

Audit Period: April 1, 2009 – December 31, 2009

Spirit Newspapers

1111 South Rogers Street
Pooler, GA 31322
(912) 748-3567
(912) 748-0490 FAX

EMAIL: thespirit@hargray.com
www.thespiritnewspaper.com

1. Publication Information

| | |
|------------------------------|---|
| Average Net Circulation: | 12,319 (Print Edition) |
| Number of Editions: | One |
| Format / Average Page Count: | Broadsheet / 29 Pages |
| Circulation Cycle: | Weekly |
| Circulation Day / Time: | Thursday / By 5 PM |
| Ownership: | Allison Ink, Inc. |
| Year Established: | 2000 |
| Publication Type: | Community Newspaper |
| Content: | 55% Advertising / 45% Editorial |
| Circulation Paid/Unpaid: | 100% Unpaid / 0% Paid / 0% Sponsored |
| Primary Delivery Methods: | 0% Home Delivery / 0% Mail / 100% Controlled Bulk |
| Insert Zoning Available: | No |
| CVC Member Number: | 20-0205 |
| DMA/MSA: | Savannah, GA / Savannah, GA |
| Audit Funded By: | Southeastern Advertising Publishers Association |

2. Rate Card and Mechanical Data

| | |
|---------------------------|--|
| Rate Card Effective Date: | July 3, 2008 |
| Mechanical Data: | Five (5) columns x 20-inch column depth Full page: 10.25" wide X 20" depth. |
| Open Rate: | Local: \$10.00 per column inch National: \$10.00 per column inch |
| Insert Open Rate: | \$40.00 per thousand |
| Classified Rate: | \$7.50 for up to 30 words |

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

3. Contact Information

| | | |
|--------------|-----------------|---------------------------------|
| Publisher: | Allison Hartley | EMAIL: spiritnewspapers@aol.com |
| Advertising: | Steve Hartley | EMAIL: thespirit@hargray.com |
| Circulation: | Steve Hartley | EMAIL: thespirit@hargray.com |

4. Circulation Pricing

Spirit Newspapers is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher



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

| | | |
|---|--------------|---------------------------------|
| CVC Account Number: 20-0205 | | Spirit Newspapers Pooler, GA |
| Audit Period Summary | | |
| Average Net Circulation | (5-H) | 12,319 |
| Average Gross Distribution | (5-F) | 12,700 |
| Average Net Press Run | (5-A) | 12,750 |
| Audit Period Detail | | |
| A. Average Net Press Run | | 12,750 |
| B. Office / File | | 50 |
| C. Controlled Distribution | | |
| 1. Home Delivery | | 0 |
| 2. Controlled Bulk Delivery / Demand Distribution | | 12,700 |
| 3. Mail | | 0 |
| 4. Restock & Office Service | | 0 |
| 5. Other: | | 0 |
| TOTAL AVERAGE CONTROLLED DISTRIBUTION | | 12,700 |
| D. Paid Distribution | | |
| 1. Home Delivery | | 0 |
| 2. Single Copy | | 0 |
| 3. Mail | | 0 |
| 4. Restock & Office Service | | 0 |
| 5. Other: | | 0 |
| TOTAL AVERAGE PAID DISTRIBUTION | | 0 |
| E. Sponsored / Voluntary Paid Distribution | | |
| 1. Home Delivery | | 0 |
| 2. Single Copy | | 0 |
| 3. Mail | | 0 |
| 4. Restock & Office Service | | 0 |
| 5. Other: | | 0 |
| TOTAL AVERAGE SPONSORED DISTRIBUTION | | 0 |
| F. Average Gross Distribution | | 12,700 |
| G. Unclaimed / Returns | | (381)* |
| H. Average Net Circulation | | 12,319 |

6A. Audited Average Website Reporting

| | Audit Period Average |
|-------------------------|----------------------|
| Website Unique Visitors | Not Reported |
| Website Page Views | Not Reported |

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.
5. OTHER:
- 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.
- 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.



8. Average Print Circulation History

| YEAR | AUDIT SOURCE | Q1 | Q2 | Q3 | Q4 |
|-------------------|--------------|--------|--------|--------|--------|
| 01/01/09-12/31/09 | CVC | 12,198 | 12,341 | 12,319 | 12,296 |
| 01/01/08-12/31/08 | CVC | 12,232 | 12,062 | 11,871 | 11,943 |

9. Distribution by Zip Code (12/24/2009 Edition) Thursday

| ZIP CODE | CITY / AREA | COUNTY | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|----------|-----------------|-----------|---------------|-----------------|------|------------------|--------|
| 31302 | Bloomingtondale | Chatham | 0 | 950 | 0 | 0 | 950 |
| 31307 | Eden | Effingham | 0 | 240 | 0 | 0 | 240 |
| 31308 | Black Creek | Bryan | 0 | 835 | 0 | 0 | 835 |
| 31312 | Guyton | Effingham | 0 | 650 | 0 | 0 | 650 |
| 31318 | Meldrim | Effingham | 0 | 150 | 0 | 0 | 150 |
| 31321 | Nevils | Bryan | 0 | 300 | 0 | 0 | 300 |
| 31322 | Pooler | Chatham | 0 | 3,405 | 0 | 0 | 3,405 |
| 31324 | Richmond Hill | Bryan | 0 | 150 | 0 | 0 | 150 |
| 31326 | Rincon | Effingham | 0 | 1,670 | 0 | 0 | 1,670 |
| 31329 | Springfield | Effingham | 0 | 980 | 0 | 0 | 980 |
| 31404 | Savannah | Chatham | 0 | 50 | 0 | 0 | 50 |
| 31405 | Savannah | Chatham | 0 | 150 | 0 | 0 | 150 |
| 31407 | Port Wentworth | Chatham | 0 | 1,585 | 0 | 0 | 1,585 |
| 31408 | Garden City | Chatham | 0 | 685 | 0 | 0 | 685 |
| 31419 | Savannah | Chatham | 0 | 950 | 0 | 0 | 950 |
| TOTAL | | | 0 | 12,750 | 0 | 0 | 12,750 |

