

Audit Period: January 1, 2008 – September 30, 2009

Today's Advantage

193 A Alton Square Mall Drive (PO Box 8003)
Alton, IL 62002
(618) 463-0612
(618) 463-0733 FAX

EMAIL: contactus@todaysadvantage.com
www.todaysadvantage.com

1. Publication Information

Average Net Circulation: 39,864 – Weekly / 46,368 twice-monthlies (Print Edition)
Number of Editions: Three (1 weekly, 2 twice-monthly)
Format / Average Page Count: Tabloid / 28 Pages
Circulation Cycle: Weekly
Circulation Day / Time: Alton - Wednesday, Granite City - Thursday, Edwardsville - Friday
Ownership: Today's Advantage Inc
Year Established: 1986
Publication Type: Community Newspaper
Content: 65% Advertising / 35% Editorial
Circulation Paid/Unpaid: 100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods: 0% Home Delivery / 100% Mail / 0% Controlled Bulk
Insert Zoning Available: Yes - ZIP Code / Route / Zone
CVC Member Number: See paragraphs 5 – 5B
DMA/MSA: Saint Louis, MO / St. Louis, MO--IL
Audit Funded By: Midwest Free Community Papers #722
Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date: March 1, 2009
Mechanical Data: Five (5) columns x 15-inch column depth
Full page: 10.25" wide X 15" depth.
Open Rate: Local: \$16.50 - \$24.00 per column inch
National: \$16.50 - \$24.00 per column inch
Insert Open Rate: \$45.00 per thousand (single Sheet)
Classified Rate: \$0.50 per word - \$5.00 min.

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

3. Contact Information

Publisher: Sharon McRoy EMAIL: semcroy@aol.com
Advertising: Eric McRoy EMAIL: ericmcroy@todaysadvantage.com
Circulation: Sharon McRoy EMAIL: semcroy@aol.com

4. Circulation Pricing

Today's Advantage is a controlled circulation weekly and twice monthlies without circulation pricing. Annual mail subscription rate: Contact Publisher



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

CVC Account Number: 10-0076		Weekly	Today's Advantage - North / Riverbend Alton, IL
Audit Period Summary			
Average Net Circulation	(5-H)		39,864
Average Gross Distribution	(5-F)		39,864
Average Net Press Run	(5-A)		39,914
Audit Period Detail			
A. Average Net Press Run			39,914
B. Office / File			50
C. Controlled Distribution			
1. Home Delivery			0
2. Controlled Bulk Delivery / Demand Distribution			0
3. Mail			39,714
4. Restock & Office Service			150
5. Other:			0
TOTAL AVERAGE CONTROLLED DISTRIBUTION			39,864
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			39,864
G. Unclaimed / Returns			(0)*
H. Average Net Circulation			39,864



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

CVC Account Number: 01-2277		Twice-Monthly	Today's Advantage - Edwardsville Alton, IL
Audit Period Summary			
Average Net Circulation	(5-H)		26,105
Average Gross Distribution	(5-F)		26,105
Average Net Press Run	(5-A)		26,155
Audit Period Detail			
A. Average Net Press Run			26,155
B. Office / File			50
C. Controlled Distribution			
1. Home Delivery			0
2. Controlled Bulk Delivery / Demand Distribution			0
3. Mail			26,055
4. Restock & Office Service			50
5. Other:			0
TOTAL AVERAGE CONTROLLED DISTRIBUTION			26,105
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			26,105
G. Unclaimed / Returns			(0)*
H. Average Net Circulation			26,105



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

CVC Account Number: 01-0475	Twice-Monthly	Today's Advantage - South / Granite City Alton, IL
Audit Period Summary		
Average Net Circulation	(5-H)	20,263
Average Gross Distribution	(5-F)	20,263
Average Net Press Run	(5-A)	20,313
Audit Period Detail		
A. Average Net Press Run		20,313
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		20,213
4. Restock & Office Service		50
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		20,263
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		20,263
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		20,263

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.
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.



