

Audit Period: January 1, 2016 – December 31, 2016

Johnson City News & Neighbor

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www.jcnewsandneighbor.com

1. Audited Media Platforms

| | | |
|--------------------|-------------------------------|------------------------|
| Print Publication: | Average Net Circulation: | 30,790 (Print Edition) |
| Website: | Average Website Unique Users: | 3,601 |
| Social Media: | Average Facebook Likes: | 2,037 |



2. Publication Information

| | |
|--------------------------------|---|
| Number of Editions: | One |
| Format / Average Page Count: | Broadsheet / 14 Pages |
| Circulation Cycle: | Weekly |
| Ownership: | The Shopping News, LLC |
| Year Established: | 1997 |
| Publication Type: | Community Newspaper |
| | 96% Controlled / 4% Paid / 0% Sponsor Paid |
| Content: | 60% Advertising / 40% Editorial |
| Primary Delivery Methods: | 99% Carrier Delivery / <1% Mail / 1% Controlled Bulk & Single Copy |
| Annual Mail Subscription Rate: | \$24.95 (mail) / \$20.00 (carrier delivery) |
| Cover Price: | \$0.50 |
| Insert Zoning Available: | Yes - Route / ZIP Code |
| CVC Member Number: | 20-0204 |
| DMA/MSA/CBSA: | Tri-Cities, TN-VA / Johnson City--Kingsport--Bristol, TN--VA / Johnson City, TN |
| Audit Funded By: | Independent Free Papers of America Southeastern Advertising Publishers Association |

3. Rate Card and Mechanical Data

| | |
|---|---|
| Rate Card Effective Date: | January 1, 2017 |
| Mechanical Data: | Six (6) columns X 21.25" column depth Full page: 10.25" wide X 21.25" depth. |
| Open Rate: | Local: \$1,575.00 Full Page - \$540.00 1/3 rd Page National: \$1,850.00 Full Page - \$635.00 1/3 rd Page |
| Insert Open Rate: | \$27.00 per thousand |
| Classified Rate: | \$10.00 for up to 20 words |
| Deadline Day & Time: | Friday by 3 PM |
| Website Rates: | Bottom Banner - \$150.00 per month Vertical - \$65.00 per month |
| Additional rates may be available from the publisher. | |

4. Contact Information

| | | |
|--------------|-------------|--|
| Publisher: | Bill Derby | EMAIL: bderby@jcnewsandneighbor.com |
| Advertising: | Bill Derby | EMAIL: bderby@jcnewsandneighbor.com |
| Circulation: | Roy Jenkins | EMAIL: circulation@jcnewsandneighbor.com |
| Marketing: | Jeff Derby | EMAIL: jderby@jcnewsandneighbor.com |



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

| CVC Account Number: 20-0204 | Wednesday | Johnson City News & Neighbor Johnson City, TN |
|---|--------------|--|
| Audit Period Summary | | |
| Average Net Circulation | (5-H) | 30,790 |
| Average Gross Distribution | (5-F) | 30,790 |
| Average Net Press Run | (5-A) | 30,800 |
| Audit Period Detail | | |
| A. Average Net Press Run | | 30,800 |
| B. Office / File | | 10 |
| C. Controlled Distribution | | |
| 1. Carrier Delivery | | 29,483 |
| 2. Bulk Delivery / Demand Distribution | | 187 |
| 3. Mail | | 0 |
| 4. Requestor Mail | | 0 |
| 5. Waiting Rooms | | 0 |
| 6. Hotels | | 0 |
| 7. Events, Fairs, Festivals and Trade Shows | | 0 |
| 8. Education | | 0 |
| 9. Restock & Office Service | | 20 |
| Total Average Controlled Distribution | | 29,690 |
| Controlled Returns | | (0) |
| TOTAL AVERAGE CONTROLLED CIRCULATION | | 29,690 |
| D. Paid Distribution | | |
| 1. Carrier Delivery | | 1,074 |
| 2. Single Copy | | 8 |
| 3. Mail | | 18 |
| 4. Waiting Room | | 0 |
| 5. Hotels | | 0 |
| 6. Education | | 0 |
| 7. Restock & Office Service | | 0 |
| Total Average Paid Distribution | | 1,100 |
| Paid Returns | | (0) |
| TOTAL AVERAGE PAID CIRCULATION | | 1,100 |
| 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) |
| TOTAL AVERAGE SPONSORED CIRCULATION | | 0 |
| F. Average Gross Distribution | | 30,790 |
| G. Total Unclaimed / Returns | | (0)* |
| H. Average Net Circulation | | 30,790 |

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.jcnewsandneighbor.com

| | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Unique Users | 3,601 |
| Website Sessions | 4,888 |
| Percent of New Users | 64.74% |
| Website Page Views | 6,879 |
| Pages Per Visit | 1.41 |
| Average Time Spent on Website | 00:00:08 |
| Bounce Rate | 81.73% |

Explanatory – Website

PARAGRAPH SIX (A)

UNIQUE USERS: A unique user 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 users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

PERCENT NEW USERS: The percentage of users that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

PAGE VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

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

6C. Text Media - Not Reported

6D. Social Media

| Social Media Source | Media Usage |
|---|----------------|
| Facebook - www.facebook.com/jcnewsandneighbor | 2,037 Likes |
| Twitter | Not Applicable |

Explanatory – Social Media

PARAGRAPH SIX (D)

FACEBOOK LIKES: The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

TWITTER FOLLOWERS: The average number of followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.

