



BUSINESS AND CONSUMER PUBLICATIONS
FORM X - PUBLISHER'S CIRCULATION REPORT

Canadian Community Newspapers Association
890 Yonge Street, Suite 200, Toronto, Ontario M4W 3P4 Web site: <http://www.circulationaudit.ca>
Phone: (416) 482-1090 or toll-free 1-877-305-2262 Fax: (416) 482-1908 E-mail: audit@ccna.ca

1. General Information

1.1 Report Type: 3-Month Applied Initial 1.2 Reporting period: Report covers _____ to _____
 6-Month Interim Annual (mm/yyyy) (mm/yyyy)
 3-Month Interim

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

1.4 Frequency of publication _____ 1.5 Publication day Su M Tu W Th F Sa

2. Basic Subscription Prices (Do not include GST)

2.1 Single copy price _____

2.2 Within Trading Area 1 year _____ 6 months _____ 1 month _____
 2.3 Within Canada 1 year _____ 6 months _____ 1 month _____
 2.4 Outside Canada 1 year _____ 6 months _____ 1 month _____

2.5 Targeted Reader _____
 2.6 Targeted Sector _____

3. For the issue of _____ the following claim is made:
(m/d/y)

3.1 Circulation Type(s): Consumer Business

3.2 Paid: Mailed (Subscribers) Newsstand (single copy) Bulk Sales Other

3.3 Controlled: Mailed (addressed) Request Non-Request Selected (non-addressed)
 Bulk Other

4. Distribution Areas

4.1 For the same issue in #3, list community name, six-digit postal codes and number of copies for all regions served 25 or more copies. A region may be any geographic area which can be clearly defined and which is relevant to the publication and its advertisers. (Attach a separate sheet if necessary.)

5. Geographic Breakdown

5.1 For the same issue in #3, list the total number of copies in each province and territory, and outside Canada.

| | | | |
|---------------------|--------------------|-----------------------------|----------------------|
| _____ Newfoundland | _____ Quebec | _____ Alberta | _____ Yukon |
| _____ P.E.I. | _____ Ontario | _____ British Columbia | _____ Outside Canada |
| _____ Nova Scotia | _____ Manitoba | _____ Nunavut | |
| _____ New Brunswick | _____ Saskatchewan | _____ Northwest Territories | |

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

6.1 Were returns deducted so that only net circulation is shown? No - Deduct returns now and correct your totals. Yes

6.2 Did you offer any premiums with subscription? No Yes - List premiums: _____

6.3 Did you offer any reduced rates? No Yes - List rates: _____

6.4 Did you offer any other incentives? No Yes - List incentives: _____

6.5 Did you operate any subscription campaigns? No Yes - List rates: _____

6.6 Did your publication day(s) change since your last report? No Yes - List changes: _____

6.7 Were there any publishing days when no paper was published? No Yes - List dates: _____

8. 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 Canadian Media Circulation Audit program.

Circulation Manager's Signature

Publisher's Signature

Date

9. Audit Checklist

Member: Include supporting documentation for the entire audit period. used to verify the audit. Record your comments and findings below.

Auditor: Check-mark boxes where documentation has been

9.1 PRESS RUN

Column B - Total Net Press Run
Printer's invoices showing number of copies printed for each edition, minus spoilage.

9.2 PAID CIRCULATION

- Column C - Mailed (subscriptions)
Publisher's Statement of Mailing - Supply current list of subscribers.
- Column D - Newsstands (single copy)
Dealer bill showing gross, returns, net and dollars collected
Supply current list of dealers.
- Column E - Bulk Sales
Letter stating bulk distribution, showing number of copies sold and dollars collected. Must be signed and dated by publisher.
- Column F - Other
Counter sales, street box sales, show weekly cash collected, selling price, and net sales. Supply current list of street boxes (locations), employees, correspondents, columnists, editors, reporters, agents, advertisers. Only one copy per individual or company may be claimed. Supply list showing name, address and phone number for each. Publications that distribute electronically to subscribers must provide e-mail addresses in addition to contact info. and proof of subscription payment.
- Column G - Total Paid Circulation
Total of columns B through E.

9.3 CONTROLLED CIRCULATION

- Column H - Mailed (Addressed)
Publisher's Statement of Mailing - Supply current list of individuals.
- Column I - Request
Show how distributed. Supply current list of individuals/companies.

- Column J - Non-Request
Could be mail, carrier or distributor. Show how distributed. Supply current list of individuals/companies.
- Column K - Selected (Non-Addressed)
Could be mail, carrier or distributor. Show how distributed and areas of distribution (cities, towns, rural routes, companies, etc.)
- Column L - Bulk
Could be mail, carrier or distributor. Show how distributed and areas of distribution (cities, towns, rural routes, etc.), as well as a current list of apts., dealers, etc., or companies).
- Column M - Other
Could include street box locations or counter pick ups. Provide lists showing how distributed to locations and areas.
- Column JKLM.1 - Returns
Report total returns on entries in columns J, K, L, M.
- Column N - Total Controlled Circulation
Total of columns H through M, minus JKLM.1
- Column O - Total Circulation
The sum of columns G and N.

9.4 EXTRA DISTRIBUTION

- Column P - Service and Sample Copies
Submit a list containing the name of each individual/company claimed in this column. For definitions and regulations, refer to the CMCA manual.
- ____ Sample promotion ____ Office
____ Prospecting ____ File (maximum 50)
____ "Welcome Wagon" ____ Complimentary
____ Other (explain)
- Column Q - Total Distribution
Sum of columns O and P.
- Column R - Subscription Drives
List total. These copies are not included in the total distribution.

Auditor's Comments/Findings:

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

I have examined the circulation report of _____ for the six-month 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.

Canadian Media Circulation Audit Auditor's Signature

Date