

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

Tidbits of Linn County

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1. Publication Information

Average Net Circulation:	5,726 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 10 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Monday / by 5 PM
Ownership:	Hawkeye Publishing, LLC
Year Established:	2005
Publication Type:	Shopper
Content:	66% Advertising / 34% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 0% Mail / 100% Controlled Bulk
Insert Zoning Available:	No
CVC Member Number:	01-2559
DMA/MSA:	Cedar Rapids, IA / Cedar Rapids, IA
Audit Funded By:	Publisher

2. Rate Card and Mechanical Data

Rate Card Effective Date:	November 24, 2008
Mechanical Data:	Three (3) columns x 15.8-inch column depth Full page: 10.65" wide X 15.8" depth.
Open Rate:	Local: \$950.00 Full Page - \$110.00 1/16 th Page National: \$950.00 Full Page - \$110.00 1/16 th Page
Insert Open Rate:	Contact Publisher
Classified Rate:	\$0.25 per word (25 word minimum)

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

3. Contact Information

Publisher:	Russ Swart	EMAIL: russ@tidbitpapers.com
Advertising:	Russ Swart	EMAIL: russ@tidbitpapers.com
Circulation:	Russ Swart	EMAIL: russ@tidbitpapers.com

4. Circulation Pricing

Tidbits of Linn County 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: 01-2559		Tidbits of Linn County Cedar Rapids, IA
Audit Period Summary		
Average Net Circulation	(5-H)	5,726
Average Gross Distribution	(5-F)	6,066
Average Net Press Run	(5-A)	6,091
Audit Period Detail		
A. Average Net Press Run		6,091
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		6,027
3. Mail		0
4. Restock & Office Service		39
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		6,066
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		6,066
G. Unclaimed / Returns		(340)*
H. Average Net Circulation		5,726

6A. Audited Average Website Reporting

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

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.
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.

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	5,555	5,652	5,688	5,983
04/01/07-12/31/07	CVC	-	5,547	5,710	5,299

9. Distribution by Zip Code (12/22/2008 Edition) Monday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
52227	Ely	Linn	0	36	0	0	36
52228	Fairfax	Linn	0	50	0	0	50
52233	Hiawatha	Linn	0	326	0	0	326
52253	Lisbon	Linn	0	45	0	0	45
52302	Marion	Linn	0	877	0	0	877
52314	Mount Vernon	Linn	0	225	0	0	225
52338	Swisher (partial)	Linn	0	20	0	0	20
52351	Walford (partial)	Linn	0	15	0	0	15
52401	Cedar Rapids	Linn	0	310	0	0	310
52402	Cedar Rapids	Linn	0	1,444	0	0	1,444
52403	Cedar Rapids	Linn	0	720	0	0	720
52404	Cedar Rapids	Linn	0	1,609	0	0	1,609
52405	Cedar Rapids	Linn	0	501	0	0	501
TOTAL			0	6,178	0	0	6,178

10. Distribution by County (12/22/2008 Edition) Monday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Linn	Cedar Rapids Ely Fairfax Hiawatha Lisbon Marion Mount Vernon	0	6,178	0	0	6,178
TOTAL		0	6,178	0	0	6,178

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

Tidbits of Linn County did not report significant home delivery or mail distribution during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. Home Delivery was verified through the review of carrier 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 100% of reported controlled bulk drop locations indicated they received Tidbits of Linn County on a regular basis.

CVC interviews indicate that less than 6% of Tidbits of Linn County'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.



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.

Tidbits of Linn County, Cedar Rapids, IA 01-2559 - Supplemental Readership Study

The Circulation Verification Council interviewed 371 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. 371 Survey respondents reported reading the publication through single copy, controlled bulk, or pass along distribution in the last year.

