

Audit Period: October 1, 2017 – September 30, 2019

Sun Community News & Printing

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1. Audited Media Platforms

Print Publication:	Average Net Circulation:	72,800 (Print Edition)
Website:	Average Website Unique Users:	61,574

Sun Community News & Printing – Total Gross Contacts

CVC Estimated Edition Readership:	105,499
Total Digital Contacts:	61,574
Total Estimated Gross Contacts:	167,073*

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.



2. Publication Information

Number of Editions:	Five
Format / Average Page Count:	Broadsheet / 18 - 24 Pages
Circulation Cycle:	Weekly
Ownership:	Sun Community News & Printing; Published by Denton Publications, Inc.
Year Established:	1948
Publication Type:	Community Newspaper 100% Controlled / <1% Paid / 0% Sponsor Paid
Content:	60% Advertising / 40% Editorial
Primary Delivery Methods:	95% Mail / 5% Controlled Bulk
Annual Mail Subscription Rate:	\$52.00
Insert Zoning Available:	Yes - ZIP Code / Zone
CVC Member Number:	16-0903
DMA/MSA:	Burlington, VT / Plattsburgh, NY
Audit Funded By:	Free Community Papers of New York Independent Free Papers of America

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2020
Mechanical Data:	Six (6) columns X 21" column depth Full page: 10" wide X 21" depth.
Open Rate:	Color: \$18.00 per column inch B & W: \$16.00 per column inch
Enhanced Rate:	Color: \$16.00 per column inch B & W: \$13.00 per column inch
Best Rate:	Color: \$15.00 per column inch B & W: \$12.00 per column inch
Additional Pub Pickup:	Color: \$10.00 per column inch B & W: \$8.00 per column inch
Front Page Peel n' Stick Note:	\$585.00 per edition
Insert Open Rate:	\$75.00 per thousand
Classified Rate:	\$28.00 for up to 20 words
Deadline Day & Time:	Monday by 10 AM
Website Rates:	Leader Board (728x90) \$200.00 per month Super Block (300x600) \$300.00 per month Skyscraper (160x600) \$175.00 per month Big Box (300x250) \$150.00 per month Super Leaderboard (970x90) \$150.00 per month

Additional rates may be available from the publisher. Please call 518-873-6368

4. Contact Information

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

CVC Account Number: 16-0903	Saturday	Sun Community News & Printing - Consolidated Elizabethtown, NY
Audit Period Summary		
Average Net Circulation	(5-H)	72,800
Average Gross Distribution	(5-F)	72,871
Average Net Press Run	(5-A)	72,996
Audit Period Detail		
A. Average Net Press Run		72,996
B. Office / File		125
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		3,192
3. Mail		69,143
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		365
Total Average Controlled Distribution		72,700
Controlled Returns		(71)
TOTAL AVERAGE CONTROLLED CIRCULATION		72,629
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		171
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		171
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		171
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		72,871
G. Total Unclaimed / Returns		(71)*
H. Average Net Circulation		72,800

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

CVC Account Number: 16-0200	Saturday	The Adirondack Journal Sun Elizabethtown, NY
Audit Period Summary		
Average Net Circulation	(5-H)	12,347
Average Gross Distribution	(5-F)	12,347
Average Net Press Run	(5-A)	12,372
Audit Period Detail		
A. Average Net Press Run		12,372
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		727
3. Mail		11,484
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		89
Total Average Controlled Distribution		12,300
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		12,300
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		47
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		47
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		47
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		12,347
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		12,347



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

CVC Account Number: 16-0545	Saturday	The Burgh Sun Elizabethtown, NY
Audit Period Summary		
Average Net Circulation	(5-H)	29,415
Average Gross Distribution	(5-F)	29,430
Average Net Press Run	(5-A)	29,455
Audit Period Detail		
A. Average Net Press Run		29,455
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		270
3. Mail		29,069
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		73
Total Average Controlled Distribution		29,412
Controlled Returns		(15)
TOTAL AVERAGE CONTROLLED CIRCULATION		29,397
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		18
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		18
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		18
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		29,430
G. Total Unclaimed / Returns		(15)*
H. Average Net Circulation		29,415

