobile
15%	Antiques / Auctions
41%	Furniture / Home Furnishings
20%	Major Home Appliance
16%	Home Computers
45%	Home Improvements / Supplies
29%	Television / Electronics
14%	Carpet / Flooring
64%	Automobile Accessories (tires, brakes & service)
61%	Lawn & Garden
28%	Florist / Gift Shops
21%	Home Heating / Air Conditioning (service, new equipment)
40%	Vacations / Travel
05%	Real Estate
81%	Men's Apparel
85%	Women's Apparel
52%	Children's Apparel
03%	Boats / Personal Watercraft
25%	Art & Crafts Supplies
19%	Childcare
42%	Education / Classes
08%	Attorney
21%	Veterinarian
16%	Chiropractor
18%	Financial Planner (Retirement, Investing)
54%	Tax Advisor / Services
23%	Health Club / Exercise Class
32%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
08%	Weight Loss
42%	Lawn Care Service (Maintenance & Landscaping)
66%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
59%	Pharmacist / Prescription Service
23%	Cellular Phone New/Update Service
76%	Dining & Entertainment
21%	Jewelry
13%	Wedding Supplies
38%	Athletic & Sports Equipment
05%	Farm & Ranch Supplies
03%	Motorcycle / ATV / RV



American Classifieds
 Dothan, Alabama
 23-0200

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

