

**Audit Period: January 1, 2007 – December 31, 2008**

**The Digger & Shopper News**

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**1. Publication Information**

Average Net Circulation:	13,620 (Weeks 1, 2, 3) / 27,323 (Week 4) (Print Editions)
Primary Delivery Methods:	100% Controlled Bulk (Weeks 1, 2, 3) 66% Mail / 34% Controlled Bulk (Week 4)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 28 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Tuesday / 5 PM
Ownership:	Great Ad-Ventures Publishing, Inc
Year Established:	1977
Publication Type:	Shopper
Content:	85% Advertising / 15% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	19-0014 (Weeks 1, 2, 3) & 19-0228 (Week 4)
DMA/MSA:	Chico, CA / Chico--Paradise, CA
Audit Funded By:	Independent Free Papers of America

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2009
Mechanical Data:	Four (4) columns x 11.5-inch column depth Full page: 10.25" wide X 11.5" depth.
Open Rate:	Local: \$12.45 per column inch National: \$12.45 per column inch
Insert Open Rate:	\$52.00 per thousand
Classified Rate:	\$10.00 for up to 15 words

Volume, frequency, contract, color, and other rates may be available from the publisher.

**3. Contact Information**

Publisher:	David A. Miller	EMAIL: dave@diggernews.com
Advertising:	David A. Miller	EMAIL: dave@diggernews.com
Circulation:	Suzanne Legg	EMAIL: suzanne@diggernews.com

**4. Circulation Pricing**

The Digger & Shopper News is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher



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

CVC Account Number: 19-0014		The Digger & Shopper News-Weeks 1-2-3 Oroville, CA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>13,620</b>
Average Gross Distribution	(5-F)	15,205
Average Net Press Run	(5-A)	15,255
<b>Audit Period Detail</b>		
A. Average Net Press Run		15,255
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		13,962
3. Mail		0
4. Restock & Office Service		1,243
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>15,205</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		15,205
G. Unclaimed / Returns		(1,585)*
<b>H. Average Net Circulation</b>		<b>13,620</b>



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

CVC Account Number: 19-0228		The Digger & Shopper News-Week 4 Oroville, CA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>27,323</b>
Average Gross Distribution	(5-F)	28,577
Average Net Press Run	(5-A)	28,627
<b>Audit Period Detail</b>		
A. Average Net Press Run		28,627
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		9,410
3. Mail		18,966
4. Restock & Office Service		201
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>28,577</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		28,577
G. Unclaimed / Returns		(1,254)*
<b>H. Average Net Circulation</b>		<b>27,323</b>

**6A. Audited Average Website Reporting**

	Audit Period Average
Website Unique Visitors	Not Applicable
Website Page Views	Not Applicable

**6B. Audited Online Edition Reporting**

	Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable



## 7. Explanatory

### PARAGRAPH FIVE

#### AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

#### AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run 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. HOME 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 5E returns.
  - 3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
  - 4. 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 5E returns.
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
  - 1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
  - 2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
  - 3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
  - 4. 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 5E returns.
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
  - 1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
  - 2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
  - 3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
  - 4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
  - 5. OTHER:
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle \*(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. 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)).

### PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor 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 visitors. Please see CVC Rules & Regulations for further information.

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

### PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, within a defined time period (i.e. day, week or month).

A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS: Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user's browser. Several page views are expected to be logged per Visit/Session.

**8A. Average Print Circulation History – Week 1-3**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/08-12/31/08	CVC	14,282	12,974	12,622	13,753
01/01/07-12/31/07	CVC	13,748	15,330	12,980	13,301
01/01/06-12/31/06	CVC	13,421	12,834	13,597	12,903
01/01/05-12/31/05	CVC	13,122	12,912	12,080	12,771
01/01/04-12/31/04	CVC	13,300	13,789	12,732	12,831
01/01/03-12/31/03	CVC	13,789	13,789	12,234	12,553
07/01/02-12/31/02	CVC	-	-	12,238	11,963

