

Audit Period: January 1, 2010 – March 31, 2012

Green Banner Publications

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www.gbpnews.com

1. Publication Information

Average Net Circulation:	63,145 (Print Edition)
Number of Editions:	Four
Format / Average Page Count:	Tabloid / 28 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / by 6 PM
Ownership:	Green Banner Publications Inc
Year Established:	1933
Publication Type:	Community Newspaper
Content:	65% Advertising / 35% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	93% Carrier Delivery / 1% Mail / 6% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	18-0901 (See Paragraphs 5 – 5D)
DMA/MSA:	Louisville, KY
Audit Funded By:	Midwest Free Community Papers Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date:	February 1, 2011
Mechanical Data:	Five (5) columns x 16-inch column depth Full page: 9.7" wide X 16" depth.
Open Rate:	Local: \$37.10 per column inch National: \$37.10 per column inch
Insert Open Rate:	\$49.00 per thousand
Classified Rate:	\$0.40 per word; 15 word minimum
Volume, frequency, contract, color, and other rates may be available from the publisher.	

3. Contact Information

Publisher:	Joe Green	EMAIL: paperman@gbpnews.com
Advertising:	April Falk	EMAIL: april@gbpnews.com
Circulation:	Leslie Gertin	EMAIL: lgertin@gbpnews.com

4. Circulation Pricing

Green Banner Publications is a controlled circulation weekly with a cover price of \$0.25. Annual mail subscription rate: \$25.00



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

CVC Account Number: 18-0901 Wednesday		Green Banner Publications - Consolidated Pekin, IN
Audit Period Summary		
Average Net Circulation	(5-H)	63,145
Average Gross Distribution	(5-F)	63,145
Average Net Press Run	(5-A)	64,872
Audit Period Detail		
A. Average Net Press Run		64,872
B. Office / File		1,727
C. Controlled Distribution		
1. Home Delivery		58,874
2. Controlled Bulk Delivery / Demand Distribution		2,854
3. Mail		507
4. Restock & Office Service		910
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		63,145
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		63,145
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		63,145



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

CVC Account Number: 18-0007 Wednesday		The Banner Gazette Pekin, IN
Audit Period Summary		
Average Net Circulation	(5-H)	18,049
Average Gross Distribution	(5-F)	18,049
Average Net Press Run	(5-A)	18,464
Audit Period Detail		
A. Average Net Press Run		18,464
B. Office / File		415
C. Controlled Distribution		
1. Home Delivery		17,476
2. Controlled Bulk Delivery / Demand Distribution		407
3. Mail		0
4. Restock & Office Service		166
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		18,049
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		18,049
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		18,049



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

CVC Account Number: 18-0201 Wednesday		The Giveaway Pekin, IN
Audit Period Summary		
Average Net Circulation	(5-H)	18,801
Average Gross Distribution	(5-F)	18,801
Average Net Press Run	(5-A)	19,376
Audit Period Detail		
A. Average Net Press Run		19,376
B. Office / File		575
C. Controlled Distribution		
1. Home Delivery		16,845
2. Controlled Bulk Delivery / Demand Distribution		1,642
3. Mail		0
4. Restock & Office Service		314
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		18,801
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		18,801
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		18,801



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

CVC Account Number: 18-0202 Wednesday		The Leader Pekin, IN
Audit Period Summary		
Average Net Circulation	(5-H)	14,907
Average Gross Distribution	(5-F)	14,907
Average Net Press Run	(5-A)	15,279
Audit Period Detail		
A. Average Net Press Run		15,279
B. Office / File		372
C. Controlled Distribution		
1. Home Delivery		13,688
2. Controlled Bulk Delivery / Demand Distribution		448
3. Mail		507
4. Restock & Office Service		264
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		14,907
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		14,907
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		14,907



