

**Audit Period: April 1, 2010 – December 31, 2010**

**Tidbits of Linn County**

162 NE Collins Road, PMB 321  
Cedar Rapids, IA 52402  
(319) 360-3936

www.tidbitpapers.com  
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**1. Publication Information**

Average Net Circulation: 7,684 (Print Edition)  
Number of Editions: One  
Format / Average Page Count: Tabloid / 16 Pages  
Circulation Cycle: Weekly  
Circulation Day / Time: Monday / by 8 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: December 15, 2010  
Mechanical Data: Three (3) columns x 15.6-inch column depth  
Full page: 10.3" wide X 15.6" depth.  
Open Rate: Local: \$1,200.00 Full Page - \$110.00 1/16th Page  
National: \$1,200.00 Full Page - \$110.00 1/16th 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
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>7,684</b>
Average Gross Distribution	(5-F)	7,860
Average Net Press Run	(5-A)	7,885
<b>Audit Period Detail</b>		
A. Average Net Press Run		7,885
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		7,831
3. Mail		0
4. Restock & Office Service		29
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>7,860</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		7,860
G. Unclaimed / Returns		(176)*
<b>H. Average Net Circulation</b>		<b>7,684</b>

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

	Monthly Audit Period Average
Website Unique Visitors	Not Reported
Website Page Views	Not Reported

**6B. Audited Online Edition Reporting**

	Monthly 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, and/or Post Office Boxes.
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.

#### 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
01/01/10-12/31/10	CVC	6,942	7,067	7,688	8,297
01/01/09-12/31/09	CVC	6,029	6,245	6,570	6,876
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 (9/20/2010 Edition) Monday**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
52202	Alburnett	Linn	0	15	0	0	15
52203	Amana	Iowa	0	261	0	0	261
52213	Center Point	Linn	0	70	0	0	70
52214	Central City	Linn	0	40	0	0	40
52218	Coggon	Linn	0	45	0	0	45
52227	Ely	Linn	0	35	0	0	35
52228	Fairfax	Linn	0	100	0	0	100
52233	Hiawatha	Linn	0	275	0	0	275
52253	Lisbon	Linn	0	45	0	0	45
52302	Marion	Linn	0	1,005	0	0	1,005
52314	Mount Vernon	Linn	0	400	0	0	400
52328	Robins	Linn	0	10	0	0	10
52332	Shellsburg	Benton	0	15	0	0	15
52336	Springville	Linn	0	30	0	0	30
52338	Swisher	Johnson	0	15	0	0	15
52344	Troy Mills	Linn	0	20	0	0	20
52351	Walford	Benton	0	20	0	0	20
52352	Walker	Linn	0	20	0	0	20
52401	Cedar Rapids	Linn	0	475	0	0	475
52402	Cedar Rapids	Linn	0	1,892	0	0	1,892
52403	Cedar Rapids	Linn	0	815	0	0	815
52404	Cedar Rapids	Linn	0	1,772	0	0	1,772
52405	Cedar Rapids	Linn	0	625	0	0	625
TOTAL			0	8,000	0	0	8,000



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**10. Distribution by County (9/20/2010 Edition) Monday**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Benton	Shellsburg Walford	0	35	0	0	35
Iowa	Amana	0	261	0	0	261
Johnson	Swisher	0	15	0	0	15
Linn	Alburnett Cedar Rapids Center Point Central City Coggon Ely Fairfax Hiawatha Lisbon Marion Mount Vernon Robins Springville Troy Mills Walker	0	7,689	0	0	7,689
TOTAL		0	8,000	0	0	8,000

**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 is verified through the review of USPS mail statements and additional publisher support documents. Home Delivery is 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 3% of Tidbits of Linn County’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: 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>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, 2012.**  
If this report is presented after June 30, 2012 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 396 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. 396 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: 3.40\***  
\*Readership estimates compiled from 2010 CVC circulation & readership study data.