**8B. Average Print Circulation History – Week 4**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/08-12/31/08	CVC	27,945	27,185	26,676	27,348
01/01/07-12/31/07	CVC	26,347	28,968	27,560	26,820
01/01/06-12/31/06	CVC	26,463	26,985	25,885	25,927
01/01/05-12/31/05	CVC	27,118	27,143	25,921	25,855
01/01/04-12/31/04	CVC	27,141	27,568	26,926	26,789
01/01/03-12/31/03	CVC	26,610	26,610	26,154	26,301
07/01/02-12/31/02	CVC	-	-	25,613	26,196

**9A. Distribution by Zip Code (10/7/2008 Edition) Week 1-3**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
95916	Berry Creek	Butte	0	206	0	0	206
95926	Chico	Butte	0	1,060	0	0	1,060
95928	Chico	Butte	0	815	0	0	815
95948	Gridley	Butte	0	990	0	0	990
95965	Oroville	Butte	0	3,644	0	900	4,544
95966	Oroville	Butte	0	3,675	0	0	3,675
95968	Palermo	Butte	0	430	0	0	430
95969	Paradise	Butte	0	1,825	0	0	1,825
95974	Richvale	Butte	0	105	0	0	105
Misc.	Assorted	Assorted	0	1,325	0	0	1,325
<b>TOTAL</b>			<b>0</b>	<b>14,075</b>	<b>0</b>	<b>900</b>	<b>14,975</b>

**9B. Distribution by Zip Code (12/2/2008 Edition) Week 4**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
95916	Berry Creek	Butte	0	106	900	0	1,006
95926	Chico	Butte	0	1,060	0	0	1,060
95927	Chico	Butte	0	815	0	0	815
95928	Chico	Butte	0	1,020	0	0	1,020
95948	Gridley	Butte	0	1,056	0	0	1,056
95965	Oroville	Butte	0	1,391	6,515	300	8,206
95966	Oroville	Butte	0	1,612	10,663	0	12,275
95968	Palermo	Butte	0	175	1,125	0	1,300
95969	Paradise	Butte	0	1,825	0	0	1,825
95973	Chico	Butte	0	305	0	0	305
95974	Richvale	Butte	0	115	0	0	115
<b>TOTAL</b>			<b>0</b>	<b>9,480</b>	<b>19,203</b>	<b>300</b>	<b>28,983</b>



**10A. Distribution by County (10/7/2008 Edition) Week 1-3**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Butte	Berry Creek	0	12,750	0	900	13,650
	Chico					
	Gridley					
	Oroville					
	Palermo					
	Paradise					
	Richvale					
Misc.	Assorted	0	1,325	0	0	1,325
<b>TOTAL</b>		<b>0</b>	<b>14,075</b>	<b>0</b>	<b>900</b>	<b>14,975</b>

**10B. Distribution by County (12/2/2008 Edition) Week 4**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Butte	Berry Creek	0	9,480	19,203	300	28,983
	Chico					
	Gridley					
	Oroville					
	Palermo					
	Paradise					
	Richvale					
<b>TOTAL</b>		<b>0</b>	<b>9,480</b>	<b>19,203</b>	<b>300</b>	<b>28,983</b>

**11. Verification of Receivership & Readership**

**Controlled Home Delivery and Mail Distribution**

The Circulation Verification Council interviewed 318 residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. The Digger & Shopper News is distributed regularly in your area. Do you receive The Digger & Shopper News on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through The Digger & Shopper News?

**CVC interviews indicate that 304 of 318 households or 95.6% indicated they receive The Digger & Shopper News on a regular basis.**

**CVC interviews indicate that 213 of 304 or 70.1% indicate they regularly read or look through The Digger & Shopper News.**

\*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 +/-2.5%.



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**12. Verification of Distribution**

**Controlled Bulk / Demand Distribution**

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution locations chosen randomly from the publication's delivery list. The purpose was to identify the number of locations who indicate they receive the publication on a regular basis, and further verify the number of publications distributed at the beginning of the edition cycle, and the number of editions left unclaimed by readers at the end of the edition cycle.

