

Audit Period: April 1, 2009 – December 31, 2010

Valley Town Crier

1811 N 23rd Street
McAllen, TX 78501
(956) 682-2423
(956) 630-6371 FAX

EMAIL: info@valleytowncrier.com
www.valleytowncrier.com

1. Publication Information

Average Net Circulation:	115,445 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 26 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / by 4 PM
Ownership:	Valley Newspaper Holdings LP
Year Established:	1964
Publication Type:	Community Newspaper
Content:	75% Advertising / 25% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	89% Home Delivery / 0% Mail / 11% Controlled Bulk
Insert Zoning Available:	Yes – ZIP Code / Zone / Route
CVC Member Number:	19-0103
DMA/MSA:	Harlingen, TX / McAllen--Edinburg--Mission, TX MSA
Audit Funded By:	Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date:	September 1, 2008
Mechanical Data:	Six (6) columns x 16-inch column depth Full page: 10.5" wide X 16" depth.
Open Rate:	Local: \$49.00 per column inch National: \$49.00 per column inch
Insert Open Rate:	\$53.00 per thousand
Classified Rate:	\$31.00 for up to 24 words

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

3. Contact Information

Publisher:	Dennis C. Wade	EMAIL: dwade@valleytowncrier.com
Advertising:	Tammie Risica	EMAIL: tammie@valleytowncrier.com
Circulation:	Vicky Cruz	EMAIL: vicky.c@valleytowncrier.com

4. Circulation Pricing

Valley Town Crier 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: 19-0103		Valley Town Crier McAllen, TX
Audit Period Summary		
Average Net Circulation	(5-H)	115,445
Average Gross Distribution	(5-F)	115,477
Average Net Press Run	(5-A)	117,699
Audit Period Detail		
A. Average Net Press Run		117,699
B. Office / File		2,222
C. Controlled Distribution		
1. Home Delivery		103,265
2. Controlled Bulk Delivery / Demand Distribution		10,162
3. Mail		0
4. Restock & Office Service		2,050
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		115,477
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		115,477
G. Unclaimed / Returns		(32)*
H. Average Net Circulation		115,445

6A. Audited Average Website Reporting - www.valleytowncrier.com

	Monthly Audit Period Average
Website Unique Visitors	4,828
Website Page Views	40,357

6B. Audited Online Edition Reporting

	Monthly 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, and/or Post Office Boxes.
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.
5. OTHER:
- 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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/10-12/31/10	CVC	114,937	114,982	114,981	114,990
01/01/09-12/31/09	CVC	116,415	116,726	116,575	114,927
01/01/08-12/31/08	CVC	125,460	121,961	115,933	115,952
01/01/07-12/31/07	CVC	115,005	126,857	125,845	125,750
01/01/06-12/31/06	CVC	117,131	121,240	123,254	125,046
01/01/05-12/31/05	CVC	116,238	115,748	117,195	116,751
01/01/04-12/31/04	CVC	109,791	113,629	115,005	114,510
01/01/03-12/31/03	CVC	103,913	107,483	107,747	108,847
01/01/02-12/31/02	CVC	-	-	97,857	98,118
01/01/01-12/31/01	CVC	-	-	-	-

9. Distribution by Zip Code (6/30/2010 Edition) Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
78501	McAllen	Hidalgo	12,585	1,320	0	1,050	14,955
78503	McAllen	Hidalgo	5,731	340	0	0	6,071
78504	McAllen	Hidalgo	9,757	235	0	0	9,992
78516	Alamo	Hidalgo	6,099	205	0	0	6,304
78537	Donna	Hidalgo	1,281	0	0	0	1,281
78539	Edinburg	Hidalgo	9,109	3,052	0	0	12,161
78541	Edinburg	Hidalgo	3,318	0	0	0	3,318
78542	Edinburg	Hidalgo	6,771	0	0	0	6,771
78557	Hidalgo	Hidalgo	1,725	60	0	0	1,785
78560	La Joya	Hidalgo	0	675	0	0	675
78572	Mission	Hidalgo	12,663	1,665	0	0	14,328
78573	Mission	Hidalgo	5,212	0	0	0	5,212
78574	Mission	Hidalgo	8,213	850	0	0	9,063
78576	Penitas	Hidalgo	0	120	0	1,000	1,120
78577	Pharr	Hidalgo	16,189	835	0	0	17,024
78582	Rio Grande	Starr	0	150	0	0	150
78589	San Juan	Hidalgo	4,300	190	0	0	4,490
78595	Sullivan City	Hidalgo	0	300	0	0	300
TOTAL			102,953	9,997	0	2,050	115,000

10. Distribution by County (6/30/2010 Edition) Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Hidalgo	Alamo	102,953	9,847	0	2,050	114,850
	Donna					
	Edinburg					
	Hidalgo					
	La Joya					
	McAllen					
	Mission					
	Penitas					
	Pharr					
	San Juan					
Sullivan City						
Rio Grande						
Starr	Rio Grande	0	150	0	0	150
TOTAL		102,953	9,997	0	2,050	115,000

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 816 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. Valley Town Crier is distributed regularly in your area. Do you receive Valley Town Crier on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Valley Town Crier?

CVC interviews indicate that 804 of 816 households or 98.5% indicated they receive Valley Town Crier on a regular basis.

CVC interviews indicate that 739 of 804 or 91.9% indicate they regularly read or look through Valley Town Crier.