1. Tidbits of Linn County is distributed regularly in your area. Are you familiar with the paper Tidbits of Linn County? (1,593 Survey Respondents)

YES	849	53.3%
NO	744	46.7%

2. Have you ever or read or looked through a copy of Tidbits of Linn County? (849 Survey Respondents)

YES	459	54.1%	(27.2% Year Cumulative Market Penetration)
NO	390	45.9%	

3. Which of the following best describes how often you read Tidbits of Linn County? (459 Survey Respondents)

59.5%	273	Respondents	Always—Every Issue (survey continued)
25.9%	119	Respondents	Often—Two or more editions a month (survey continued)
06.3%	29	Respondents	Seldom—One issue a month (survey continued)
08.3%	38	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? (459 Survey Respondents)

66.9%	307	Respondents	Pick-up a copy to take home
12.4%	57	Respondents	Pick-up a copy to take to work
10.5%	48	Respondents	Read a copy then leave it behind in a waiting room
10.2%	47	Respondents	Read a copy then leave it behind in retail or other business
0.00%	0	Respondents	Other



5. How many individuals, including yourself, read your copy of Tidbits of Linn County? (364 Survey Respondents that take a copy home or to work) (Average 1.778 RPC from Respondents) (CVC Estimated Full Distribution RPC 3.40)

48.4%	176	Respondents	One
29.9%	109	Respondents	Two
19.0%	69	Respondents	Three
01.4%	5	Respondents	Four
01.4%	5	Respondents	Five or more

6. Do you prefer Tidbits of Linn County over other reading materials in waiting rooms? (48 Respondents)

YES	29	60.4%
NO	19	39.6%

7. Do you frequently purchase products or services from ads seen in Tidbits of Linn County? (459 Survey Respondents)

YES	307	66.9%
NO	152	33.1%

8. Do you have a paid daily newspaper delivered to your home five, or more days a week? (459 Survey Respondents)

18%	YES
82%	NO

9. What category best describes your combined annual household income for last year? (459 Survey Respondents)

Reader Demographics	Market Demographics
09%	17% Under \$25,000
37%	26% \$25,001 - \$49,999
29%	22% \$50,000 - \$74,999
13%	16% \$75,000 - \$99,999
11%	13% \$100,000 - \$149,999
01%	06% Over \$150,000

10. Please select the category that best describes your age. (459 Survey Respondents)

Reader Demographics	Market Demographics
00%	06% 18 - 20
02%	09% 21 - 24
15%	18% 25 - 34
21%	19% 35 - 44
23%	19% 45 - 54
20%	14% 55 - 64
14%	07% 65 - 74
05%	08% 75 years or older