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

CVC Account Number: 16-0283	Saturday	The Times Of Ti Sun Elizabethtown, NY
Audit Period Summary		
Average Net Circulation	(5-H)	7,348
Average Gross Distribution	(5-F)	7,360
Average Net Press Run	(5-A)	7,385
Audit Period Detail		
A. Average Net Press Run		7,385
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		500
3. Mail		6,721
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		80
Total Average Controlled Distribution		7,301
Controlled Returns		(12)
TOTAL AVERAGE CONTROLLED CIRCULATION		7,289
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		59
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		59
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		59
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		7,360
G. Total Unclaimed / Returns		(12)*
H. Average Net Circulation		7,348

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

CVC Account Number: 16-0286	Saturday	The Valley News Sun Elizabethtown, NY
Audit Period Summary		
Average Net Circulation	(5-H)	14,444
Average Gross Distribution	(5-F)	14,444
Average Net Press Run	(5-A)	14,469
Audit Period Detail		
A. Average Net Press Run		14,469
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		133
3. Mail		14,192
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		78
Total Average Controlled Distribution		14,403
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		14,403
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		41
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		41
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		41
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		14,444
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		14,444

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

CVC Account Number: 17-0258	Thursday	Vermont Eagle Sun Elizabethtown, NY
Audit Period Summary		
Average Net Circulation	(5-H)	9,246
Average Gross Distribution	(5-F)	9,290
Average Net Press Run	(5-A)	9,315
Audit Period Detail		
A. Average Net Press Run		9,315
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		1,562
3. Mail		7,677
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		45
Total Average Controlled Distribution		9,284
Controlled Returns		(44)
TOTAL AVERAGE CONTROLLED CIRCULATION		9,240
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		6
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		6
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		6
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		9,290
G. Total Unclaimed / Returns		(44)*
H. Average Net Circulation		9,246

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 10 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 11 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 11 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 11 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 10 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 10 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 10 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. Average Print Circulation History - The Adirondack Journal Sun

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/19-12/31/19	CVC	12,984	14,090	13,573	-
01/01/18-12/31/18	CVC	11,597	11,601	11,639	11,669
01/01/17-12/31/17	CVC	8,150	8,147	8,252	11,646
01/01/16-12/31/16	CVC	8,173	8,147	8,148	8,172
01/01/15-12/31/15	CVC	8,558	8,364	8,457	8,302
01/01/14-12/31/14	CVC	9,163	8,905	9,005	8,918
01/01/13-12/31/13	CVC	10,003	9,284	10,637	9,895
01/01/12-12/31/12	CVC	11,678	11,777	11,696	10,919
01/01/11-12/31/11	CVC	11,347	11,173	11,318	11,426
10/01/00-12/31/10	Prior CVC	-	-	-	-

6B. Average Print Circulation History - The Burgh Sun

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/19-12/31/19	CVC	29,512	29,085	29,015	-
01/01/18-12/31/18	CVC	29,335	29,655	29,622	29,658
01/01/17-12/31/17	CVC	21,170	21,120	21,189	29,441
01/01/16-12/31/16	CVC	8,350	11,147	11,111	12,745
01/01/15-12/31/15	CVC	8,374	8,378	8,401	8,458
01/01/14-12/31/14	CVC	8,576	8,552	9,271	9,908
01/01/13-12/31/13	CVC	7,176	6,976	8,268	5,473
01/01/12-12/31/12	CVC	10,953	9,656	8,192	8,084
01/01/11-12/31/11	CVC	3,924	6,282	10,965	9,828
04/01/10-12/31/10	CVC	-	15,886	16,208	5,835

6C. Average Print Circulation History - The Times Of Ti Sun

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/19-12/31/19	CVC	7,214	7,247	7,495	-
01/01/18-12/31/18	CVC	7,209	7,309	7,570	7,380
01/01/17-12/31/17	CVC	7,130	7,221	7,476	7,354
01/01/16-12/31/16	CVC	7,307	7,262	7,744	7,293
01/01/15-12/31/15	CVC	7,304	7,441	7,744	7,437
01/01/14-12/31/14	CVC	7,288	7,262	7,602	7,444
01/01/13-12/31/13	CVC	8,416	8,099	8,802	8,303
01/01/12-12/31/12	CVC	9,090	9,181	9,591	8,968
01/01/11-12/31/11	CVC	9,135	9,278	9,606	9,323
10/01/00-12/31/10	Prior CVC	-	-	-	-