10. Distribution by County (12/24/2009 Edition) Thursday

| COUNTY | CITY / AREA | HOME DELIVERY | CONTROLLED BULK | MAIL | OFFICE / RESTOCK | TOTAL |
|-----------|---|---------------|-----------------|------|------------------|--------|
| Bryan | Black Creek Nevils Richmond Hill | 0 | 1,285 | 0 | 0 | 1,285 |
| Chatham | Bloomingtondale Pooler Port Wentworth Savannah | 0 | 7,775 | 0 | 0 | 7,775 |
| Effingham | Eden Guyton Meldrim Rincon Springfield | 0 | 3,690 | 0 | 0 | 3,690 |
| TOTAL | | 0 | 12,750 | 0 | 0 | 12,750 |

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

Spirit Newspapers did not report significant home delivery or mail distribution during the audit period. Mail distribution is verified through the review of USPS mail statements and additional publisher support documents. Home Delivery is verified through the review of carrier statements and additional publisher support documents.



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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 Spirit Newspapers on a regular basis.

CVC interviews indicate that less than 4% of Spirit Newspapers' controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

| | |
|-------------------------|---------------------------------|
| HOME DELIVERY | 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 |
| MAIL | 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 |
| SINGLE COPY | COVER PRICE: N/A |
| | AVERAGE WHOLESALE RATE: N/A |
| OTHER: | |

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 March 31, 2011.

If this report is presented after March 31, 2011 please call the toll-free number listed below.



Spirit Newspapers - Pooler, GA - 20-0205 - Supplemental Readership Study

The Circulation Verification Council interviewed 269 readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they have read at least two of the last four issues of 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 news stories. 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 newspaper 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) newspaper 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. *0 Survey respondents were interviewed during the verification of home delivery and mail distribution. 269 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: 1.80***

*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Spirit Newspapers is distributed regularly in your area. Do you regularly read or look through Spirit Newspapers?

| | | |
|-----|-----|--------------------|
| YES | 269 | Survey Respondents |
|-----|-----|--------------------|

2. Do you frequently purchase products or services from ads seen in Spirit Newspapers?

| | | |
|-----|-----|-------|
| YES | 199 | 74.0% |
| NO | 70 | 26.0% |

3. How long do you keep Spirit Newspapers before discarding it?

| | |
|-----|----------------|
| 58% | 1-2 Days |
| 18% | 3-4 Days |
| 03% | 5-6 Days |
| 21% | 1 Week or More |

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

| Reader Demographics | Market Demographics |
|---------------------|-----------------------|
| 01% | 06% 18 - 20 |
| 03% | 09% 21 - 24 |
| 13% | 19% 25 - 34 |
| 20% | 20% 35 - 44 |
| 27% | 19% 45 - 54 |
| 21% | 13% 55 - 64 |
| 12% | 07% 65 - 74 |
| 03% | 06% 75 years or older |



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

| Reader Demographics | Market Demographics | |
|---------------------|---------------------|-----------------------|
| 09% | 24% | Under \$25,000 |
| 31% | 27% | \$25,001 - \$49,999 |
| 27% | 20% | \$50,000 - \$74,999 |
| 19% | 13% | \$75,000 - \$99,999 |
| 12% | 11% | \$100,000 - \$149,999 |
| 02% | 05% | Over \$150,000 |

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

| Reader Demographics | Market Demographics | |
|---------------------|---------------------|--------------------------|
| 04% | 19% | Some High School or Less |
| 35% | 32% | Graduated High School |
| 35% | 29% | Some College |
| 22% | 14% | Graduated College |
| 04% | 06% | Completed Post Graduate |

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




- 11% New Automobile
- 08% Used Automobile
- 18% Antiques / Auctions
- 30% Furniture / Home Furnishings
- 15% Major Home Appliance
- 09% Home Computers
- 31% Home Improvements / Supplies
- 35% Television / Electronics
- 12% Carpet / Flooring
- 46% Automobile Accessories (tires, brakes & service)
- 51% Lawn & Garden
- 30% Florist / Gift Shops
- 31% Home Heating / Air Conditioning (service, new equipment)
- 41% Vacations / Travel
- 05% Real Estate
- 75% Men's Apparel
- 81% Women's Apparel
- 39% Children's Apparel
- 01% Boats / Personal Watercraft
- 24% Art & Crafts Supplies
- 16% Childcare
- 31% Education / Classes
- 14% Attorney
- 22% Veterinarian
- 15% Chiropractor
- 20% Financial Planner (Retirement, Investing)
- 51% Tax Advisor / Services
- 23% Health Club / Exercise Class
- 32% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 09% Weight Loss
- 28% Lawn Care Service (Maintenance & Landscaping)
- 24% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 75% Pharmacist / Prescription Service
- 20% Cellular Phone New/Update Service
- 72% Dining & Entertainment
- 15% Jewelry
- 11% Wedding Supplies
- 36% Athletic & Sports Equipment

(% = Positive respondents)



Spirit Newspapers
 Pooler, Georgia
 20-0205

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

