

Audit Period: July 1, 2017 – June 30, 2018

The Camrose Booster

4925 48th Street
Camrose, AB T4V IL7
(780) 672-3142
(780) 672-2518 FAX

EMAIL: mcfoul@cable-lynx.net
www.camrosebooster.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	12,783 (Print Edition)
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2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 44 Pages
Circulation Cycle:	Weekly
Ownership:	Camrose Booster Ltd.
Year Established:	1952
Publication Type:	Community Newspaper
	100% Controlled / <1% Paid / 0% Sponsor Paid
Content:	70% Advertising / 30% Editorial
Primary Delivery Methods:	52% Carrier Delivery / 39% Mail / 9% Controlled Bulk
Annual Mail Subscription Rate:	\$125.00
Insert Zoning Available:	Yes - Route
CVC Member Number:	01-0192
DMA/MSA/CBSA:	Camrose, AB / Camrose, AB / Camrose, AB
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2018
Mechanical Data:	Five (5) columns X 15.0" column depth Full page: 9.45" wide X 15.0" depth.
Open Rate:	Local: \$12.88 per column inch National: \$14.84 per column inch
Insert Open Rate:	\$59.00 - \$90.00 per thousand
Classified Rate:	\$10.00 for first 20 words; \$0.20 per additional word
Deadline Day & Time:	Friday by 5 PM

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Blain Fowler	EMAIL: mcfoul@cable-lynx.net
Advertising:	Ron Pilger	EMAIL: rpilger@cable-lynx.net
Circulation:	Leanne Taje	EMAIL: taje@cable-lynx.net



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

CVC Account Number: 01-0192	Tuesday	The Camrose Booster Camrose, AB
Audit Period Summary		
Average Net Circulation	(5-H)	12,783
Average Gross Distribution	(5-F)	12,921
Average Net Press Run	(5-A)	13,050
Audit Period Detail		
A. Average Net Press Run		13,050
B. Office / File		129
C. Controlled Distribution		
1. Carrier Delivery		6,751
2. Bulk Delivery / Demand Distribution		1,089
3. Mail		4,970
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		100
Total Average Controlled Distribution		12,910
Controlled Returns		(138)
TOTAL AVERAGE CONTROLLED CIRCULATION		12,772
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		11
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		11
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		11
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		12,921
G. Total Unclaimed / Returns		(138)*
H. Average Net Circulation		12,783

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 Canada Post 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 Canada Post 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 Canada Post 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 11 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 12 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 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 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 11 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 11 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 11 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. Audited Average Website Reporting - www.camrosebooster.com - Not Reported

6B. Audited Online/Digital Edition Reporting - Not Reported

6C. Text Media - Not Reported

6D. Social Media - Not Reported

6E. Email Media - Not Reported

6F. Video & Podcast Media - Not Reported

7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/18-12/31/18	CVC	12,697	12,704	-	-
01/01/17-12/31/17	CVC	12,907	12,850	12,904	12,826
01/01/16-12/31/16	CVC	12,890	12,975	13,006	12,923
01/01/15-12/31/15	CVC	13,165	13,110	13,107	13,029
01/01/14-12/31/14	CVC	13,168	13,309	13,215	13,000
01/01/13-12/31/13	CVC	13,276	13,354	13,286	13,228
01/01/12-12/31/12	CVC	13,209	13,279	13,372	13,252
01/01/11-12/31/11	CVC	13,361	13,316	13,388	13,345
01/01/10-12/31/10	CVC	13,676	13,642	13,677	13,583
01/01/09-12/31/09	CVC	13,663	13,669	13,686	13,689
01/01/05-12/31/08	Prior CVC	-	-	-	-

8. Distribution by Zip Code (6/26/2018 Edition) Tuesday

POSTAL CODE	CITY / AREA	COUNTY	PROV.	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
T4V	City of Camrose	Alberta	AB	6,669	1,113	670	100	8,552
TOB 1AO	Daysland	Alberta	AB	0	45	370	0	415
TOB 1HO	Donalda	Alberta	AB	0	0	210	0	210
TOB 1JO	Edberg	Alberta	AB	0	0	115	0	115
TOB 1NO	Forestburg	Alberta	AB	0	0	350	0	350
TOB 1RO	Galahad	Alberta	AB	0	0	90	0	90
TOB 2AO	Heisler	Alberta	AB	0	0	131	0	131
TOB 2LO	Killam	Alberta	AB	0	0	345	0	345
TOB 2ZO	Meeting Creek	Alberta	AB	0	0	65	0	65
TOB 3KO	Kelsey	Alberta	AB	0	0	50	0	50
TOB 3LO	New Norway	Alberta	AB	0	0	286	0	286
TOB3MO	Kingman	Alberta	AB	0	0	130	0	130
TOB 3PO	Ohaton	Alberta	AB	0	0	165	0	165
TOB 3YO	Rosalind	Alberta	AB	0	0	125	0	125
TOB 3ZO	Round Hill	Alberta	AB	0	0	70	0	70
TOB 4CO	Sedgewick	Alberta	AB	0	0	306	0	306
TOB 4HO	Strome	Alberta	AB	0	0	155	0	155
TOB 4JO	Beaver County	Alberta	AB	0	0	268	0	268
TOB IMO	Ferintosh	Alberta	AB	0	0	195	0	195
TOB IWO	Hay Lakes	Alberta	AB	0	0	256	0	256
TOB OAO	Alliance	Alberta	AB	0	0	125	0	125
TOB OGO	Armena	Alberta	AB	0	0	38	0	38
TOB OJO	Bawlf	Alberta	AB	0	0	230	0	230
TOC OLO	Bittern Lake	Alberta	AB	0	0	175	0	175
TOTAL				6,669	1,158	4,920	100	12,847

