

**Audit Period: October 1, 2015 – September 30, 2016**

**Westside News**

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www.westsidenewsny.com

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	33,598 (Print Edition)
Website:	Average Monthly Unique Users:	4,085

**2. Publication Information**

Number of Editions:	Four
Format / Average Page Count:	Tabloid / 24 Pages
Circulation Cycle:	Weekly
Ownership:	Westside News, Inc.
Year Established:	1953
Publication Type:	Community Newspaper
	100% Controlled / <1% Paid / 0% Sponsor Paid
Content:	75% Advertising / 25% Editorial
Primary Delivery Methods:	91% Carrier Delivery / 1% Mail / 8% Controlled Bulk
Annual Mail Subscription Rate:	\$40.00
Insert Zoning Available:	Yes - Route
CVC Member Number:	16-0921
DMA/MSA/CBSA:	Rochester, NY / Rochester, NY / Rochester, 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:	November 1, 2014
Mechanical Data:	Six (6) columns X 16" column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$26.75 per column inch National: \$26.75 per column inch
Insert Open Rate:	\$40.00 - \$75.00 per thousand
Classified Rate:	\$14.50 for up to 15 words
Deadline Day & Time:	Thursday by 4 PM

Additional rates may be available from the publisher.

**4. Contact Information**

Publisher:	Keith Ryan	EMAIL: keith.ryan@westsidenewsny.com
Advertising:	Keith Ryan	EMAIL: keith.ryan@westsidenewsny.com
Circulation:	Keith Ryan	EMAIL: keith.ryan@westsidenewsny.com



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

CVC Account Number: 16-0921	Sunday	Westside News - Consolidated Spencerport, NY
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>33,598</b>
Average Gross Distribution	(5-F)	33,768
Average Net Press Run	(5-A)	33,863
<b>Audit Period Detail</b>		
A. Average Net Press Run		33,863
B. Office / File		95
C. Controlled Distribution		
1. Carrier Delivery		30,800
2. Bulk Delivery / Demand Distribution		2,493
3. Mail		170
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		252
Total Average Controlled Distribution		33,715
Controlled Returns		(170)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>33,545</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		53
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		53
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>53</b>
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)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		33,768
G. Total Unclaimed / Returns		(170)*
<b>H. Average Net Circulation</b>		<b>33,598</b>

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

CVC Account Number: 16-0258	Sunday	Hamlin Clarkson Herald Spencerport, NY
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>5,893</b>
Average Gross Distribution	(5-F)	5,925
Average Net Press Run	(5-A)	5,950
<b>Audit Period Detail</b>		
A. Average Net Press Run		5,950
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		5,439
2. Bulk Delivery / Demand Distribution		330
3. Mail		6
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		141
Total Average Controlled Distribution		5,916
Controlled Returns		(32)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>5,884</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		9
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		9
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>9</b>
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)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		5,925
G. Total Unclaimed / Returns		(32)*
<b>H. Average Net Circulation</b>		<b>5,893</b>

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

CVC Account Number: 16-0256		Sunday	Westside News - Suburban News North Spencerport, NY
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>7,075</b>
Average Gross Distribution	(5-F)		7,100
Average Net Press Run	(5-A)		7,125
<b>Audit Period Detail</b>			
A. Average Net Press Run			7,125
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			6,981
2. Bulk Delivery / Demand Distribution			83
3. Mail			36
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			0
Total Average Controlled Distribution			7,100
Controlled Returns			(25)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>7,075</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>0</b>
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)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>			<b>0</b>
F. Average Gross Distribution			7,100
G. Total Unclaimed / Returns			(25)*
<b>H. Average Net Circulation</b>			<b>7,075</b>



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

CVC Account Number: 16-0044	Sunday	Westside News - Suburban News South Spencerport, NY
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>11,873</b>
Average Gross Distribution	(5-F)	11,912
Average Net Press Run	(5-A)	11,937
<b>Audit Period Detail</b>		
A. Average Net Press Run		11,937
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		10,941
2. Bulk Delivery / Demand Distribution		767
3. Mail		100
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		67
Total Average Controlled Distribution		11,875
Controlled Returns		(39)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>11,836</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		37
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		37
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>37</b>
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)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		11,912
G. Total Unclaimed / Returns		(39)*
<b>H. Average Net Circulation</b>		<b>11,873</b>