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

CVC Account Number: 18-0203 Wednesday		The Washington County Edition Pekin, IN
Audit Period Summary		
Average Net Circulation	(5-H)	11,388
Average Gross Distribution	(5-F)	11,388
Average Net Press Run	(5-A)	11,753
Audit Period Detail		
A. Average Net Press Run		11,753
B. Office / File		365
C. Controlled Distribution		
1. Home Delivery		10,865
2. Controlled Bulk Delivery / Demand Distribution		357
3. Mail		0
4. Restock & Office Service		166
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		11,388
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		11,388
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		11,388

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

	Monthly Audit Period Average
Website Unique Visitors	137,646
Website Page Views	378,669
Average Time Spent on Website	Not Applicable

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. 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 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.
5. OTHER:
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. CARRIER 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, 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.
5. OTHER:
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. CARRIER 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, and/or Post Office Boxes.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

PAGE VIEWS: The transmittal of a full page contained within the website to the user's browser.

TIME SPENT: The average amount of time spent on a website during a single visit, expressed in HH:MM:SS

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
01/01/12-12/31/12	CVC	63,889	-	-	-
01/01/11-12/31/11	CVC	63,633	63,802	63,201	63,830
01/01/10-12/31/10	CVC	63,851	63,081	63,527	63,001
01/01/09-12/31/09	CVC	63,198	62,940	63,261	63,553
01/01/08-12/31/08	CVC	64,178	64,335	64,466	63,525
01/01/07-12/31/07	CVC	60,948	63,645	63,950	63,994
01/01/06-12/31/06	CVC	62,825	62,898	63,206	63,342
01/01/05-12/31/05	CVC	61,151	61,822	62,631	62,385
01/01/04-12/31/04	CVC	60,217	60,417	60,948	61,014
01/01/03-12/31/03	CVC	58,465	58,881	59,605	59,967
01/01/02-12/31/02	CVC	57,493	57,336	57,716	58,407
01/01/01-12/31/01	CVC	-	-	-	-
01/01/00-12/31/00	CVC	-	-	-	-

9A. Distribution by Zip Code (12/28/2011 Edition) Wednesday - The Banner Gazette

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
47106	Borden	Clark	2,110	0	0	0	2,110
47119	Floyds Knobs	Floyd	3,830	0	0	0	3,830
47122	Georgetown	Floyd	3,890	0	0	0	3,890
47124	Greenville	Floyd	242	0	0	0	242
47136	Lanesville	Harrison	1,443	0	0	0	1,443
47150	New Albany	Floyd	865	0	0	0	865
47164	Palmyra	Harrison	1,045	0	0	0	1,045
47165	Pekin	Washington	2,300	0	0	0	2,300
47167	Salem	Washington	1,805	0	0	0	1,805
Misc.	Assorted	Assorted	0	415	0	305	720
TOTAL			17,530	415	0	305	18,250

9B. Distribution by Zip Code (12/28/2011 Edition) Wednesday - The Giveaway

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
47102	Austin	Scott	3,260	0	0	0	3,260
47126	Henryville	Clark	1,885	0	0	0	1,885
47138	Lexington	Scott	1,915	0	0	0	1,915
47147	Nabb	Clark	490	0	0	0	490
47170	Scottsburg	Scott	6,725	0	0	0	6,725
47229	Crothersville	Jackson	1,470	0	0	0	1,470
47230	Deputy	Jefferson	1,110	0	0	0	1,110
47274	Seymour	Jackson	235	0	0	0	235
Misc.	Assorted	Assorted	0	1343	0	600	1,943
TOTAL			17,090	1,343	0	600	19,033



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9C. Distribution by Zip Code (12/28/2011 Edition) Wednesday - The Leader

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
47111	Charlestown	Clark	6,179	0	0	0	6,179
47141	Marysville	Clark	590	0	0	0	590
47143	Memphis	Clark	765	0	0	0	765
47147	Nabb	Clark	490	0	0	0	490
47162	New Washington	Clark	200	0	0	0	200
47163	Otisco	Clark	215	0	0	0	215
47172	Sellersburg	Clark	5,345	0	507	0	5,852
Misc.	Assorted	Assorted	0	415	0	340	755
TOTAL			13,784	415	507	340	15,046