9. Distribution by County (6/26/2018 Edition) Tuesday

PROVINCE	CITY / AREA	PROVINCE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Alberta	Alliance Armena Bawlf Beaver County Bittern Lake City of Camrose Daysland Donalda Edberg Ferintosh Forestburg Galahad Hay Lakes Heisler Kelsey Killam Kingman Meeting Creek New Norway Ohaton Rosalind Round Hill Sedgewick Strome	AB	6,669	1,158	4,920	100	12,847
TOTAL			6,669	1,158	4,920	100	12,847

10. Verification of Distribution – Mail and Carrier Delivery Distribution

The Camrose Booster reported an average mail distribution of 4,981 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. The Camrose Booster reported an average carrier delivery distribution of 6,751 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, Canada Post 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. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

CVC review indicates that a sufficient number of individuals reported that they receive The Camrose Booster on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 261 of 316 or 82.6% report they regularly read or look through The Camrose Booster.

*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%.



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11. 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 can include, but is not limited to, on-site verification, business and cell 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). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

CVC verification substantiates The Camrose Booster’s claim of 138 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

12. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$125.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	11
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



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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 Canada Post 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, 2019.

If this report is presented after September 30, 2019 please call the toll-free number listed below.



The Camrose Booster - Camrose, AB - 01-0192 - Supplemental Readership Study

The Circulation Verification Council surveyed The Camrose Booster 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 postal 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 postal 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. 261 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. Two (2) survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 0 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: 1.825**
*Readership estimates compiled from 2018 CVC circulation & readership study data.

1. The Camrose Booster is distributed regularly in your area. Do you regularly read or look through The Camrose Booster?

YES	263	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in The Camrose Booster?

YES	213	81.0%
NO	50	19.0%

3. How long do you keep The Camrose Booster before discarding it?

49%	1-2 Days
20%	3-4 Days
13%	5-6 Days
18%	1 Week or More

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

Reader	
Demographics	
43%	Male Readers
57%	Female Readers



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5. What range best describes your age.

Reader Demographics

<01%	18 - 20
01%	21 - 24
12%	25 - 34
19%	35 - 44
20%	45 - 54
26%	55 - 64
18%	65 - 74
04%	75 - 84
<01%	85 years or older

6. How often do you read the classified advertisements in The Camrose Booster?

27%	Always
37%	Often
22%	Seldom
14%	Never

7. How often do you shop using coupons?

22%	Always
33%	Often
30%	Seldom
15%	Never

8. Some stores use separate flyers or inserts to advertise specials and sales. How often would you read or look at inserts in The Camrose Booster?

61%	Always
19%	Sometimes
10%	Seldom
10%	Never



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

- 15% New Automobile, Truck or SUV
- 18% Used Automobile, Truck or SUV
- 16% Antiques / Auctions
- 49% Furniture / Home Furnishings
- 29% Major Home Appliance
- 23% Computers, Tablets or Laptops
- 33% Home Improvements or Home Improvement Supplies
- 32% Television or Electronics
- 15% Carpet or Flooring
- 46% Automobile Accessories (tires, brakes or service)
- 25% Lawn & Garden Supplies
- 20% Florist / Gift Shops
- 19% Home Heating & Air Conditioning (service, new equipment)
- 60% Vacations / Travel
- 12% Real Estate (Sell or purchase)
- 61% Men's Apparel
- 77% Women's Apparel
- 35% Children's Apparel
- 01% Boats or Personal Watercraft
- 26% Art & Crafts Supplies
- 13% Childcare
- 16% Education or Classes
- 04% Attorney
- 31% Veterinarian
- 14% Chiropractor
- 22% Financial Planner (Retirement, Investing)
- 22% Tax Advisor / Tax Services
- 33% Health Club / Exercise Class
- 31% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 18% Weight Loss
- 30% Lawn Care Service (Maintenance & Landscaping)
- 32% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 44% Pharmacist / Prescription Service
- 24% Cell Phone or Smart Phone (New Service or Update Service)
- 78% Dining & Entertainment
- 19% Jewelry
- 05% Wedding Supplies
- 21% Athletic & Sports Equipment
- 04% Motorcycles / ATV's
- 63% Medical Services / Physicians
- 30% Pet Supplies

(% = Positive respondents)