6D. Average Print Circulation History - The Valley News Sun

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/19-12/31/19	CVC	13,806	12,840	12,987	-
01/01/18-12/31/18	CVC	15,152	15,197	15,308	15,080
01/01/17-12/31/17	CVC	15,244	15,279	15,429	15,185
01/01/16-12/31/16	CVC	15,229	15,284	15,458	15,312
01/01/15-12/31/15	CVC	15,194	15,244	15,422	15,259
01/01/14-12/31/14	CVC	15,344	15,092	15,271	15,184
01/01/13-12/31/13	CVC	18,531	18,153	18,517	17,999
01/01/12-12/31/12	CVC	18,663	18,453	18,728	19,106
01/01/11-12/31/11	CVC	18,986	18,879	18,870	18,987
10/01/00-12/31/10	Prior CVC	-	-	-	-

6E. Average Print Circulation History - The Vermont Eagle Sun

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/19-12/31/19	CVC	8,123	7,346	7,655	-
01/01/18-12/31/18	CVC	10,122	11,617	11,618	11,066
01/01/17-12/31/17	CVC	8,801	8,140	6,869	6,420
01/01/16-12/31/16	CVC	11,213	11,164	11,338	9,309
01/01/15-12/31/15	CVC	11,569	11,522	11,558	11,505
01/01/14-12/31/14	CVC	11,792	12,011	11,870	11,618
01/01/13-12/31/13	CVC	No Reporting	No Reporting	No Reporting	13,066
01/01/12-12/31/12	CVC	13,131	12,033	12,031	No Reporting
01/01/11-12/31/11	CVC	12,176	12,243	12,330	No Reporting
01/01/03-12/31/10	Prior CVC	-	-	-	-

7A. Distribution by Zip Code (8/22/2019 Edition) Saturday - The Adirondack Journal Sun

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
12808	Adirondack	Warren	NY	0	0	317	0	317
12810	Athol	Warren	NY	0	0	291	0	291
12811	Bakers Mills	Warren	NY	0	0	120	0	120
12812	Blue Mountain Lake	Hamilton	NY	0	0	86	0	86
12814	Bolton Landing	Warren	NY	0	0	508	0	508
12815	Brant Lake	Warren	NY	0	0	567	0	567
12817	Chestertown	Warren	NY	0	0	1,142	0	1,142
12824	Diamond Point	Warren	NY	0	0	315	0	315
12842	Indian Lake	Hamilton	NY	0	0	718	0	718
12843	Johnsburg	Warren	NY	0	0	272	0	272
12845	Lake George	Warren	NY	0	0	2,283	0	2,283
12847	Long Lake	Hamilton	NY	0	0	450	0	450
12851	Minerva	Essex	NY	0	0	194	0	194
12852	Newcomb	Essex	NY	0	0	262	0	262
12853	North Creek	Warren	NY	0	0	701	0	701
12856	North River	Warren	NY	0	0	150	0	150
12857	Olmstedville	Essex	NY	0	0	292	0	292
12860	Pottersville	Warren	NY	0	0	333	0	333
12862	Riparius	Warren	NY	0	0	54	0	54
12878	Stony Creek	Warren	NY	0	0	303	0	303
12885	Warrensburg	Warren	NY	0	0	1,514	0	1,514
12886	Wevertown	Warren	NY	0	0	120	0	120
12973	Piercefield	Saint Lawrence	NY	0	0	94	0	94
12986	Tupper Lake	Franklin	NY	0	0	2,144	0	2,144
Misc.	Assorted	Assorted	-	0	740	46	112	898
TOTAL				0	740	13,276	112	14,128



