

CVC MEMBER DATA

Edition #	Publication #	Input Date	Status
10-0082	10-0082	9/26/2011	1-CURR
Audit Start Year	Audit Start Month	Edition Day	
2008	01	Wednesday	
Audit End Year	Audit End Month	Editions	
2010	03	1	
Advertising Zones	E	Cycle Weekly	
Publication Type	Shopper		
Year Established	1970		
Translation Service Available	N/A		
%Ethnic Language	0%	%English	100%

Organization				Freeport Shopping News			
Ownership				Monroe Publishing LLC			
Address Number	Direction	Street Name	Prefix				
1705	S	Galena	Ave				
Address 2							
City		State	Zip Code				
Freeport		IL	61032				
Alternate Address		Publishing Association Memberships?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No				

	First Name	M I	Last Name	Email	Phone #	Fax #
Publisher/GM	Carl		Hearing	chearing@themonroetimes.com	815-235-4106	608-328-4217
Advertising	Laura		Hughes	lhughes@themonroetimes.com	815-235-4106	608-328-4217
Circulation	Carl		Hearing	chearing@themonroetimes.com	815-235-4106	815-235-7077
Production	Jaimie		Tran	jtran@themonroetimes.com	815-235-4106	815-235-7077

CVC Contact	Carl Hearing		
First Name	Carl	M I	
Last Name	Hearing		
Phone	815-235-4106		
Alt. Phone	800-343-6419		
Fax	815-235-7077		
Email	freeportshopnews@themonroetimes.com		
Website	www.myfreeportshoppingnews.com		
Front Page			
PDF String			

Printing Information	
Commercial Printer	Printer Press Type
Own Press (Sheet/Web)	Printer Phone # 262-728-3424
Corporate/Affiliate Press <input checked="" type="checkbox"/>	Printer Fax # 262-728-5479
Printer Name	CSI Media LLC
Printer Contact	Dave Chvilicek
Printer Address	120 S Wright Street
Printer City	Delavan
Printer State	WI
Printer Zip Code	53115

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Display Specifications

Edition # 10-0082

Format <u>Tabloid</u>	% Advertising <u>90%</u>	% Editorial <u>10%</u>
Average Page Count <u>28</u>		

Retail Display Rate Card Effective Date <u>1/2/2010</u>	Display Discount - Column Inch <u>N/A</u>
Display Rate Card Expiration Date	Display Discount - Frequency <u>N/A</u>
Display Zoning <u>No</u>	Display Discount - Other 1 <u>N/A</u>
Local Net C.I. Rate <u>13.93</u>	Display Discount - Other 2 <u>N/A</u>
National Net C.I. Rate <u>17.70</u>	Display Discount - Other 3 <u>N/A</u>
Smallest Modular Ad Size <u>CP</u>	Electronic Ads Accepted <u>Yes</u>
Smallest Modular Ad Rate <u>CP</u>	Ad Send Code <u>CP</u>
Full Page Modular Ad Rate <u>CP</u>	Electronic Ads Preferred Format
Display Copy Deadline Day <u>Friday</u>	<input checked="" type="checkbox"/> CP <input type="checkbox"/> InDesign <input type="checkbox"/> TIF
Display Copy Deadline Time <u>5P</u>	<input type="checkbox"/> Corel Draw <input type="checkbox"/> JPG <input type="checkbox"/> Word
Display Process Color Avail. <u>Yes</u>	<input type="checkbox"/> Creator <input type="checkbox"/> PageMaker <input type="checkbox"/> Other
Display Process Color Rate <u>225.00</u>	<input type="checkbox"/> DOC <input type="checkbox"/> PDF
Display Spot Color Avail. <u>Yes</u>	<input type="checkbox"/> EPS <input type="checkbox"/> Photoshop
Display Spot Color Rate <u>110.00</u>	<input type="checkbox"/> Illustrator <input type="checkbox"/> PNG
	Operating System <u>PC & Mac</u>
	Operating Software <u>Quark/Vision Data</u>
	Scanning Equipment <u>Yes</u>
	Darkroom Capabilities <u>No</u>

