

Audit Period: October 1, 2016 – September 30, 2017

Westside News

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Spencerport, NY 14559
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www.westsidenewsny.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	33,568 (Print Edition)
Website:	Average Website Unique Users:	4,552

2. Publication Information

Number of Editions:	Four
Format / Average Page Count:	Tabloid / 20 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:	February 1, 2016
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; \$0.50 each additional word
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
Audit Period Summary		
Average Net Circulation	(5-H)	33,568
Average Gross Distribution	(5-F)	33,775
Average Net Press Run	(5-A)	33,875
Audit Period Detail		
A. Average Net Press Run		33,875
B. Office / File		100
C. Controlled Distribution		
1. Carrier Delivery		30,663
2. Bulk Delivery / Demand Distribution		2,486
3. Mail		145
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		419
Total Average Controlled Distribution		33,713
Controlled Returns		(207)
TOTAL AVERAGE CONTROLLED CIRCULATION		33,506
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		62
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		62
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		62
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		33,775
G. Total Unclaimed / Returns		(207)*
H. Average Net Circulation		33,568



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

CVC Account Number: 16-0258	Sunday	Hamlin Clarkson Herald Spencerport, NY
Audit Period Summary		
Average Net Circulation	(5-H)	5,868
Average Gross Distribution	(5-F)	5,925
Average Net Press Run	(5-A)	5,950
Audit Period Detail		
A. Average Net Press Run		5,950
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		5,435
2. Bulk Delivery / Demand Distribution		330
3. Mail		4
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		146
Total Average Controlled Distribution		5,915
Controlled Returns		(57)
TOTAL AVERAGE CONTROLLED CIRCULATION		5,858
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		10
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		10
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		10
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		5,925
G. Total Unclaimed / Returns		(57)*
H. Average Net Circulation		5,868



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

CVC Account Number: 16-0256		Sunday	Westside News - Suburban News North Spencerport, NY
Audit Period Summary			
Average Net Circulation	(5-H)		7,076
Average Gross Distribution	(5-F)		7,100
Average Net Press Run	(5-A)		7,125
Audit Period Detail			
A. Average Net Press Run			7,125
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			6,985
2. Bulk Delivery / Demand Distribution			76
3. Mail			33
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			7,094
Controlled Returns			(24)
TOTAL AVERAGE CONTROLLED CIRCULATION			7,070
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			6
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			6
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			6
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			0
F. Average Gross Distribution			7,100
G. Total Unclaimed / Returns			(24)*
H. Average Net Circulation			7,076



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

CVC Account Number: 16-0044		Sunday	Westside News - Suburban News South Spencerport, NY
Audit Period Summary			
Average Net Circulation	(5-H)		11,877
Average Gross Distribution	(5-F)		11,925
Average Net Press Run	(5-A)		11,950
Audit Period Detail			
A. Average Net Press Run			11,950
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			10,941
2. Bulk Delivery / Demand Distribution			767
3. Mail			85
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			94
Total Average Controlled Distribution			11,887
Controlled Returns			(48)
TOTAL AVERAGE CONTROLLED CIRCULATION			11,839
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			38
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			38
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			38
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			11,925
G. Total Unclaimed / Returns			(48)*
H. Average Net Circulation			11,877



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

CVC Account Number: 16-0257		Sunday	Westside News - Suburban News West Spencerport, NY
Audit Period Summary			
Average Net Circulation	(5-H)		8,747
Average Gross Distribution	(5-F)		8,825
Average Net Press Run	(5-A)		8,850
Audit Period Detail			
A. Average Net Press Run			8,850
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			7,302
2. Bulk Delivery / Demand Distribution			1,313
3. Mail			23
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			179
Total Average Controlled Distribution			8,817
Controlled Returns			(78)
TOTAL AVERAGE CONTROLLED CIRCULATION			8,739
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			8
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			8
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			8
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			8,825
G. Total Unclaimed / Returns			(78)*
H. Average Net Circulation			8,747