www.cvcaudit.com

7B. Distribution by Zip Code (8/22/2019 Edition) Saturday - The Burgh Sun

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
12901	Plattsburgh	Clinton	NY	0	0	12,453	0	12,453
12903	Plattsburgh	Clinton	NY	0	0	977	0	977
12910	Altona	Clinton	NY	0	0	852	0	852
12918	Cadyville	Clinton	NY	0	0	941	0	941
12919	Champlain	Clinton	NY	0	0	1,066	0	1,066
12921	Chazy	Clinton	NY	0	0	995	0	995
12929	Dannemora	Clinton	NY	0	0	556	0	556
12933	Ellenburg	Clinton	NY	0	0	28	0	28
12935	Ellenburg Depot	Clinton	NY	0	0	756	0	756
12958	Mooers	Clinton	NY	0	0	891	0	891
12959	Mooers Forks	Clinton	NY	0	0	571	0	571
12962	Morrisonville	Clinton	NY	0	0	2,170	0	2,170
12972	Peru	Clinton	NY	0	0	2,367	0	2,367
12979	Rouses Point	Clinton	NY	0	0	1,013	0	1,013
12981	Saranac	Clinton	NY	0	0	936	0	936
12985	Schuyler Falls	Clinton	NY	0	0	444	0	444
12992	West Chazy	Clinton	NY	0	0	1,754	0	1,754
Misc.	Assorted	Assorted	-	0	175	27	106	308
TOTAL				0	175	28,797	106	29,078

7C. Distribution by Zip Code (8/22/2019 Edition) Saturday - The Times Of Ti Sun

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
12836	Hague	Warren	NY	0	0	400	0	400
12841	Huletts Landing	Washington	NY	0	0	50	0	50
12855	North Hudson	Essex	NY	0	0	136	0	136
12858	Paradox	Essex	NY	0	0	55	0	55
12861	Putnam Station	Washington	NY	0	0	405	0	405
12870	Schroon Lake	Essex	NY	0	0	942	0	942
12872	Severance	Essex	NY	0	0	50	0	50
12874	Silver Bay	Warren	NY	0	0	100	0	100
12883	Ticonderoga	Essex	NY	0	0	2,085	0	2,085
12928	Crown Point	Essex	NY	0	0	881	0	881
12956	Mineville	Essex	NY	0	0	469	0	469
12960	Moriah	Essex	NY	0	0	430	0	430
12961	Moriah Center	Essex	NY	0	0	104	0	104
12974	Port Henry	Essex	NY	0	0	627	0	627
12998	Witherbee	Essex	NY	0	0	230	0	230
Misc.	Assorted	Assorted	-	0	440	54	107	601
TOTAL				0	440	7,018	107	7,565

7D. Distribution by Zip Code (8/22/2019 Edition) Saturday - The Valley News Sun

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
12912	Au Sable Forks	Clinton	NY	0	0	1,011	0	1,011
12913	Bloomington	Essex	NY	0	0	391	0	391
12932	Elizabethtown	Essex	NY	0	0	596	0	596
12936	Essex	Essex	NY	0	0	412	0	412
12939	Gabriels	Franklin	NY	0	0	125	0	125
12941	Jay	Essex	NY	0	0	638	0	638
12942	Keene	Essex	NY	0	0	275	0	275
12943	Keene Valley	Essex	NY	0	0	167	0	167
12944	Keeseville	Clinton	NY	0	0	1,524	0	1,524
12945	Lake Clear	Franklin	NY	0	0	268	0	268
12946	Lake Placid	Essex	NY	0	0	1,524	0	1,524
12950	Lewis	Essex	NY	0	0	320	0	320
12964	New Russia	Essex	NY	0	0	60	0	60
12970	Paul Smiths	Franklin	NY	0	0	154	0	154
12975	Port Kent	Essex	NY	0	0	100	0	100
12976	Rainbow Lake	Franklin	NY	0	0	125	0	125
12977	Ray Brook	Essex	NY	0	0	126	0	126
12983	Saranac Lake	Franklin	NY	0	0	2,054	0	2,054
12987	Upper Jay	Essex	NY	0	0	111	0	111
12989	Vermontville	Franklin	NY	0	0	410	0	410
12993	Westport	Essex	NY	0	0	831	0	831
12996	Willsboro	Essex	NY	0	0	1,055	0	1,055
12997	Wilmington	Essex	NY	0	0	537	0	537
Misc.	Assorted	Assorted	-	0	55	36	107	198
TOTAL				0	55	12,850	107	13,012

7E. Distribution by Zip Code (8/22/2019 Edition) Saturday - The Vermont Eagle Sun

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
05443	Bristol	Addison	VT	0	0	2,798	0	2,798
05472	New Haven	Addison	VT	0	0	713	0	713
05491	Vergennes	Addison	VT	0	0	953	0	953
05733	Brandon	Rutland	VT	0	0	2,743	0	2,743
05753	Middlebury	Addison	VT	0	0	1,310	0	1,310
Misc.	Assorted	Assorted	-	0	0	9	675	684
TOTAL				0	0	8,526	675	9,201