Mechanical Specifications

Columns Per Page <u>6</u>
Column Depth <u>16.25</u>
Column Width (Inches) <u>1.556</u>
Full Page Billable Width <u>9.997</u>
Full Page Billable Depth <u>16.25</u>
Page Width / 1.93 <u>5.18</u>
Number of SAU Columns <u>5</u>
Total SAU Inches Full Page <u>81.25</u>

Major Display Advertisers
<u>COUNTY SIDE FURNITURE</u>
<u>RITE WAY FURNITURE</u>
<u>AQUALAND</u>
<u>PHILLY'S FURNITURE</u>
<u>KEN NELSON AUTO</u>
<u>CP</u>

After Hours Display - Phone Number _____	After Hours Display - Fax _____
After Hours Display - First Name _____	After Hours Display - Email _____
After Hours Display - Last Name _____	

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Classified Specifications

Classified Rate Card Effective Date	1/2/2010
Classified Rate Card Expiration Date	
In-Line Classified C.I. Rate	0.23 per word
Local Classified C.I. Rate	13.93
National Classified C.I. Rate	17.70
Class. Copy Deadline Day	Friday
Class. Copy Deadline Time	5P
Class. Process Color Avail.	Yes
Class. Process Color Rate	CP
Classified Spot Color Avail.	Yes
Classified Spot Color Rate	CP
Major Classified Advertisers	
Barkau Motors	
Bocker Auto Group	
auctioneers	

Classified Discount - Column Inch	N/A
Classified Discount - Frequency	N/A
Classified Discount - Line	N/A
Classified Discount - Other 1	N/A
Classified Discount - Other 2	N/A
Classified Zoning Available	

Electronic Ads Accepted	Yes	
Ad Send Code	CP	
Electronic Ads Preferred Format		
<input checked="" type="checkbox"/> CP	<input type="checkbox"/> InDesign	<input type="checkbox"/> TIF
<input type="checkbox"/> Corel Draw	<input type="checkbox"/> JPG	<input type="checkbox"/> Word
<input type="checkbox"/> Creator	<input type="checkbox"/> PageMaker	<input type="checkbox"/> Other
<input type="checkbox"/> DOC	<input type="checkbox"/> PDF	
<input type="checkbox"/> EPS	<input type="checkbox"/> Photoshop	
<input type="checkbox"/> Illustrator	<input type="checkbox"/> PNG	
Operating System		
Operating Software		
Scanning Equipment	Yes	
Darkroom Capabilities	No	

Mechanical Specifications

Columns Per Page	6
Column Depth	16.25
Column Width (Inches)	1.556
Full Page Billable Width	9.997
Full Page Billable Depth	16.25
Page Width / 1.93	5.18
Number of SAU Columns	5
Total SAU Inches Full Page	81.25

After Hours Classifieds - Phone Number	N/A
After Hours Classifieds - First Name	N/A
After Hours Classifieds - Last Name	N/A
After Hours Classifieds - Email	N/A
After Hours Classifieds - Fax	N/A

Insert Specifications

CVC MEMBER DATA

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Bag Specifications

Insert Rate Card Effective Date 1/2/2010

Insert Rate Card Expiration Date _____

Do You Accept Inserts? Yes

Can You Zone Inserts ? Yes

Can You Zone Inserts By Zip Code? Yes

Can You Zone Inserts By County? No

Can You Zone Inserts By Carrier Route? Yes

Can You Zone Inserts By Postal Route? No

Can You Zone Inserts By Zone? Yes

Can You Zone Inserts By Distribution Type (Home Delivery, Mail, Newsstand, etc.)? No