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

CVC Account Number: 16-0257		Sunday	Westside News - Suburban News West Spencerport, NY
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>8,757</b>
Average Gross Distribution	(5-F)		8,831
Average Net Press Run	(5-A)		8,851
<b>Audit Period Detail</b>			
A. Average Net Press Run			8,851
B. Office / File			20
C. Controlled Distribution			
1. Carrier Delivery			7,439
2. Bulk Delivery / Demand Distribution			1,313
3. Mail			28
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			44
Total Average Controlled Distribution			8,824
Controlled Returns			(74)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>8,750</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			7
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			7
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>7</b>
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)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>			<b>0</b>
F. Average Gross Distribution			8,831
G. Total Unclaimed / Returns			(74)*
<b>H. Average Net Circulation</b>			<b>8,757</b>



## 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 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.westsidenewsny.com**

	Monthly Audit Period Average
Website Unique Users	4,085
Website Sessions	5,457
Percent of New Users	73.26%
Website Page Views	11,791
Pages Per Visit	2.16
Average Time Spent on Website	00:01:23
Bounce Rate	69.82%

**Explanatory – Website**

**PARAGRAPH SIX (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.

**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**

**7A. Average Print Circulation History - Hamlin Clarkson Herald**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/16-12/31/16	CVC	5,901	5,890	5,895	-
01/01/15-12/31/15	CVC	5,900	5,876	5,905	5,885
01/01/14-12/31/14	CVC	5,911	5,902	5,888	5,908
01/01/13-12/31/13	CVC	5,921	5,916	5,913	5,915
01/01/12-12/31/12	CVC	5,920	5,923	5,920	5,918
01/01/11-12/31/11	CVC	5,918	5,898	5,920	5,918
01/01/10-12/31/10	CVC	5,900	5,896	5,921	5,918
01/01/09-12/31/09	CVC	5,891	5,897	5,898	5,900
01/01/08-12/31/08	CVC	5,889	5,887	5,896	5,896
01/01/07-12/31/07	CVC	5,881	5,887	5,889	5,884
01/01/06-12/31/06	CVC	5,979	5,994	5,970	5,884
10/01/01-12/31/05	Prior CVC	-	-	-	-



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**7B. Average Print Circulation History - Westside News - Suburban News North**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/16-12/31/16	CVC	7,075	7,073	7,081	-
01/01/15-12/31/15	CVC	7,083	7,081	7,087	7,072
01/01/14-12/31/14	CVC	7,082	7,082	7,058	7,092
01/01/13-12/31/13	CVC	7,074	7,073	7,067	7,055
01/01/12-12/31/12	CVC	7,063	7,075	7,068	7,077
01/01/11-12/31/11	CVC	7,069	7,028	7,059	7,077
01/01/10-12/31/10	CVC	7,076	7,071	6,752	7,081
01/01/09-12/31/09	CVC	7,068	7,064	7,073	7,071
01/01/08-12/31/08	CVC	7,061	7,065	7,072	7,070
01/01/07-12/31/07	CVC	7,039	7,100	7,052	7,061
01/01/06-12/31/06	CVC	7,053	7,057	7,069	7,051
10/01/01-12/31/05	Prior CVC	-	-	-	-

**7C. Average Print Circulation History - Westside News - Suburban News South**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/16-12/31/16	CVC	11,886	11,885	11,833	-
01/01/15-12/31/15	CVC	11,903	11,880	11,902	11,892
01/01/14-12/31/14	CVC	11,905	11,889	11,882	11,875
01/01/13-12/31/13	CVC	11,924	11,917	11,915	11,893
01/01/12-12/31/12	CVC	11,916	11,924	11,821	11,919
01/01/11-12/31/11	CVC	11,923	11,916	11,924	11,924
01/01/10-12/31/10	CVC	11,878	11,876	11,921	11,922
01/01/09-12/31/09	CVC	11,878	11,883	11,880	11,876
01/01/08-12/31/08	CVC	11,879	11,875	11,881	11,885
01/01/07-12/31/07	CVC	11,655	11,659	11,694	11,866
01/01/06-12/31/06	CVC	11,655	11,658	11,656	11,655
10/01/01-12/31/05	Prior CVC	-	-	-	-