8. Average Print Circulation History - North / Riverbend

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	39,600	39,700	39,604	-
01/01/08-12/31/08	CVC	40,273	40,254	40,038	39,531
01/01/07-12/31/07	CVC	39,900	39,900	39,900	40,157
01/01/06-12/31/06	CVC	39,769	39,772	-	-
01/01/05-12/31/05	CVC	40,250	40,192	40,130	39,965
01/01/04-12/31/04	CVC	40,677	40,677	-	-
01/01/03-12/31/03	CVC	40,677	40,677	40,677	40,677
01/01/02-12/31/02	CVC	-	-	-	-
01/01/01-12/31/01	CVC	-	-	-	-
01/01/00-12/31/00	CVC	-	-	-	-
01/01/99-12/31/99	CVC	-	-	-	-
01/01/98-12/31/98	CVC	-	-	-	-
01/01/97-12/31/97	CVC	-	-	-	-
01/01/96-12/31/96	CVC	-	-	-	-

8A. Average Print Circulation History - Edwardsville

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	26,192	26,300	26,181	-
01/01/08-12/31/08	CVC	25,833	25,750	25,817	26,117
01/01/07-12/31/07	CVC	-	-	-	-
01/01/06-12/31/06	CVC	-	-	-	-
01/01/05-12/31/05	CVC	-	-	-	-

8B. Average Print Circulation History - South / Granite City

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	20,014	19,950	20,913	-
01/01/08-12/31/08	CVC	20,369	20,300	20,211	20,085
01/01/07-12/31/07	CVC	-	-	-	-
01/01/06-12/31/06	CVC	-	-	-	-
01/01/05-12/31/05	CVC	-	-	-	-

9. Distribution by Zip Code (6/24/2009 Edition) Wednesday - North / Riverbend

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
62002	Alton	Madison	0	0	14,126	0	14,126
62010	Bethalto	Madison	0	0	4,406	0	4,406
62018	Cottage Hills	Madison	0	0	1,548	0	1,548
62021	Dorsey	Madison	0	0	410	0	410
62024	East Alton	Madison	0	0	4,487	0	4,487
62035	Godfrey	Madison	0	0	6,681	0	6,681
62048	Hartford	Madison	0	0	654	0	654
62067	Moro	Madison	0	0	907	0	907
62084	Roxana	Madison	0	0	698	0	698
62087	South Roxana	Madison	0	0	905	0	905
62095	Wood River	Madison	0	0	4,972	0	4,972
TOTAL			0	0	39,794	0	39,794

9A. Distribution by Zip Code (6/26/2009 Edition) Friday - Edwardsville

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
62025	Edwardsville	Madison	0	0	12,213	0	12,213
62034	Glen Carbon	Madison	0	0	5,370	0	5,370
62062	Maryville	Madison	0	0	2,771	0	2,771
62294	Troy	Madison	0	0	5,074	0	5,074
TOTAL			0	0	25,428	0	25,428

9B. Distribution by Zip Code (6/25/2009 Edition) Thursday - South / Granite City

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
62040	Granite City	Madison	0	0	20,803	0	20,803
TOTAL			0	0	20,803	0	20,803

10. Distribution by County (6/24/2009 Edition) Wednesday - North / Riverbend

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Madison	Alton Bethalto Cottage Hills Dorsey East Alton Godfrey Hartford Moro Roxana South Roxana Wood River	0	0	39,794	0	39,794
TOTAL		0	0	39,794	0	39,794

10A. Distribution by County (6/26/2009 Edition) Friday - Edwardsville

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Madison	Edwardsville Glen Carbon Maryville Troy	0	0	25,428	0	25,428
TOTAL		0	0	25,428	0	25,428

10B. Distribution by County (6/25/2009 Edition) Thursday - South / Granite City

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Madison	Granite City	0	0	20,803	0	20,803
TOTAL		0	0	20,803	0	20,803



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11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 797 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. Today's Advantage is distributed regularly in your area. Do you receive Today's Advantage on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Today's Advantage?

