

Initial Audit Period: January 1, 2008 – March 31, 2009

Spirit Newspapers

1204 Hwy. 80 West, Unit C (PO Box 33)
Pooler, GA 31322
(912) 748-3567
(912) 748-0490 FAX

EMAIL: thespirit@hargray.com
www.thespiritnewspaper.com

1. Publication Information

Average Net Circulation:	11,973 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Broadsheet / 29 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Thursday / by 2 PM
Ownership:	Allison Ink, Inc.
Year Established:	2000
Publication Type:	Community Newspaper
Content:	55% Advertising / 45% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 0% Mail / 100% Controlled Bulk
Insert Zoning Available:	No
CVC Member Number:	20-0205
DMA/MSA:	Savannah, GA / Savannah, GA
Audit Funded By:	Southeastern Advertising Publishers Association

2. Rate Card and Mechanical Data

Rate Card Effective Date:	July 3, 2008
Mechanical Data:	Five (5) columns x 20-inch column depth Six (6) columns x 20-inch column depth (classified) Full page: 10.25" wide X 20" depth.
Open Rate:	Local: \$10.00 per column inch National: \$10.00 per column inch
Insert Open Rate:	\$40.00 per thousand
Classified Rate:	\$7.50 for up to 30 words

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

3. Contact Information

Publisher:	Allison Hartley	EMAIL: spiritnewspapers@aol.com
Advertising:	Steve Hartley	EMAIL: thespirit@hargray.com
Circulation:	Steve Hartley	EMAIL: thespirit@hargray.com

4. Circulation Pricing

Spirit Newspapers 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: 20-0205		Spirit Newspapers Pooler, GA
Audit Period Summary		
Average Net Circulation	(5-H)	11,973
Average Gross Distribution	(5-F)	12,377
Average Net Press Run	(5-A)	12,427
Audit Period Detail		
A. Average Net Press Run		12,427
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		12,377
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		12,377
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		12,377
G. Unclaimed / Returns		(404)*
H. Average Net Circulation		11,973

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

	Audit Period Average
Website Unique Visitors	Not Reported
Website Page Views	Not Reported

6B. Audited Online Edition Reporting

	Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable

7. Explanatory

PARAGRAPH FIVE

AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
1. HOME DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- 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
01/01/09-12/31/09	CVC	12,198	-	-	-
01/01/08-12/31/08	CVC	12,232	12,250	11,871	11,943

9. Distribution by Zip Code (4/2/2009 Edition) Thursday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
31302	Bloomingtondale	Chatham	0	790	0	0	790
31307	Eden	Effingham	0	230	0	0	230
31308	Ellabell	Bryan	0	750	0	0	750
31312	Guyton	Effingham	0	730	0	0	730
31318	Meldrim	Effingham	0	135	0	0	135
31321	Pembroke	Bryan	0	315	0	0	315
31322	Pooler	Chatham	0	3,510	0	200	3,710
31324	Richmond Hill	Bryan	0	160	0	0	160
31326	Rincon	Effingham	0	1,760	0	0	1,760
31329	Springfield	Effingham	0	940	0	0	940
31404	Savannah	Chatham	0	60	0	0	60
31405	Savannah	Chatham	0	110	0	0	110
31406	Savannah	Chatham	0	240	0	0	240
31407	Port Wentworth	Chatham	0	800	0	0	800
31408	Garden City	Chatham	0	1,165	0	0	1,165
31419	Savannah	Chatham	0	855	0	0	855
TOTAL			0	12,550	0	200	12,750

10. Distribution by County (4/2/2009 Edition) Thursday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Bryan	Ellabell Pembroke Richmond Hill	0	1,225	0	0	1,225
Chatham	Bloomingtondale Garden City Pooler Port Wentworth Savannah	0	7,530	0	200	7,730
Effingham	Eden Guyton Meldrim Rincon Springfield	0	3,795	0	0	3,795
TOTAL		0	12,550	0	200	12,750

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

Spirit Newspapers did not report significant home delivery or mail distribution during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. Home Delivery was verified through the review of carrier statements and additional publisher support documents.



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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 over 98% of reported controlled bulk drop locations indicated they received Spirit Newspapers on a regular basis.

CVC interviews indicate that less than 4% of Spirit Newspapers' 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: N/A
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, 2010.

If this report is presented after December 31, 2010 please call the toll-free number listed below.



Spirit Newspapers – Pooler, GA – 20-0205 - Supplemental Readership Study

The Circulation Verification Council interviewed 264 readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they have read at least two of the last four issues of 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 news stories. 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 newspaper 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) newspaper 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. *0 Survey respondents were interviewed during the verification of home delivery and mail distribution. 264 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: 1.775***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. The Spirit Newspapers is distributed regularly in your area. Do you regularly read or look through the Spirit Newspapers?

YES 264 Survey Respondents

2. Do you frequently purchase products or services from ads seen in the Spirit Newspapers?

YES 186 70.5%

NO 78 29.5%

3. How long do you keep the Spirit Newspapers before discarding it?

63% 1-2 Days

18% 3-4 Days

01% 5-6 Days

18% 1 Week or More

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

Reader Demographics	Market Demographics
00%	06% 18 - 20
02%	09% 21 - 24
10%	19% 25 - 34
19%	20% 35 - 44
28%	19% 45 - 54
22%	13% 55 - 64
14%	07% 65 - 74
05%	07% 75 years or older



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

Reader Demographics	Market Demographics	
14%	24%	Under \$25,000
25%	27%	\$25,001 - \$49,999
29%	20%	\$50,000 - \$74,999
20%	13%	\$75,000 - \$99,999
10%	11%	\$100,000 - \$149,999
02%	05%	Over \$150,000

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

Reader Demographics	Market Demographics	
06%	18%	Some High School or Less
34%	31%	Graduated High School
37%	29%	Some College
19%	15%	Graduated College
04%	07%	Completed Post Graduate

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




(% = Positive respondents)

- 09% New Automobile
- 10% Used Automobile
- 11% Antiques / Auctions
- 31% Furniture / Home Furnishings
- 16% Major Home Appliance
- 10% Home Computers
- 35% Home Improvements / Supplies
- 35% Television / Electronics
- 09% Carpet / Flooring
- 41% Automobile Accessories (tires, brakes & service)
- 52% Lawn & Garden
- 28% Florist / Gift Shops
- 31% Home Heating / Air Conditioning (service, new equipment)
- 37% Vacations / Travel
- 03% Real Estate
- 68% Men's Apparel
- 77% Women's Apparel
- 35% Children's Apparel
- 02% Boats / Personal Watercraft
- 27% Art & Crafts Supplies
- 15% Childcare
- 29% Education / Classes
- 11% Attorney
- 20% Veterinarian
- 13% Chiropractor
- 19% Financial Planner (Retirement, Investing)
- 45% Tax Advisor / Services
- 26% Health Club / Exercise Class
- 31% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 14% Weight Loss
- 27% Lawn Care Service (Maintenance & Landscaping)
- 30% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 68% Pharmacist / Prescription Service
- 18% Cellular Phone New/Update Service
- 61% Dining & Entertainment
- 13% Jewelry
- 12% Wedding Supplies
- 29% Athletic & Sports Equipment



Spirit Newspapers
 Pooler, Georgia
 20-0205

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

