

**Audit Period: October 1, 2015 – September 30, 2016**

**The Southern Tier Shopper**

1 Myrtle Avenue  
Hammondsport, NY 14840  
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(607) 569-2624 FAX

EMAIL: ads@the-shopper.com  
www.the-shopper.com

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	22,260 (Print Edition)
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**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Tabloid / 20 Pages
Circulation Cycle:	Weekly
Ownership:	Gwen Lee Associates
Year Established:	1954
Publication Type:	Shopper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	100% Advertising / 0% Editorial
Primary Delivery Methods:	97% Mail / 3% Controlled Bulk
Annual Mail Subscription Rate:	Contact Publisher
Insert Zoning Available:	Yes - ZIP Code /Route
CVC Member Number:	19-0068
DMA/CBSA:	Elmira, NY / Corning, NY
Audit Funded By:	Free Community Papers of New York

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	October 1, 2015
Mechanical Data:	Seven (7) columns x 16-inch column depth Full page: 10.625" wide X 16" depth.
Open Rate:	Local: \$7.00 per column inch National: \$7.00 per column inch
Insert Open Rate:	\$70.00 per thousand
Classified Rate:	\$7.00 for 10 words
Deadline Day & Time:	Friday by 12 Noon

Additional rates may be available from the publisher.

**4. Contact Information**

Publisher:	Dennis Colado	EMAIL: ads@the-shopper.com
Advertising:	Rita Butters	EMAIL: ads@the-shopper.com
Circulation:	Rita Butters	EMAIL: ads@the-shopper.com

**5. Audited Circulation, Distribution and Net Press Averages - Print Edition**

CVC Account Number: 19-0068	Tuesday	The Southern Tier Shopper Hammondsport, NY
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>22,260</b>
Average Gross Distribution	(5-F)	22,260
Average Net Press Run	(5-A)	22,288
<b>Audit Period Detail</b>		
A. Average Net Press Run		22,288
B. Office / File		28
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		441
3. Mail		21,592
4. Requestor Mail		94
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		133
Total Average Controlled Distribution		22,260
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>22,260</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		22,260
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>22,260</b>

## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**AVERAGE NET CIRCULATION:** Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

**AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

**NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

### AUDIT PERIOD DETAIL

**A. 1. NET PRESS RUN:** Average net press run based on quarterly averages 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. CARRIER 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 5G 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. REQUESTOR MAIL:** Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

**5. CONTROLLED WAITING ROOMS:** Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

**6. CONTROLLED HOTELS:** Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

**7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS:** Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

**8. CONTROLLED EDUCATION:** Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

**9. 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 5G returns.

**CONTROLLED RETURNS:** Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle \*(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

**D. PAID DISTRIBUTION:** Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

**3. MAIL:** See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

**4. PAID WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. PAID HOTELS:** See C6 for explanation of hotel distribution.

**6. PAID EDUCATION:** See C8 for explanation of educational copy distribution.

**7. RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**PAID RETURNS:** See section C: controlled returns for explanation of returns reporting. \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**E. SPONSORED / VOLUNTARY PAID DISTRIBUTION:** Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

**3. MAIL:** See C3 for explanation of mail distribution.

**4. SPONSORED WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. SPONSORED EDUCATION:** See C8 for explanation of educational copy distribution.

**6. RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**SPONSORED RETURNS:** See section C: controlled returns for explanation of returns reporting \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**F. AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

**G. TOTAL UNCLAIMED / RETURNS:** Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**H. 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).



**6A. Audited Average Website Reporting - www.the-shopper.com - Not Reported**

**6B. Audited Online/Digital Edition Reporting - Not Reported**

**6C. Text Media - Not Reported**

**6D. Social Media - Not Reported**

**6E. Email Media - Not Reported**

**6F. Video & Podcast Media - Not Reported**

**7. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/16-12/31/16	CVC	22,219	22,225	22,375	-
01/01/15-12/31/15	CVC	22,866	22,866	22,343	22,219
04/01/14-12/31/14	CVC	-	23,075	23,075	23,077
07/01/07-12/31/13	No Reporting	No Reporting	No Reporting	No Reporting	No Reporting
01/01/07-12/31/07	CVC	22,800	22,738	No Reporting	No Reporting
01/01/06-12/31/06	CVC	22,800	22,738	No Reporting	22,738
01/01/04-12/31/05	Prior CVC	-	-	-	-

**8. Distribution by Zip Code (6/28/2016 Edition) Tuesday**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
14418	Branchport	Yates	NY	0	0	427	0	427
14807	Arkport	Steuben	NY	0	0	833	0	833
14809	Avoca	Steuben	NY	0	0	1,113	0	1,113
14810	Bath	Steuben	NY	0	0	5,824	0	5,824
14815	Bradford	Schuyler	NY	0	0	417	0	417
14819	Cameron	Steuben	NY	0	0	303	0	303
14820	Cameron Mills	Steuben	NY	0	0	268	0	268
14821	Campbell	Steuben	NY	0	0	1,457	0	1,457
14823	Canisteo	Steuben	NY	0	0	614	0	614
14826	Cohocton	Steuben	NY	0	0	860	0	860
14827	Coopers Plains	Steuben	NY	0	0	74	0	74
14840	Hammondsport	Steuben	NY	0	0	1,636	0	1,636
14843	Hornell	Steuben	NY	0	0	1,462	0	1,462
14856	Kanona	Steuben	NY	0	0	100	0	100
14870	Painted Post	Steuben	NY	0	0	4,090	0	4,090
14873	Prattsburgh	Steuben	NY	0	0	1,193	0	1,193
14874	Pulteney	Steuben	NY	0	0	156	0	156
14879	Savona	Steuben	NY	0	0	926	0	926
Misc.	Assorted	Assorted	-	0	532	125	100	757
<b>TOTAL</b>				<b>0</b>	<b>532</b>	<b>21,878</b>	<b>100</b>	<b>22,510</b>



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**9. Distribution by County (6/28/2016 Edition) Tuesday**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Schuyler	Bradford	NY	0	0	417	0	417
Steuben	Arkport Avoca Bath Cameron Cameron Mills Campbell Canisteo Cohocton Coopers Plains Hammondsport Hornell Kanona Painted Post Prattsburgh Pulteney Savona	NY	0	0	20,909	0	20,909
Yates	Branchport	NY	0	0	427	0	427
Misc.	Assorted	-	0	532	125	100	757
TOTAL			0	532	21,878	100	22,510

**10. Verification of Distribution – Mail and Carrier Delivery Distribution**

The Southern Tier Shopper reported an average mail distribution of 21,686 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. The Southern Tier Shopper did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

**CVC review indicates that a sufficient number of individuals reported that they receive The Southern Tier Shopper on a regular basis to substantiate the publisher’s distribution claims.**

**CVC verification confirms that 262 of 349 or 75.1% report they regularly read or look through The Southern Tier Shopper.**

\*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-4%.

**11. Verification of Distribution**

**Controlled Bulk / Demand Distribution / Single Copy**

The Southern Tier Shopper did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 441 copies per edition during the audit cycle.

**12. Paid Reporting Analysis – Not Applicable**

### 13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, 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 Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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**The current status of this report expires December 31, 2017.**

If this report is presented after December 31, 2017 please call the toll-free number listed below.