

Audit Period: January 1, 2024 - December 31, 2024

**Messenger Publishing Group**

7144 Fair Oaks Boulevard, Suite 5  
Carmichael, CA 95608  
(916) 773-1111

EMAIL: publisher@MPG8.com  
www.MPG8.com

**1. Audited Media Platforms**

|                    |   |                        |
|--------------------|---|------------------------|
| Print Publication: | Average Net Circulation - Weekly:         | 45,546 (Print Edition) |
|                    | Average Net Circulation - Bi-Weekly:      | 17,543 (Print Edition) |
|                    | Average Net Circulation - Monthly:        | 8,302 (Print Edition)  |
| Website:           | Average Website Users (32 Sites):         | 141,922                |
| Social Media:      | Average Facebook Followers (22 Sites):    | 30,481                 |
|                    | Average X (Twitter) Followers (24 Sites): | 4,749                  |

**2. Publication Information**

|                                |  |
|--------------------------------|--|
| Number of Editions:            | Eighteen   |
| Format / Average Page Count:   | Broadsheet / 14 Pages  |
| Circulation Cycle:             | 11 Weekly / 5 Bi-Weekly / 2 Monthly  |
| Ownership:                     | Messenger Publishing Group   |
| Year Established:              | 2006   |
| Publication Type:              | Community Newspaper  |
|                                | 93% Controlled / 7% Paid / 0% Sponsor Paid   |
| Content:                       | 50% Advertising / 50% Editorial  |
| Primary Delivery Methods:      | 38% Carrier Delivery / 27% Mail /<br>35% Controlled Bulk & Single Copy             |
| Annual Mail Subscription Rate: | \$39.00 - \$98.00 (Varies by Publication)  |
| Cover Price:                   | \$0.75   |
| Insert Zoning Available:       | Yes - ZIP Code / Zone  |
| CVC Member Number:             | 01-9092  |
| DMA/MSA/CBSA:                  | Sacramento, CA / Sacramento--Yolo, CA /<br>Sacramento--Arden-Arcade--Roseville, CA |
| Audit Funded By:               | Publisher  |



### 3. Rate Card and Mechanical Data

|   |   |
|---|---|
| Rate Card Effective Date:                             | January 1, 2024   |
| Mechanical Data - Print:                              | Six (6) columns X 20.5" column depth<br>Full page: 9.888" wide X 20.5" depth.   |
| Print Open Rate:                                      | Local: \$850.00 Full Page - \$125.00 1/16 <sup>th</sup> Page<br>National: \$850.00 Full Page - \$125.00 1/16 <sup>th</sup> Page |
| Insert Open Rate:                                     | Contact Publisher   |
| Classified Rate:                                      | Contact Publisher   |
| Deadline Day & Time:                                  | Weekly by 5 PM  |
| Additional rates may be available from the publisher. |   |

### 4. Contact Information

|              |             |                           |
|--------------|-------------|---------------------------|
| Publisher:   | Paul Scholl | EMAIL: publisher@MPG8.com |
| Advertising: | Paul Scholl | EMAIL: publisher@MPG8.com |
| Circulation: | Paul Scholl | EMAIL: publisher@MPG8.com |