CVC interviews indicate that 788 of 797 households or 98.9% indicated they receive Today's Advantage on a regular basis.

CVC interviews indicate that 589 of 788 or 74.7% indicate they regularly read or look through Today's Advantage.

*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%.

12. Verification of Distribution

Controlled Bulk / Demand Distribution

Today's Advantage did not report significant controlled bulk / demand distribution, or single copy distribution during the audit 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:	



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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 September 30, 2011. If this report is presented after September 30, 2011 please call the toll-free number listed below.



Today's Advantage - Alton, IL 62002 - 01-0950 - Supplemental Readership Study

The Circulation Verification Council interviewed 797 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. *589 Survey respondents were interviewed during the verification of home delivery and mail distribution. 0 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: 1.725***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

- Today's Advantage is distributed regularly in your area. Does your household regularly receive Today's Advantage?

YES	788	98.9%
NO	9	01.1%
- Do you or someone in your household regularly read or look through Today's Advantage?

YES	589	74.7%
NO	199	25.3%
- Do you frequently purchase products or services from ads seen in Today's Advantage?

YES	431	73.2%
NO	158	26.8%
- How long do you keep Today's Advantage before discarding it?

55%	1-2 Days
21%	3-4 Days
07%	5-6 Days
17%	1 Week or More
- Please select the category that best describes your age.

Reader Demographics	Market Demographics	
01%	06%	18 - 20
03%	08%	21 - 24
12%	16%	25 - 34
20%	18%	35 - 44
27%	19%	45 - 54
22%	15%	55 - 64
12%	09%	65 - 74
03%	09%	75 years or older



6. Do you have a paid daily newspaper delivered to your home five, or more days a week?

19% YES
81% NO

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

Reader Demographics	Market Demographics
13%	21% Under \$25,000
35%	26% \$25,001 - \$49,999
28%	21% \$50,000 - \$74,999
13%	15% \$75,000 - \$99,999
09%	12% \$100,000 - \$149,999
02%	05% Over \$150,000

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

Reader Demographics	Market Demographics
04%	13% Some High School or Less
33%	32% Graduated High School
36%	33% Some College
24%	14% Graduated College
03%	08% Completed Post Graduate

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

- 11% New Automobile
- 13% Used Automobile
- 24% Antiques / Auctions
- 38% Furniture / Home Furnishings
- 17% Major Home Appliance
- 09% Home Computers
- 32% Home Improvements / Supplies
- 39% Television / Electronics
- 19% Carpet / Flooring
- 68% Automobile Accessories (tires, brakes & service)
- 72% Lawn & Garden
- 35% Florist / Gift Shops
- 31% Home Heating / Air Conditioning (service, new equipment)
- 45% Vacations / Travel
- 03% Real Estate
- 74% Men's Apparel
- 81% Women's Apparel
- 39% Children's Apparel
- 02% Boats / Personal Watercraft
- 21% Art & Crafts Supplies
- 25% Childcare
- 35% Education / Classes
- 10% Attorney
- 23% Veterinarian
- 15% Chiropractor
- 20% Financial Planner (Retirement, Investing)
- 41% Tax Advisor / Services
- 24% Health Club / Exercise Class
- 36% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 11% Weight Loss
- 27% Lawn Care Service (Maintenance & Landscaping)
- 58% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 72% Pharmacist / Prescription Service
- 19% Cellular Phone New/Update Service
- 82% Dining & Entertainment
- 23% Jewelry
- 12% Wedding Supplies
- 45% Athletic & Sports Equipment

(% = Positive respondents)



Today's Advantage Alton, Illinois

Key to Features

- State Boundary
- County Boundary
- Zip Code Boundary