Minimum Circulation For Inserts CP

Insert Per M Rate 43.00

Average 8.5x11 Rate 43.00

Average 4 Page Tab Rate CP

Average 8 Page Tab Rate CP

Average 16 Page Tab Rate CP

Average 24 Page Tab Rate CP

Average 48 Page Tab Rate CP

Average 64 Page Tab Rate CP

Major Insert Advertisers

Walmart

CP

CP

CP

CP

Insert Lead Time _____

Insert Deadline Day Wednes

Insert Deadline Time 12P

Insert Max. Width 8.5

Insert Max. Depth 11

Insert Min. Width _____

Insert Min. Depth _____

Insert Receiving Hours From 8A

Insert Receiving Hours To 5P

Largest Insert size before folding 11x17

Insert Zoning Type ZP

Bag Rate Card Effective Date 1/2/2010

Bag Rate Card Expiration Date _____

Standard Home Delivery Bag Length 17

Standard Home Delivery Bag Width 6.5

Minimum Bag Size Length 17

Minimum Bag Size Width 6.5

Maximum Bag Size Length 17

Maximum Bag Size Width 6.5

Bag Zoning Available Y

Bag Zoning Types ZP

Bag Header Preferred CP

Poly Bag Available Y

News Pac Available N

News Pouch Available N

Minimum Qty Accepted 10,000

Bag Cost Per Thousand 55.00

Insert Shipping Address

Ship Name Freeport Shopping News Ship Phone 262-728-3424

Ship Address 120 S Wright Street Ship Fax _____

Ship City Delavan 262-728-5479

Ship State WI Ship Zip 53115

Ship Contact _____

After Hours Insert - Phone # N-A After Hours Insert - Fax _____ After Hours Insert - Email _____

After Hours Insert - First Name N/A After Hours Insert - Last Name _____

CVC MEMBER DATA

Audit Data Reporting

Data in this section represents data received, blank fields represent data still needed Edition # 10-0082

2011 Zip	2011 Mem Data						2010 Zip
2011 Q1 19249	2010 Q1 19222	2009 Q4 19256	2008 Q4 19500	2007 Q4 20613	2006 Q4 20,915		
2011 Q2 20025	2010 Q2 19447	2009 Q3 19568	2008 Q3 20305	2007 Q3 20702	2006 Q3 20,927		
2011 Q3 20060	2010 Q3 19680	2009 Q2 19568	2008 Q2 20560	2007 Q2 20687	2006 Q2 20,897		
2011 Q4	2010 Q4 19485	2009 Q1 19587	2008 Q1 20600	2007 Q1 20828	2006 Q1 20,921		
Number of Rack Locations 10		TMC - Total Market Coverage			Percent Inserted into Daily _____ Percent Stand Alone Dist. _____		

Distribution Start Day <u>Wednesday</u>	Distribution Start Time <u>5A</u>	% Adult - Youth Carrier <u>41</u> <u>59</u>
Distribution End Day <u>Wednesday</u>	Distribution End Time <u>9P</u>	% Yard - Tube -Porch <u>0</u> <u>16</u> <u>84</u>
Subscription Rate <u>30.00</u>	Cover Price <u>N/A</u>	Avg Wholesale Rate <u>N/A</u>
Avg # of missed deliveries each edition <u>8</u>	Avg # of down routes each edition <u>1</u>	Are Down routes delivered? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Do you track returns? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	How are returns tracked (route, location, etc.)? _____	

Internet Specifications

Leader Board Web Ad Size (Pixels)	Leader Board Rate <u>\$249.00 / month</u>	Internet Rate Card Effective Date <u>1/2/2009</u>
Banner Web Ad Size (Pixels)	Banner Rate <u>\$79.00 / month</u>	Internet Rate Card Expiration Date _____
Island Web Ad Size (Pixels)	Island Rate _____	
Wide Skyscraper Web Ad Size (Pixels)	Wide Skyscraper Rate _____	
Skyscraper Web Ad Size (Pixels)	Skyscraper Rate _____	
Button Web Ad Size (Pixels)	Button Rate <u>\$99.00</u>	
# of Impressions per month _____		
Impressions per month rate _____		