**CVC interviews indicate that 100% of reported controlled bulk drop locations indicated they received The Digger & Shopper News on a regular basis.**

**CVC interviews indicate that less than 11% of The Digger & Shopper News' controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.**

**13. Paid Reporting Analysis**

<b>HOME DELIVERY</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
<b>MAIL</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
<b>OTHER:</b>	

**14. Council Audit Statement**

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, 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 Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



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**The current status of this report expires December 31, 2010.**  
If this report is presented after December 31, 2010 please call the toll-free number listed below.



**The Digger Shopper & News – Oroville, CA – 19-0014 & 19-0028 Supplemental Readership Study**

The Circulation Verification Council interviewed 272 residents in the primary market areas indicated in publication’s CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or “non-zero”) probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a “no answer.” Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 at the 95% confidence level. \*213 Survey respondents were interviewed during the verification of home delivery and mail distribution. 272 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- **Average readers per edition during the audit period: 2.05\***  
\*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. The Digger Shopper & News is distributed every month in your area. Does your household regularly receive The Digger Shopper & News? Do you regularly read or look through The Digger Shopper & News?

YES	213	Mail Reader Respondents
NO	105	Survey Terminated

1A. The Digger Shopper & News is distributed every week in your area to racks, newsstands, and retail businesses. Do you regularly pick-up and read or look through The Digger Shopper & News?

YES	272	Demand Distribution Respondents
NO	388	Survey Terminated

MARKET PENETRATION

YES	485	49.6% Market Penetration
NO	493	

2. Do you frequently purchase products or services from ads seen in The Digger Shopper & News?

YES	387	79.8%
NO	98	20.2%

3. How long do you keep The Digger Shopper & News before discarding it?

56%	1-2 Days
19%	3-4 Days
08%	5-6 Days
17%	1 Week or More

4. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics
03%	15% Some High School or Less
31%	23% Graduated High School
38%	38% Some College
24%	16% Graduated College
04%	08% Completed Post Graduate