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	4,552
Website Sessions	5,878
Percent of New Users	76.53%
Website Page Views	11,797
Pages Per Visit	2.01
Average Time Spent on Website	00:01:13
Bounce Rate	72.35%

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
01/01/17-12/31/17	CVC	5,895	5,866	5,878	-
01/01/16-12/31/16	CVC	5,901	5,890	5,895	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
10/01/01-12/31/06	Prior CVC	-	-	-	-



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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/17-12/31/17	CVC	7,094	7,097	7,200	-
01/01/16-12/31/16	CVC	7,075	7,073	7,081	7,095
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
10/01/01-12/31/06	Prior CVC	-	-	-	-

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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/17-12/31/17	CVC	11,905	11,903	11,887	-
01/01/16-12/31/16	CVC	11,886	11,885	11,833	11,893
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
10/01/01-12/31/06	Prior CVC	-	-	-	-

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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/17-12/31/17	CVC	8,772	8,761	8,770	-
01/01/16-12/31/16	CVC	8,759	8,730	8,763	8,771
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
10/01/01-12/31/06	Prior CVC	-	-	-	-



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8A. Distribution by Zip Code (6/25/2017 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	0	0	1,985
14464	Hamlin	Monroe	NY	2,626	205	0	0	2,831
14468	Hilton	Monroe	NY	25	0	0	0	25
14476	Kendall	Orleans	NY	875	50	1	0	926
Misc.	Assorted	Assorted	-	0	0	13	170	183
TOTAL				5,436	330	14	170	5,950

8B. Distribution by Zip Code (6/25/2017 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	3	0	18
14464	Hamlin	Monroe	NY	0	10	0	0	10
14468	Hilton	Monroe	NY	5,860	56	11	0	5,927
14559	Spencerport	Monroe	NY	1,125	15	2	0	1,142
Misc.	Assorted	Assorted	-	0	0	28	0	28
TOTAL				6,985	96	44	0	7,125

8C. Distribution by Zip Code (6/25/2017 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	7	0	2,293
14514	North Chili	Monroe	NY	1,946	250	2	0	2,198
14559	Spencerport	Monroe	NY	4,705	276	19	0	5,000
14624	Rochester	Monroe	NY	2,170	75	16	0	2,261
Misc.	Assorted	Assorted	-	0	0	110	88	198
TOTAL				10,941	767	154	88	11,950

8D. Distribution by Zip Code (6/25/2017 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	1	0	1,131
14420	Brockport	Monroe	NY	3,635	555	5	0	4,195
14470	Holley	Orleans	NY	2,730	565	1	0	3,296
Misc.	Assorted	Assorted	-	0	0	20	208	228
TOTAL				7,302	1,313	27	208	8,850

9A. Distribution by County (6/25/2017 Edition) Sunday - Hamlin Clarkson Herald

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Monroe	Brockport Hamlin Hilton	NY	4,561	280	0	0	4,841
Orleans	Kendall	NY	875	50	1	0	926
Misc.	Assorted	-	0	0	13	170	183
TOTAL			5,436	330	14	170	5,950

9B. Distribution by County (6/25/2017 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	96	16	0	7,097
Misc.	Assorted	-	0	0	28	0	28
TOTAL			6,985	96	44	0	7,125

9C. Distribution by County (6/25/2017 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	44	0	11,752
Misc.	Assorted	-	0	0	110	88	198
TOTAL			10,941	767	154	88	11,950

9D. Distribution by County (6/25/2017 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	1	0	1,131
Monroe	Brockport	NY	3,635	555	5	0	4,195
Orleans	Holley	NY	2,730	565	1	0	3,296
Misc.	Assorted	-	0	0	20	208	228
TOTAL			7,302	1,313	27	208	8,850

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Westside News reported an average mail distribution of 207 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 30,663 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 edition) on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 410 of 529 or 77.5% report they regularly read or look through the (appropriate Westside News edition).

*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 207 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: \$40.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	62
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 USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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The current status of this report expires September 30, 2019.

If this report is presented after September 30, 2019 please call the toll-free number listed below.
The next FCPNY sponsored audit will be for the 24 month period October 1, 2017 – September 30, 2019.