1. Tidbits of Linn County is distributed regularly in your area. Are you familiar with the paper Tidbits of Linn County? (1,730 Survey Respondents)

YES	744	43.0%
NO	986	57.0%

2. Have you ever or read or looked through a copy of Tidbits of Linn County? (744 Survey Respondents)

YES	371	49.9%	(21.4% Year Cumulative Market Penetration)
NO	373	50.1%	

3. Which of the following best describes how often you read Tidbits of Linn County? (371 Survey Respondents)

65.5%	243	Respondents	Always--Every Issue (survey continued)
19.9%	74	Respondents	Often--Two or more editions a month (survey continued)
11.1%	41	Respondents	Seldom--One issue a month (survey continued)
03.5%	13	Respondents	Rarely--A few issues a year (survey continued)
0.00%	0	Respondents	Other

4. When you read Tidbits of Linn County which of the following best describes your readership pattern? (371 Survey Respondents)

70.6%	262	Respondents	Pick-up a copy to take home
10.0%	37	Respondents	Pick-up a copy to take to work
08.6%	32	Respondents	Read a copy then leave it behind in a waiting room
10.8%	40	Respondents	Read a copy then leave it behind in a retail or other business
0.00%	0	Respondents	Other

5. How many individuals, including yourself, read your copy of Tidbits of Linn County? (299 Survey Respondents that take a copy home or to work) (Average 1.80 RPC from Respondents) (CVC Estimated Full Distribution RPC 3.396)

52.2%	156	Respondents	One
26.4%	79	Respondents	Two
16.4%	49	Respondents	Three
01.7%	5	Respondents	Four
03.3%	10	Respondents	Five or more

6. Do you prefer Tidbits of Linn County over other reading materials in waiting rooms? (32 Respondents)

YES	24	75.0%
NO	8	25.0%

7. Do you frequently purchase products or services from ads seen in Tidbits of Linn County? (371 Survey Respondents)

YES	243	65.5%
NO	128	34.5%

8. Do you have a paid daily newspaper delivered to your home five, or more days a week? (371 Survey Respondents)

26%	YES
74%	NO

9. What category best describes your combined annual household income for last year? (371 Survey Respondents)

Reader Demographics	Market Demographics
09%	17% Under \$25,000
41%	26% \$25,001 - \$49,999
25%	22% \$50,000 - \$74,999
16%	16% \$75,000 - \$99,999
08%	13% \$100,000 - \$149,999
01%	06% Over \$150,000

10. Please select the category that best describes your age. (371 Survey Respondents)

Reader Demographics	Market Demographics
01%	06% 18 - 20
04%	09% 21 - 24
13%	18% 25 - 34
25%	19% 35 - 44
27%	19% 45 - 54
13%	14% 55 - 64
12%	07% 65 - 74
05%	08% 75 years or older



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

(371 Survey Respondents)

	(% = Positive respondents)
09%	New Automobile
11%	Used Automobile
21%	Antiques / Auctions
43%	Furniture / Home Furnishings
19%	Major Home Appliance
14%	Home Computers
43%	Home Improvements / Supplies
29%	Television / Electronics
16%	Carpet / Flooring
66%	Automobile Accessories (tires, brakes & service)
70%	Lawn & Garden
24%	Florist / Gift Shops
50%	Home Heating / Air Conditioning (service, new equipment)
43%	Vacations / Travel
04%	Real Estate
75%	Men's Apparel
84%	Women's Apparel
56%	Children's Apparel
02%	Boats / Personal Watercraft
30%	Art & Crafts Supplies
15%	Childcare
21%	Education / Classes
06%	Attorney
25%	Veterinarian
17%	Chiropractor
19%	Financial Planner (Retirement, Investing)
46%	Tax Advisor / Services
21%	Health Club / Exercise Class
38%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
06%	Weight Loss
24%	Lawn Care Service (Maintenance & Landscaping)
56%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
66%	Pharmacist / Prescription Service
21%	Cellular Phone New/Update Service
72%	Dining & Entertainment
13%	Jewelry
10%	Wedding Supplies
31%	Athletic & Sports Equipment



www.cvcaudit.com