9D. Distribution by Zip Code (12/28/2011 Edition) Wednesday - The Washington County Edition

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
47108	Campbellsburg	Washington	840	0	0	0	840
47120	Fredericksburg	Washington	325	0	0	0	325
47125	Hardinsburg	Washington	640	0	0	0	640
47164	Palmyra	Harrison	1,045	0	0	0	1,045
47165	Pekin	Washington	2,300	0	0	0	2,300
47167	Salem	Washington	5,555	0	0	0	5,555
47281	Vallonia	Jackson	150	0	0	0	150
Misc.	Assorted	Assorted	0	382	0	330	712
TOTAL			10,855	382	0	330	11,567

10A. Distribution by County (12/28/2011 Edition) Wednesday - The Banner Gazette

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Clark	Borden	2,110	0	0	0	2,110
Floyd	Floyds Knobs Georgetown Greenville New Albany	8,827	0	0	0	8,827
Harrison	Lanesville Palmyra	2,488	0	0	0	2,488
Washington	Pekin Salem	4,105	0	0	0	4,105
Misc.	Assorted	0	415	0	305	720
TOTAL		17,530	415	0	305	18,250

10B. Distribution by County (12/28/2011 Edition) Wednesday - The Giveaway

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Clark	Henryville Nabb	2,375	0	0	0	2,375
Jackson	Crothersville Seymour	1,705	0	0	0	1,705
Jefferson	Deputy	1,110	0	0	0	1,110
Scott	Austin Lexington Scottsburg	11,900	0	0	0	11,900
Misc.	Assorted	0	1,343	0	600	1,943
TOTAL		17,090	1343	0	600	19,033

10C. Distribution by County (12/28/2011 Edition) Wednesday - The Leader

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Clark	Charlestown Marysville Memphis Nabb New Washington Otisco Sellersburg	13,784	0	507	0	14,291
Misc.	Assorted	0	415	0	340	755
TOTAL		13,784	415	507	340	15,046

10D. Distribution by County (12/28/2011 Edition) Wednesday - The Washington County Edition

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Harrison	Palmyra	1,045	0	0	0	1,045
Jackson	Vallonia	150	0	0	0	150
Washington	Campbellsburg Fredericksburg Hardinsburg Pekin Salem	9,660	0	0	0	9,660
Misc.	Assorted	0	382	0	330	712
TOTAL		10,855	382	0	330	11,567

11. Verification of Receivership & Readership

Controlled Carrier Delivery and Mail Distribution

Green Banner Publications reported an average carrier delivery distribution of 58,874 during the audit period. Carrier delivery was verified through the review of carrier statements and additional publisher support documents. Green Banner Publications reported an average mail distribution of 507 during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. The Circulation Verification Council interviewed 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. The (appropriate Green Banner Publication) is distributed regularly in your area. Do you receive the (appropriate Green Banner Publication) on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through the (appropriate Green Banner Publication)?

CVC interviews indicate that 719 of 727 households or 98.9% indicated they receive the (appropriate Green Banner Publication) on a regular basis.

CVC interviews indicate that 627 of 719 or 87.2% indicate they regularly read or look through the (appropriate Green Banner 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 +/-2.5%.



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12. Verification of Distribution

Controlled Bulk / Demand Distribution

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution locations chosen randomly from the publication's delivery list. The purpose was to identify the number of locations who indicate they receive the publication on a regular basis, and further verify the number of publications distributed at the beginning of the edition cycle, and the number of editions left unclaimed by readers at the end of the edition cycle.

CVC interviews indicate that 100% of reported controlled bulk drop locations indicated they received the (appropriate Green Banner Publication) on a regular basis.

CVC interviews indicate that less than 15% of the (appropriate Green Banner Publication)'s controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

CARRIER 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: \$25.00 / 1-Year
	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: \$0.25
	AVERAGE WHOLESALE RATE: \$0.15
OTHER:	

14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



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The current status of this report expires December 31, 2013.

If this report is presented after December 31, 2013 please call the toll-free number listed below.



Green Banner Publications Pekin, Indiana

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