**7D. Average Print Circulation History - Westside News - Suburban News West**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/16-12/31/16	CVC	8,759	8,730	8,763	-
01/01/15-12/31/15	CVC	8,766	8,745	8,789	8,774
01/01/14-12/31/14	CVC	8,787	8,774	8,759	8,785
01/01/13-12/31/13	CVC	8,803	8,787	8,795	8,798
01/01/12-12/31/12	CVC	8,804	8,805	8,803	8,806
01/01/11-12/31/11	CVC	8,808	8,796	8,806	8,807
01/01/10-12/31/10	CVC	8,802	8,787	8,803	8,810
01/01/09-12/31/09	CVC	8,805	8,805	8,805	8,800
01/01/08-12/31/08	CVC	8,802	8,797	8,800	8,807
01/01/07-12/31/07	CVC	8,802	8,794	8,794	8,805
01/01/06-12/31/06	CVC	8,699	8,702	8,726	8,807
10/01/01-12/31/05	Prior CVC	-	-	-	-



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**8A. Distribution by Zip Code (6/26/2016 Edition) Sunday - Hamlin Clarkson Herald**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
14420	Brockport	Monroe	NY	1,910	75	2	0	1,987
14464	Hamlin	Monroe	NY	2,625	205	0	0	2,830
14468	Hilton	Monroe	NY	25	0	1	0	26
14476	Kendall	Orleans	NY	875	50	0	0	925
Misc.	Assorted	Assorted	-	0	0	12	170	182
<b>TOTAL</b>				<b>5,435</b>	<b>330</b>	<b>15</b>	<b>170</b>	<b>5,950</b>

**8B. Distribution by Zip Code (6/26/2016 Edition) Sunday - Westside News - Suburban News North**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
14420	Brockport	Monroe	NY	0	15	4	0	19
14464	Hamlin	Monroe	NY	0	10	0	0	10
14468	Hilton	Monroe	NY	5,860	40	13	0	5,913
14559	Spencerport	Monroe	NY	1,125	30	1	0	1,156
Misc.	Assorted	Assorted	-	0	0	18	29	47
<b>TOTAL</b>				<b>6,985</b>	<b>95</b>	<b>36</b>	<b>29</b>	<b>7,145</b>

**8C. Distribution by Zip Code (6/26/2016 Edition) Sunday - Westside News - Suburban News South**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
14428	Churchville	Monroe	NY	2,120	166	6	0	2,292
14514	North Chili	Monroe	NY	1,946	250	8	0	2,204
14559	Spencerport	Monroe	NY	4,705	276	18	0	4,999
14624	Rochester	Monroe	NY	2,170	75	26	0	2,271
Misc.	Assorted	Assorted	-	0	0	79	105	184
<b>TOTAL</b>				<b>10,941</b>	<b>767</b>	<b>137</b>	<b>105</b>	<b>11,950</b>

**8D. Distribution by Zip Code (6/26/2016 Edition) Sunday - Westside News - Suburban News West**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
14416	Bergen	Genesee	NY	937	193	2	0	1,132
14420	Brockport	Monroe	NY	3,760	555	9	0	4,324
14470	Holley	Orleans	NY	2,730	565	2	0	3,297
Misc.	Assorted	Assorted	-	0	0	21	76	97
<b>TOTAL</b>				<b>7,427</b>	<b>1,313</b>	<b>34</b>	<b>76</b>	<b>8,850</b>

**9A. Distribution by County (6/26/2016 Edition) Sunday - Hamlin Clarkson Herald**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Monroe	Brockport Hamlin Hilton	NY	4,560	280	3	0	4,843
Orleans	Kendall	NY	875	50	0	0	925
Misc.	Assorted	-	0	0	12	170	182
<b>TOTAL</b>			<b>5,435</b>	<b>330</b>	<b>15</b>	<b>170</b>	<b>5,950</b>

**9B. Distribution by County (6/26/2016 Edition) Sunday - Westside News - Suburban News North**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Monroe	Brockport Hamlin Hilton Spencerport	NY	6,985	95	18	0	7,098
Misc.	Assorted	-	0	0	18	29	47
<b>TOTAL</b>			<b>6,985</b>	<b>95</b>	<b>36</b>	<b>29</b>	<b>7,145</b>

**9C. Distribution by County (6/26/2016 Edition) Sunday - Westside News - Suburban News South**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Monroe	Churchville North Chili Rochester Spencerport	NY	10,941	767	58	0	11,766
Misc.	Assorted	-	0	0	79	105	184
<b>TOTAL</b>			<b>10,941</b>	<b>767</b>	<b>137</b>	<b>105</b>	<b>11,950</b>

