



COMMUNITY NEWSPAPER PUBLICATIONS

PUBLISHER'S CIRCULATION REPORT

Canadian Community Newspapers Association
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FORM X
MANDATORY

General Information

Report Type: [] Annual [] 3-Month Applied [] Interim [] 3-Month Interim [] Initial
Reporting period: Report covers (mm/yyyy) to (mm/yyyy)

Name of publication
Address
Phone Fax E-Mail
Publisher Circulation Manager

Frequency of publication Publication day Su M Tu W Th F Sa

1. Basic Subscription Prices (Do not include GST)

1.1 Single copy price
1.2 Within Trading Area 1 year 6 months 1 month
1.3 Within Canada 1 year 6 months 1 month
1.4 Outside Canada 1 year 6 months 1 month

2. Circulation: (check all that apply)

Type: [] Paid [] Controlled
Method: [] Mail [] Dealer [] Counter & Street Boxes [] Other
[] Carrier [] Distributor [] Honour Boxes [] Electronic

3. Distribution Areas

Using Form X.3 or equivalent, select an issue during the reporting period that is representative of your average circulation and list the towns, cities, rural routes, etc., that receive 25 or more copies, and the NET number of copies distributed to each place. Also list the number distributed within the town or city of publication.

Issue selected: mm/dd/yyyy

4. Geographic Breakdown

For the same issue in #3, list the NET number of copies in each category requested. The sum of these figures should equal the entry in column Q (total circulation), for that issue. Total circulation as shown in column Q:
within the community of publication within the trading area, excluding community of publication
within the province, but outside the trading area outside the province of publication, but inside Canada
outside Canada Electronic

5. Returns and Special Campaigns (attach a separate sheet if necessary)

5.1 Were returns counted and deducted so that only net circulation is shown? [] No -25% deduction to columns L and M will apply [] Yes - Submit Form G for issue selected in #3 (controlled circ.)
5.2 Did you offer any premiums with subscription? [] No [] Yes - List premiums:
5.3 Did you offer any reduced rates? [] No [] Yes - List rates:
5.4 Did you offer any other incentives? [] No [] Yes - List incentives:
5.5 Did you operate any subscription campaigns? [] No [] Yes - List rates:
5.6 Did your publication day(s) change since your last report? [] No [] Yes - List changes:
5.7 Were there any publishing days when no issue was published? [] No [] Yes - List dates:
5.8 Were there any publishing days when you circulated extraordinary distribution (10% difference from normal circ. for papers with under 10,000 circ., 5% difference for papers with over 10,000 circ.)? [] No [] Yes - List dates and submit form Z.1 for each issue
5.9 Were Newspapers in Education and educational copies distributed? [] No [] Yes - List dates:

7. Publisher's Statement

We certify that all statements and data set forth in these documents are true and correct and in accordance with the Rules and Regulations of Canadian Media Circulation Audit, to the best of our knowledge. We certify that cash subscriptions have been received for all paid circulation claimed, and that our circulation records are maintained in an accounting system approved by the CMCA program.

Circulation Manager's Signature

Publisher's Signature

Date

8. Audit Checklist

Member: Include supporting documentation for the entire audit period. **Auditor:** Check-mark boxes where documentation has been used to verify the figures claimed in each column of #6 - Distribution Summary. Record your comments and findings below. In addition to the information on this form, verify any issues not included but reported on form Z.1.

PAID CIRCULATION

Column B - Mailed (subscriptions)
Publisher's Statement of Mailing or Statement of Mailing with Canada Post signature showing copies mailed and cash receipt for each issue published for six months.

Column C - Carriers
a) Draws, returns and net distribution for each carrier
b) Carrier Payroll: Total dollars divided by cost (cents per paper) = number of papers delivered

Column D - Dealers
Dealer bill showing gross, returns, net and dollars collected.

Column E - Third Party Bulk Sales
Letter stating bulk sales distribution. Must be signed and dated by publisher.

Column F - Counter and Street Box Sales
Weekly cash collected / selling price = papers sold

Column G - Other
Only one copy per individual/company may be claimed. To qualify as paid circulation, documentation must include a list showing name, address phone numbers, for each.
Publication Employees _____ Agents _____
Correspondents/Reporters _____ Advertisers _____
Columnists _____ (tearsheets)
Editors _____

Column H - Electronic
Only replica electronic editions in portable document format (PDF) can be claimed. Documentation must include a list of subscribers, contact information and e-mail addresses. Proof of payment may be requested by the Auditor.

Column I - Total Paid Circulation
Sum of columns B through H.

CONTROLLED CIRCULATION

Column J - Mailed
Publisher's Statement of Mailing or Statement of Mailing with Canada Post signature showing copies mailed.

Column K - Carriers
a) List of supervisors and/or carriers, with phone numbers, plus gross papers given to them to distribute weekly.
b) List of net totals (Number of copies given of each issue less returns - See form G)

Column L - Dealers and Distributors
a) List of dealers/distributors, with phone numbers.
b) List of net totals (Number of copies given of each issue less returns - See form G)

Column M - Street Boxes and Counter Pick-ups
a) List of net total street box pick-ups (Number of copies given of each issue less returns - See form G)
b) List of net total counter pick-ups (gross deposited on counter, less those not picked up = counter circulation - See form G)

Column N - Other
Only one copy per individual/company may be claimed. To qualify as controlled circulation, documentation may include a list showing name, address, phone numbers, for each
Publication Employees _____ Agents _____
Correspondents/Reporters _____ Advertisers _____
Columnists/Editors _____ (tearsheets)

Column O - Electronic
Submit a list of subscribers, contact information and e-mail addresses. Hard copies of written or e-mailed requests must be supplied to the auditor.

Column P - Total Controlled Circulation
Sum of columns J through O.

Column Q - Total Circulation
The sum of columns I and P.

EXTRA DISTRIBUTION

Column R - Service and Sample Copies
Submit a list containing the name of each individual/company claimed in this column.
____ Sample promotion _____ Office
____ Prospecting _____ File (maximum 50)
____ "Welcome Wagon" _____ Complimentary
____ Other (explain)

Column S - Total Distribution
Sum of columns Q and R.

Column T - Subscription Drives
List total. These copies are not included in the total distribution.

PRESS RUN

Column U - Total Net Press Run
Printer's invoices showing number of copies printed and charged; or, if printed by the publisher, detailed press run certificate, signed (Form Y).

9. Auditor's Comments/Findings:

10. Canadian Media Circulation Audit Auditor's Statement and Verification

I have examined the circulation report of _____ for the reporting period from _____ to _____ In my opinion, the report presents fairly the circulation of this newspaper. My examination included a general review of the circulation procedures and such tests of circulation records and other supporting evidence as checked above, which I considered necessary in the circumstances.

Auditor's Signature

Date