5. Please select the category that best describes your age.

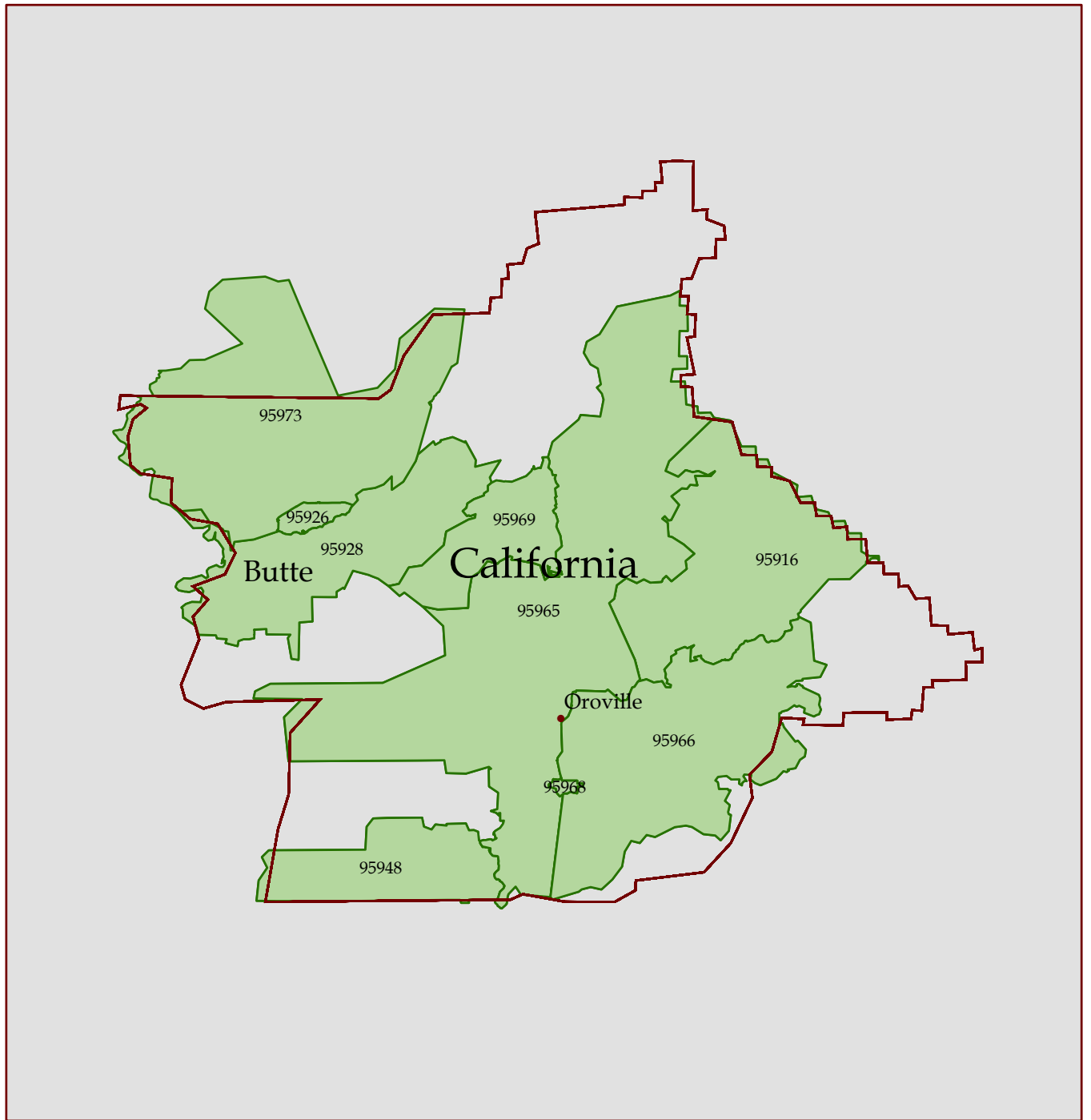
Reader Demographics	Market Demographics	
02%	08%	18 - 20
05%	12%	21 - 24
16%	15%	25 - 34
23%	15%	35 - 44
27%	18%	45 - 54
16%	13%	55 - 64
09%	08%	65 - 74
02%	11%	75 years or older

6. What category best describes your combined annual household income for last year?

Reader Demographics	Market Demographics	
18%	33%	Under \$25,000
34%	28%	\$25,001 - \$49,999
21%	17%	\$50,000 - \$74,999
13%	10%	\$75,000 - \$99,999
11%	08%	\$100,000 - \$149,999
03%	04%	Over \$150,000



7. Which of the following products or services do you plan to purchase during the next twelve months?

	(% = Positive respondents)
09%	New Automobile
13%	Used Automobile
14%	Antiques / Auctions
36%	Furniture / Home Furnishings
19%	Major Home Appliance
15%	Home Computers
38%	Home Improvements / Supplies
29%	Television / Electronics
14%	Carpet / Flooring
62%	Automobile Accessories (tires, brakes & service)
51%	Lawn & Garden
30%	Florist / Gift Shops
19%	Home Heating / Air Conditioning (service, new equipment)
53%	Vacations / Travel
04%	Real Estate
78%	Men's Apparel
90%	Women's Apparel
49%	Children's Apparel
01%	Boats / Personal Watercraft
22%	Art & Crafts Supplies
26%	Childcare
35%	Education / Classes
14%	Attorney
25%	Veterinarian
11%	Chiropractor
21%	Financial Planner (Retirement, Investing)
49%	Tax Advisor / Services
20%	Health Club / Exercise Class
25%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
04%	Weight Loss
30%	Lawn Care Service (Maintenance & Landscaping)
52%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
53%	Pharmacist / Prescription Service
25%	Cellular Phone New/Update Service
70%	Dining & Entertainment
11%	Jewelry
12%	Wedding Supplies
32%	Athletic & Sports Equipment



The Digger & Shopper News  
 Oroville, California  
 19-0014 & 19-0228

Key to Features

-  County Boundary
-  Zip Code Boundary