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8A. Distribution by County (8/22/2019 Edition) Saturday - The Adirondack Journal Sun

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Essex	Minerva Newcomb Olmstedville	NY	0	0	748	0	748
Franklin	Tupper Lake	NY	0	0	2,144	0	2,144
Hamilton	Blue Mountain Lake Indian Lake Long Lake	NY	0	0	1,254	0	1,254
Saint Lawrence	Piercefield	NY	0	0	94	0	94
Warren	Adirondack Athol Bakers Mills Bolton Landing Brant Lake Chestertown Diamond Point Johnsburg Lake George North Creek North River Pottersville Riparius Stony Creek Warrensburg Wevertown	NY	0	0	8,990	0	8,990
Misc.	Assorted	-	0	740	46	112	898
TOTAL			0	740	13,276	112	14,128

8B. Distribution by County (8/22/2019 Edition) Saturday - The Burgh Sun

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Clinton	Altona Cadyville Champlain Chazy Dannemora Ellenburg Ellenburg Depot Mooers Mooers Forks Morrisonville Peru Plattsburgh Rouses Point Saranac Schuyler Falls West Chazy	NY	0	0	28,770	0	28,770
Misc.	Assorted	-	0	175	27	106	308
TOTAL			0	175	28,797	106	29,078

8C. Distribution by County (8/22/2019 Edition) Saturday - The Times Of Ti Sun

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Essex	Crown Point Mineville Moriah Moriah Center North Hudson Paradox Port Henry Schroon Lake Severance Ticonderoga Witherbee	NY	0	0	6,009	0	6,009
Warren	Hague Silver Bay	NY	0	0	500	0	500
Washington	Huletts Landing Putnam Station	NY	0	0	455	0	455
Misc.	Assorted	-	0	440	54	107	601
TOTAL			0	440	7,018	107	7,565

8D. Distribution by County (8/22/2019 Edition) Saturday - The Valley News Sun

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Clinton	Au Sable Forks Keeseville	NY	0	0	2,535	0	2,535
Essex	Bloomington Elizabethtown Essex Jay Keene Keene Valley Lake Placid Lewis New Russia Port Kent Ray Brook Upper Jay Westport Willsboro Wilmington	NY	0	0	7,143	0	7,143
Franklin	Gabriels Lake Clear Paul Smiths Rainbow Lake Saranac Lake Vermontville	NY	0	0	3,136	0	3,136
Misc.	Assorted	-	0	55	36	107	198
TOTAL			0	55	12,850	107	13,012



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8E. Distribution by County (8/22/2019 Edition) Saturday - The Vermont Eagle Sun

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Addison	Bristol Middlebury New Haven Vergennes	VT	0	0	5,774	0	5,774
Rutland	Brandon	VT	0	0	2,743	0	2,743
Misc.	Assorted	-	0	0	9	675	684
TOTAL			0	0	8,526	675	9,201

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Sun Community News & Printing reported an average mail distribution of 69,314 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Sun Community News & Printing did not report carrier delivery distribution 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.

CVC review indicates that a sufficient number of individuals reported that they receive the (appropriate Sun Community News & Printing publication) on a regular basis to substantiate the publisher’s distribution claims. CVC verification confirms 98.5% of households report they receive the (appropriate Sun Community News & Printing publication) on a regular basis.

CVC verification confirms that 543 of 663 or 81.9% report they regularly read or look through the (appropriate Sun Community News & Printing publication).

*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%.

10. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery 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, on-site verification, business phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s).

CVC verification substantiates Sun Community News & Printing’s claim of 71 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$52.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	171
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: N/A
	AVERAGE WHOLESALE RATE: N/A

12A. Audited Average Website Reporting - www.suncommunitynews.com

	Monthly Audit Period Average
Website Unique Users	61,574
Website Sessions	102,979
Percent of New Users	88.43%
Website Page Views	191,797
Pages Per Visit	1.86
Average Time Spent on Website	0:01:03
Bounce Rate	69.56%

Explanatory – Website

PARAGRAPH TWELVE (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.