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

|   |       |        |  |
|---|-------|--------|--|
| CVC Account Number: 01-4049                 |       | Friday | M P G - American River Messenger<br>Carmichael, CA |
| <hr/>                                       |       |        |  |
| Audit Period Summary                        |       |        |  |
| Average Net Circulation                     | (5-H) |        | 5,416  |
| Average Gross Distribution                  | (5-F) |        | 5,521  |
| Average Net Press Run                       | (5-A) |        | 5,525  |
| <hr/>                                       |       |        |  |
| Audit Period Detail                         |       |        |  |
| A. Average Net Press Run                    |       |        | 5,525  |
| B. Office / File                            |       |        | 4  |
| C. Controlled Distribution                  |       |        |  |
| 1. Carrier Delivery                         |       |        | 3,384  |
| 2. Bulk Delivery / Demand Distribution      |       |        | 1,399  |
| 3. Mail                                     |       |        | 690  |
| 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                 |       |        | 15   |
| Total Average Controlled Distribution       |       |        | 5,488  |
| Controlled Returns                          |       |        | (105)  |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |        | 5,383  |
| D. Paid Distribution                        |       |        |  |
| 1. Carrier Delivery                         |       |        | 0  |
| 2. Single Copy                              |       |        | 0  |
| 3. Mail                                     |       |        | 33   |
| 4. Waiting Room                             |       |        | 0  |
| 5. Hotels                                   |       |        | 0  |
| 6. Education                                |       |        | 0  |
| 7. Restock & Office Service                 |       |        | 0  |
| Total Average Paid Distribution             |       |        | 33   |
| Paid Returns                                |       |        | (0)  |
| TOTAL AVERAGE PAID CIRCULATION              |       |        | 33   |
| 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  |
| <hr/>                                       |       |        |  |
| F. Average Gross Distribution               |       |        | 5,521  |
| G. Total Unclaimed / Returns                |       |        | (105)*   |
| H. Average Net Circulation                  |       |        | 5,416  |

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

|   |       |         |   |
|---|-------|---------|---|
| CVC Account Number: 01-4456                 |       | Monthly | M P G - Arden Arcade News<br>Carmichael, CA |
| <b>Audit Period Summary</b>                 |       |         |   |
| Average Net Circulation                     | (5-H) |         | 3,104                                       |
| Average Gross Distribution                  | (5-F) |         | 3,177                                       |
| Average Net Press Run                       | (5-A) |         | 3,183                                       |
| <b>Audit Period Detail</b>                  |       |         |   |
| A. Average Net Press Run                    |       |         | 3,183                                       |
| B. Office / File                            |       |         | 6   |
| C. Controlled Distribution                  |       |         |   |
| 1. Carrier Delivery                         |       |         | 341   |
| 2. Bulk Delivery / Demand Distribution      |       |         | 1,563                                       |
| 3. Mail                                     |       |         | 1,258                                       |
| 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                 |       |         | 15  |
| Total Average Controlled Distribution       |       |         | 3,177                                       |
| Controlled Returns                          |       |         | (73)  |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |         | 3,104                                       |
| 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)   |
| TOTAL AVERAGE PAID CIRCULATION              |       |         | 0   |
| 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               |       |         | 3,177                                       |
| G. Total Unclaimed / Returns                |       |         | (73)*                                       |
| H. Average Net Circulation                  |       |         | 3,104                                       |

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

|   |       |        |  |
|---|-------|--------|--|
| CVC Account Number: 01-4047                 |       | Friday | M P G - Carmichael Times<br>Carmichael, CA |
| <hr/>                                       |       |        |  |
| Audit Period Summary                        |       |        |  |
| Average Net Circulation                     | (5-H) |        | 6,702                                      |
| Average Gross Distribution                  | (5-F) |        | 6,865                                      |
| Average Net Press Run                       | (5-A) |        | 6,869                                      |
| <hr/>                                       |       |        |  |
| Audit Period Detail                         |       |        |  |
| A. Average Net Press Run                    |       |        | 6,869                                      |
| B. Office / File                            |       |        | 4  |
| C. Controlled Distribution                  |       |        |  |
| 1. Carrier Delivery                         |       |        | 4,155                                      |
| 2. Bulk Delivery / Demand Distribution      |       |        | 2,483                                      |
| 3. Mail                                     |       |        | 152  |
| 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                 |       |        | 17   |
| Total Average Controlled Distribution       |       |        | 6,807                                      |
| Controlled Returns                          |       |        | (163)                                      |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |        | 6,644                                      |
| D. Paid Distribution                        |       |        |  |
| 1. Carrier Delivery                         |       |        | 0  |
| 2. Single Copy                              |       |        | 0  |
| 3. Mail                                     |       |        | 58   |
| 4. Waiting Room                             |       |        | 0  |
| 5. Hotels                                   |       |        | 0  |
| 6. Education                                |       |        | 0  |
| 7. Restock & Office Service                 |       |        | 0  |
| Total Average Paid Distribution             |       |        | 58   |
| Paid Returns                                |       |        | (0)  |
| TOTAL AVERAGE PAID CIRCULATION              |       |        | 58   |
| 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  |
| <hr/>                                       |       |        |  |
| F. Average Gross Distribution               |       |        | 6,865                                      |
| G. Total Unclaimed / Returns                |       |        | (163)*                                     |
| H. Average Net Circulation                  |       |        | 6,702                                      |