6E. Email Media - Not Reported

6F. Video & Podcast Media - Not Reported



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7. Average Print Circulation History

| YEAR | AUDIT SOURCE | Q1 | Q2 | Q3 | Q4 |
|-------------------|--------------|--------|--------|--------|--------|
| 01/01/16-12/31/16 | CVC | 30,790 | 30,790 | 30,790 | 30,790 |
| 01/01/15-12/31/15 | CVC | 30,775 | 30,775 | 30,775 | 30,775 |
| 01/01/14-12/31/14 | CVC | 30,790 | 30,790 | 30,790 | 30,790 |
| 01/01/13-12/31/13 | CVC | 30,780 | 30,780 | 30,780 | 30,780 |
| 01/01/12-12/31/12 | CVC | 30,780 | 30,780 | 30,780 | 30,780 |
| 01/01/11-12/31/11 | CVC | 30,780 | 30,780 | 30,780 | 30,780 |
| 01/01/10-12/31/10 | CVC | 30,650 | 30,650 | 30,650 | 30,650 |
| 01/01/09-12/31/09 | CVC | 30,950 | 30,696 | 30,650 | 30,650 |
| 01/01/08-12/31/08 | CVC | 30,941 | 30,942 | 30,945 | 30,950 |
| 01/01/07-12/31/07 | CVC | 30,496 | 30,740 | 30,932 | 30,944 |
| 01/01/06-12/31/06 | CVC | 30,525 | 30,533 | 30,525 | 30,556 |
| 10/01/02-12/31/05 | Prior CVC | - | - | - | - |

8. Distribution by Zip Code (12/28/2016 Edition) Wednesday

| ZIP CODE | CITY / AREA | COUNTY | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|--------------|------------|-------|------------------|-------------------------------|-----------|------------------|---------------|
| 37601 | Johnson City | Washington | TN | 8,456 | 25 | 0 | 20 | 8,501 |
| 37604 | Johnson City | Washington | TN | 12,052 | 50 | 4 | 0 | 12,106 |
| 37615 | Gray | Washington | TN | 5,992 | 25 | 4 | 0 | 6,021 |
| 37659 | Jonesboro | Washington | TN | 2,787 | 32 | 3 | 0 | 2,822 |
| 37682 | Milligan | Carter | TN | 0 | 10 | 2 | 0 | 12 |
| 37686 | Piney Flats | Sullivan | TN | 1,298 | 25 | 0 | 0 | 1,323 |
| Misc. | Assorted | Assorted | - | 0 | 0 | 5 | 0 | 5 |
| TOTAL | | | | 30,585 | 167 | 18 | 20 | 30,790 |

9. Distribution by County (12/28/2016 Edition) Wednesday

| COUNTY | CITY / AREA | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|-----------------------------------|-------|------------------|-------------------------------|-----------|------------------|---------------|
| Carter | Milligan | TN | 0 | 10 | 2 | 0 | 12 |
| Sullivan | Piney Flats | TN | 1,298 | 25 | 0 | 0 | 1,323 |
| Washington | Gray Johnson City Jonesboro | TN | 29,287 | 132 | 11 | 20 | 29,450 |
| Misc. | Assorted | - | 0 | 0 | 5 | 0 | 5 |
| TOTAL | | | 30,585 | 167 | 18 | 20 | 30,790 |



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10. Verification of Distribution – Mail and Carrier Delivery Distribution

Johnson City News & Neighbor reported an average mail distribution of 18 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Johnson City News & Neighbor reported an average carrier delivery distribution of 30,557 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 Johnson City News & Neighbor on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 371 of 451 or 82.3% report they regularly read or look through Johnson City News & Neighbor.

*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

Controlled Bulk / Demand Distribution / Single Copy

Johnson City News & Neighbor did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 195 copies per edition during the audit cycle.

12. Paid Reporting Analysis

| | |
|-----------------------------|---------------------------------|
| CARRIER DELIVERY | Basic Rates: \$20.00 / 1-Year |
| | AVERAGE NUMBER OF SUBSCRIPTIONS |
| Full Basic Rate | 1,074 |
| Over 75% of basic rate | 0 |
| Over 50% of basic rate | 0 |
| Over 25% of basic rate | 0 |
| 1%-24% of basic rate | 0 |
| Less than 1% of basic rate* | 0 |
| MAIL | Basic Rates: \$24.95 / 1-Year |
| | AVERAGE NUMBER OF SUBSCRIPTIONS |
| Full Basic Rate | 18 |
| Over 75% of basic rate | 0 |
| Over 50% of basic rate | 0 |
| Over 25% of basic rate | 0 |
| 1%-24% of basic rate | 0 |
| Less than 1% of basic rate* | 0 |
| SPONSORED | Basic Rates: N/A |
| | AVERAGE NUMBER OF SUBSCRIPTIONS |
| Full Basic Rate | 0 |
| SINGLE COPY | COVER PRICE: \$0.50 |
| | AVERAGE WHOLESALE RATE: \$0.25 |



Optional Publisher Reporting - Special Section / Special Edition Reporting

| SPECIAL SECTION TITLE | DEADLINE MONTH | EDITION MONTH |
|--|----------------|---------------|
| Consumer "How To" Guide | March | March |
| Spring Home & Garden Edition | April | April |
| "Half Mile Heat" Magazine for Bristol Motor Speedway | April | April |
| Head to Toe Woman's Magazine (Mother's Day) | May | May |
| Summer Recreation Edition | June | June |
| Family Owned Edition | July | July |
| "Half Mile Heat" Magazine for Bristol Motor Speedway | August | August |
| East Tennessee State University "Pride Week" Edition | August | August |
| Builder's Showcase of Homes | September | October |
| Fall Home & Garden Edition | October | October |
| Home for the Holidays Head to Toe Edition | November | November |
| Thanksgiving Holiday Edition | November | November |
| "T 'was the Night" Christmas Edition | December | December |

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 March 31, 2018.
If this report is presented after March 31, 2018 please call the toll-free number listed below.