*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

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 Valley Town Crier on a regular basis.

CVC interviews indicate that less than 5% of Valley Town Crier's 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: \$0
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.



www.cvcaudit.com

The current status of this report expires December 31, 2012.

If this report is presented after December 31, 2012 please call the toll-free number listed below.

Valley Town Crier - McAllen, TX - 19-0103 - Supplemental Readership Study

The Circulation Verification Council interviewed 816 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. *739 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: 1.80***
*Readership estimates compiled from 2010 CVC circulation & readership study data.

1. Valley Town Crier is distributed regularly in your area. Does your household regularly receive Valley Town Crier?

YES	804	98.5%
NO	12	01.5%

2. Do you or someone in your household regularly read or look through Valley Town Crier?

YES	739	91.9%
NO	65	08.1%

3. Do you frequently purchase products or services from ads seen in Valley Town Crier?

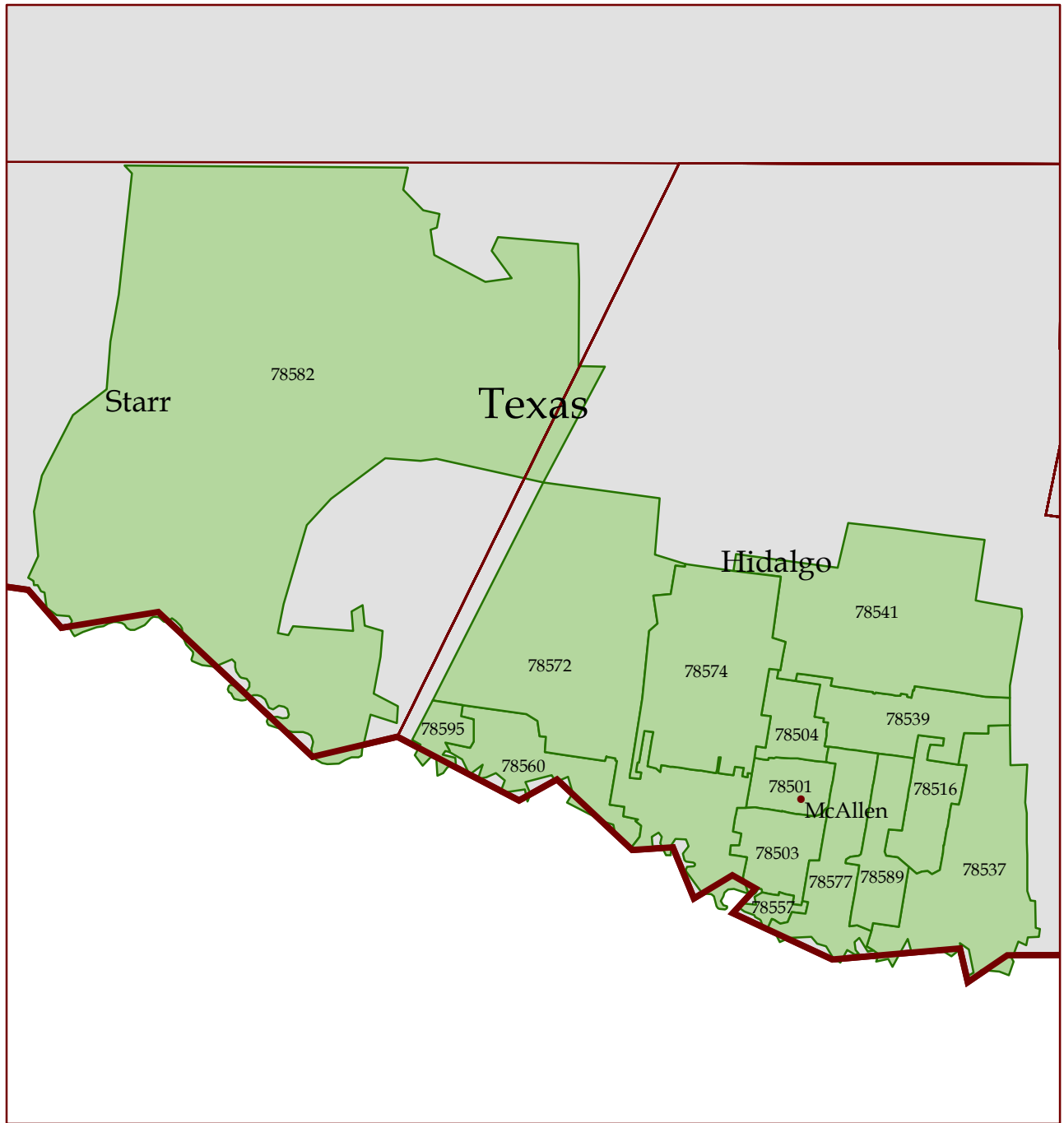
YES	617	83.5%
NO	122	16.5%

4. How long do you keep Valley Town Crier before discarding it?

53%	1-2 Days
27%	3-4 Days
04%	5-6 Days
16%	1 Week or More




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

Reader Demographics	Market Demographics	
01%	08%	18 - 20
06%	11%	21 - 24
22%	22%	25 - 34
22%	18%	35 - 44
20%	16%	45 - 54
16%	12%	55 - 64
10%	08%	65 - 74
03%	06%	75 years or older



Valley Town Crier
 McAllen, Texas
 19-0103

Key to Features

-  State Boundary
-  County Boundary
-  ZIP Code Boundary