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

|   |       |        |  |
|---|-------|--------|--|
| CVC Account Number: 01-4050                 |       | Friday | M P G - Citrus Heights Messenger<br>Carmichael, CA |
| <hr/>                                       |       |        |  |
| Audit Period Summary                        |       |        |  |
| Average Net Circulation                     | (5-H) |        | 6,722  |
| Average Gross Distribution                  | (5-F) |        | 6,876  |
| Average Net Press Run                       | (5-A) |        | 6,881  |
| <hr/>                                       |       |        |  |
| Audit Period Detail                         |       |        |  |
| A. Average Net Press Run                    |       |        | 6,881  |
| B. Office / File                            |       |        | 5  |
| C. Controlled Distribution                  |       |        |  |
| 1. Carrier Delivery                         |       |        | 4,922  |
| 2. Bulk Delivery / Demand Distribution      |       |        | 1,732  |
| 3. Mail                                     |       |        | 159  |
| 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                 |       |        | 15   |
| Total Average Controlled Distribution       |       |        | 6,828  |
| Controlled Returns                          |       |        | (154)  |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |        | 6,674  |
| D. Paid Distribution                        |       |        |  |
| 1. Carrier Delivery                         |       |        | 0  |
| 2. Single Copy                              |       |        | 0  |
| 3. Mail                                     |       |        | 48   |
| 4. Waiting Room                             |       |        | 0  |
| 5. Hotels                                   |       |        | 0  |
| 6. Education                                |       |        | 0  |
| 7. Restock & Office Service                 |       |        | 0  |
| Total Average Paid Distribution             |       |        | 48   |
| Paid Returns                                |       |        | (0)  |
| TOTAL AVERAGE PAID CIRCULATION              |       |        | 48   |
| 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  |
| <hr/>                                       |       |        |  |
| F. Average Gross Distribution               |       |        | 6,876  |
| G. Total Unclaimed / Returns                |       |        | (154)*   |
| H. Average Net Circulation                  |       |        | 6,722  |

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

|   |       |        |  |
|---|-------|--------|--|
| CVC Account Number: 01-4464                 |       | Friday | M P G - Colusa County Pioneer Review<br>Carmichael, CA |
| <hr/>                                       |       |        |  |
| Audit Period Summary                        |       |        |  |
| Average Net Circulation                     | (5-H) |        | 1,429  |
| Average Gross Distribution                  | (5-F) |        | 1,495  |
| Average Net Press Run                       | (5-A) |        | 1,500  |
| <hr/>                                       |       |        |  |
| Audit Period Detail                         |       |        |  |
| A. Average Net Press Run                    |       |        | 1,500  |
| B. Office / File                            |       |        | 5  |
| C. Controlled Distribution                  |       |        |  |
| 1. Carrier Delivery                         |       |        | 0  |
| 2. Bulk Delivery / Demand Distribution      |       |        | 340  |
| 3. Mail                                     |       |        | 9  |
| 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                 |       |        | 35   |
| Total Average Controlled Distribution       |       |        | 384  |
| Controlled Returns                          |       |        | (14)   |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |        | 370  |
| D. Paid Distribution                        |       |        |  |
| 1. Carrier Delivery                         |       |        | 0  |
| 2. Single Copy                              |       |        | 411  |
| 3. Mail                                     |       |        | 698  |
| 4. Waiting Room                             |       |        | 0  |
| 5. Hotels                                   |       |        | 0  |
| 6. Education                                |       |        | 0  |
| 7. Restock & Office Service                 |       |        | 2  |
| Total Average Paid Distribution             |       |        | 1,111  |
| Paid Returns                                |       |        | (52)   |
| TOTAL AVERAGE PAID CIRCULATION              |       |        | 1,059  |
| 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  |
| <hr/>                                       |       |        |  |
| F. Average Gross Distribution               |       |        | 1,495  |
| G. Total Unclaimed / Returns                |       |        | (66)*  |
| H. Average Net Circulation                  |       |        | 1,429  |