**9D. Distribution by County (6/26/2016 Edition) Sunday - Westside News - Suburban News West**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Genesee	Bergen	NY	937	193	2	0	1,132
Monroe	Brockport	NY	3,760	555	9	0	4,324
Orleans	Holley	NY	2,730	565	2	0	3,297
Misc.	Assorted	-	0	0	21	76	97
<b>TOTAL</b>			<b>7,427</b>	<b>1,313</b>	<b>34</b>	<b>76</b>	<b>8,850</b>

**10. Verification of Distribution – Mail and Carrier Delivery Distribution**

Westside News reported an average mail distribution of 223 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Westside News reported an average carrier delivery distribution of 30,800 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. 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 (appropriate Westside News Inc. publication) on a regular basis to substantiate the publisher's distribution claims.**

**CVC verification confirms that 440 of 544 or 80.9% report they regularly read or look through the (appropriate Westside News Inc. 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%.

**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 Westside News’s claim of 170 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.**

**12. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>MAIL</b>	Basic Rates: \$40.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	53
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
<b>SPONSORED</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>SINGLE COPY</b>	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 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 December 31, 2017.**

If this report is presented after December 31, 2017 please call the toll-free number listed below.



## Westside News - Spencerport, NY - 16-0921 - Supplemental Readership Study

The Circulation Verification Council surveyed Westside News 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 three 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 six 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. 440 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. Nine (9) survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 48 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 2016 CVC circulation & readership study data.

1. The (appropriate Westside News Inc. publication) is distributed regularly in your area. Do you regularly read or look through the (appropriate Westside News Inc. publication)?

YES      497      Survey Respondents

2. Do you frequently purchase products or services from ads seen in the (appropriate Westside News Inc. publication)?

YES      392      78.9%  
NO      105      21.1%

3. How long do you keep the (appropriate Westside News Inc. publication) before discarding it?

32%      1-2 Days  
31%      3-4 Days  
07%      5-6 Days  
30%      1 Week or More

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

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



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5. What range best describes your age.

Reader Demographics	Market Demographics
01%	06% 18 - 20
04%	08% 21 - 24
13%	14% 25 - 34
15%	15% 35 - 44
25%	21% 45 - 54
24%	18% 55 - 64
13%	10% 65 - 74
04%	05% 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
00%	07% under \$15,000
02%	08% \$15,000 - \$24,999
10%	09% \$25,000 - \$34,999
15%	13% \$35,000 - \$49,999
22%	21% \$50,000 - \$74,999
21%	16% \$75,000 - \$99,999
15%	11% \$100,000 - \$124,999
07%	07% \$125,000 - \$149,999
05%	05% \$150,000 - \$199,999
04%	03% over \$200,000

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

Reader Demographics	Market Demographics
00%	08% Some High School or Less
28%	28% Graduated High School
31%	32% Some College
27%	19% Graduated College
12%	10% Completed Master Degree
01%	01% Completed Professional Degree
01%	01% Completed Doctorate Degree



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

- 16% New Automobile, Truck or SUV (% = Positive respondents)
- 22% Used Automobile, Truck or SUV
- 20% Antiques or Auctions
- 43% Furniture or Home Furnishings
- 19% Major Home Appliance
- 21% Computers, Tablets or Laptops
- 30% Home Improvements or Home Improvement Supplies
- 31% Television or Electronics
- 17% Carpet or Flooring
- 49% Automobile Accessories (tires, brakes or service)
- 32% Lawn & Garden Supplies
- 23% Florist or Gift Shops
- 19% Home Heating & Air Conditioning (service, new equipment)
- 54% Vacations or Travel
- 11% Real Estate
- 65% Men's Apparel
- 71% Women's Apparel
- 42% Children's Apparel
- 02% Boats or Personal Watercraft
- 13% Art & Crafts Supplies
- 13% Childcare
- 26% Education or Classes
- 11% Attorney
- 25% Veterinarian
- 19% Chiropractor
- 23% Financial Planner (Retirement, Investing)
- 41% Tax Advisor or Tax Services
- 32% Health Club or Exercise Class
- 35% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 09% Weight Loss
- 29% Lawn Care Service (Maintenance & Landscaping)
- 30% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 51% Pharmacist or Prescription Service
- 25% Cell Phone or Smart Phone (New Service or Update Service)
- 84% Dining & Entertainment
- 21% Jewelry
- 07% Wedding Supplies
- 29% Athletic & Sports Equipment
- 07% Motorcycles or ATV's
- 63% Medical / Physicians
- 29% Pet Supplies



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