12B. Audited Online/Digital Edition Reporting - Not Reported

12C. Text Media - Not Reported

12D. Social Media - Not Reported

12E. Email Media - Not Reported

12F. Video & Podcast Media - Not Reported



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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 September 30, 2021.

If this report is presented after September 30, 2021 please call the toll-free number listed below.

Sun Community News & Printing - Elizabethtown, NY - 16-0903 - Supplemental Readership Study

The Circulation Verification Council surveyed Sun Community News & Printing readers in the primary market areas indicated in publication’s CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online, and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or “non-zero”) probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey 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 four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation 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 +/-4% at the 95% confidence level. 543 Survey respondents were interviewed during the verification of carrier 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. 59 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

- **Average estimated readers per edition during the audit period: 1.75**
 *Readership estimates compiled from 2019 CVC circulation & readership study data.

1. The (appropriate Sun Community News & Printing publication) is distributed regularly in your area. Do you regularly read or look through the (appropriate Sun Community News & Printing publication)?
 YES 602 Survey Respondents

2. Do you frequently purchase products or services from ads seen in the (appropriate Sun Community News & Printing publication)?
 YES 493 81.9%
 NO 109 18.1%

3. How long do you keep the (appropriate Sun Community News & Printing publication) before discarding it?
 50% 1-2 Days
 29% 3-4 Days
 06% 5-6 Days
 15% 1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader Demographics	Market Demographics
45%	51% Male Readers
55%	49% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics	
<01%	07%	18 - 20
02%	09%	21 - 24
13%	14%	25 - 34
15%	14%	35 - 44
24%	19%	45 - 54 (Median Reader Age: 52.6 / Average Reader Age: 53.1)
24%	18%	55 - 64
15%	11%	65 - 74
06%	06%	75 - 84
01%	02%	85 years or older

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

Reader Demographics	Market Demographics	
<01%	11%	under \$15,000
04%	11%	\$15,000 - \$24,999
06%	10%	\$25,000 - \$34,999
19%	15%	\$35,000 - \$49,999
26%	20%	\$50,000 - \$74,999
18%	13%	\$75,000 - \$99,999
12%	08%	\$100,000 - \$124,999
06%	05%	\$125,000 - \$149,999
05%	04%	\$150,000 - \$199,999
04%	03%	over \$200,000

(Median Reader HH Income: \$71,684)
(Average Reader HH Income: \$90,773)

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

Reader Demographics	Market Demographics	
01%	13%	Some High School or Less
29%	32%	Graduated High School
33%	28%	Some College
24%	15%	Graduated College
09%	09%	Completed Master Degree
03%	01%	Completed Professional Degree
01%	02%	Completed Doctorate Degree

8. Which of the following products or services, if any, do you plan to purchase during the next twelve months?

- 13% New Automobile, Truck or SUV
- 16% Used Automobile, Truck or SUV
- 14% Antiques / Auctions
- 55% Furniture / Home Furnishings
- 23% Major Home Appliance
- 19% Computers, Tablets or Laptops
- 39% Home Improvements or Home Improvement Supplies
- 30% Television or Electronics
- 19% Carpet or Flooring
- 42% Automobile Accessories (tires, brakes or service)
- 41% Lawn & Garden Supplies
- 30% Florist / Gift Shops
- 18% Home Heating & Air Conditioning (service, new equipment)
- 56% Vacations / Travel
- 11% Real Estate (Sell or purchase)
- 56% Men's Apparel
- 72% Women's Apparel
- 34% Children's Apparel
- 01% Boats or Personal Watercraft
- 23% Art & Crafts Supplies
- 13% Childcare
- 19% Education or Classes
- 06% Attorney
- 36% Veterinarian
- 14% Chiropractor
- 27% Financial Planner (Retirement, Investing)
- 41% Tax Advisor / Tax Services
- 35% Health Club / Exercise Class
- 41% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 09% Weight Loss
- 33% Lawn Care Service (Maintenance & Landscaping)
- 26% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 51% Pharmacist / Prescription Service
- 19% Cell Phone or Smart Phone (New Service or Update Service)
- 78% Dining & Entertainment
- 26% Jewelry
- 04% Wedding Supplies
- 23% Athletic & Sports Equipment
- 04% Motorcycles / ATV's
- 63% Medical Services / Physicians
- 33% Pet Supplies

(% = Positive respondents)



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