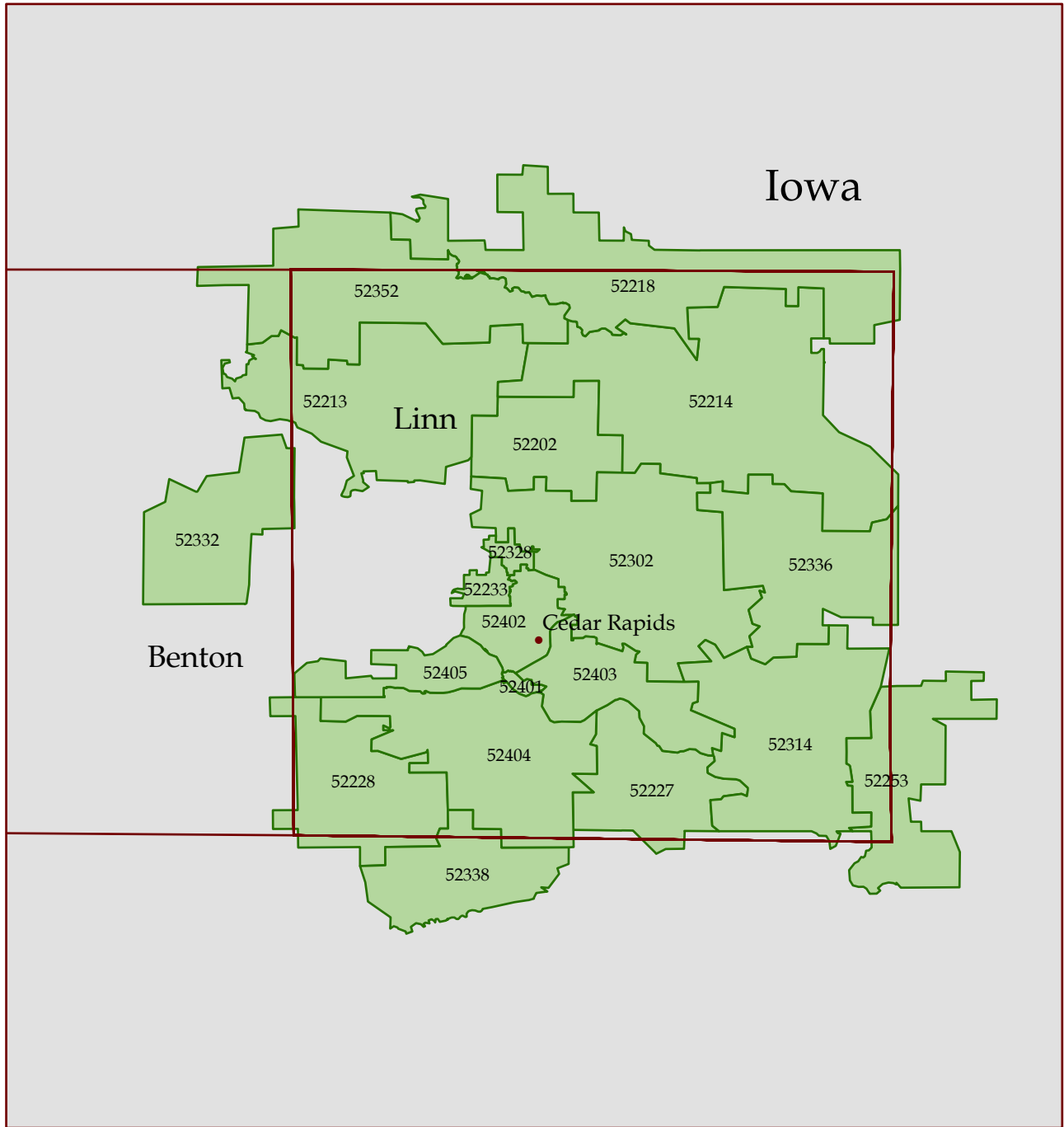
11. Which of the following products or services do you plan to purchase during the next twelve months?

(459 Survey Respondents)

- 14% New Automobile (% = Positive respondents)
- 15% Used Automobile
- 21% Antiques / Auctions
- 38% Furniture / Home Furnishings
- 14% Major Home Appliance
- 09% Home Computers
- 36% Home Improvements / Supplies
- 45% Television / Electronics
- 21% Carpet / Flooring
- 68% Automobile Accessories (tires, brakes & service)
- 55% Lawn & Garden
- 30% Florist / Gift Shops
- 36% Home Heating / Air Conditioning (service, new equipment)
- 61% Vacations / Travel
- 06% Real Estate
- 77% Men's Apparel
- 81% Women's Apparel
- 47% Children's Apparel
- 01% Boats / Personal Watercraft
- 15% Art & Crafts Supplies
- 18% Childcare
- 33% Education / Classes
- 15% Attorney
- 28% Veterinarian
- 16% Chiropractor
- 31% Financial Planner (Retirement, Investing)
- 72% Tax Advisor / Services
- 29% Health Club / Exercise Class
- 35% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 08% Weight Loss
- 31% Lawn Care Service (Maintenance & Landscaping)
- 44% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 82% Pharmacist / Prescription Service
- 29% Cellular Phone New/Update Service
- 86% Dining & Entertainment
- 25% Jewelry
- 09% Wedding Supplies
- 32% Athletic & Sports Equipment





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Tidbits of Linn County  
 Cedar Rapids, Iowa  
 01-2559

Key to Features

-  County Boundary
-  Zip Code Boundary