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

|   |       |        |   |
|---|-------|--------|---|
| CVC Account Number: 01-4211                 |       | Friday | M P G - Dixon Independent Voice<br>Carmichael, CA |
| <hr/>                                       |       |        |   |
| Audit Period Summary                        |       |        |   |
| Average Net Circulation                     | (5-H) |        | 3,094   |
| Average Gross Distribution                  | (5-F) |        | 3,196   |
| Average Net Press Run                       | (5-A) |        | 3,200   |
| <hr/>                                       |       |        |   |
| Audit Period Detail                         |       |        |   |
| A. Average Net Press Run                    |       |        | 3,200   |
| B. Office / File                            |       |        | 4   |
| C. Controlled Distribution                  |       |        |   |
| 1. Carrier Delivery                         |       |        | 2,005   |
| 2. Bulk Delivery / Demand Distribution      |       |        | 744   |
| 3. Mail                                     |       |        | 85  |
| 4. Requestor Mail                           |       |        | 209   |
| 5. Waiting Rooms                            |       |        | 0   |
| 6. Hotels                                   |       |        | 0   |
| 7. Events, Fairs, Festivals and Trade Shows |       |        | 0   |
| 8. Education                                |       |        | 0   |
| 9. Restock & Office Service                 |       |        | 18  |
| Total Average Controlled Distribution       |       |        | 3,061   |
| Controlled Returns                          |       |        | (102)   |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |        | 2,959   |
| D. Paid Distribution                        |       |        |   |
| 1. Carrier Delivery                         |       |        | 0   |
| 2. Single Copy                              |       |        | 0   |
| 3. Mail                                     |       |        | 135   |
| 4. Waiting Room                             |       |        | 0   |
| 5. Hotels                                   |       |        | 0   |
| 6. Education                                |       |        | 0   |
| 7. Restock & Office Service                 |       |        | 0   |
| Total Average Paid Distribution             |       |        | 135   |
| Paid Returns                                |       |        | (0)   |
| TOTAL AVERAGE PAID CIRCULATION              |       |        | 135   |
| 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   |
| <hr/>                                       |       |        |   |
| F. Average Gross Distribution               |       |        | 3,196   |
| G. Total Unclaimed / Returns                |       |        | (102)*  |
| H. Average Net Circulation                  |       |        | 3,094   |

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

|   |       |        |  |
|---|-------|--------|--|
| CVC Account Number: 01-4457                 |       | Friday | M P G - East Sacramento News<br>Carmichael, CA |
| <hr/>                                       |       |        |  |
| Audit Period Summary                        |       |        |  |
| Average Net Circulation                     | (5-H) |        | 2,893  |
| Average Gross Distribution                  | (5-F) |        | 3,172  |
| Average Net Press Run                       | (5-A) |        | 3,183  |
| <hr/>                                       |       |        |  |
| Audit Period Detail                         |       |        |  |
| A. Average Net Press Run                    |       |        | 3,183  |
| B. Office / File                            |       |        | 11   |
| C. Controlled Distribution                  |       |        |  |
| 1. Carrier Delivery                         |       |        | 38   |
| 2. Bulk Delivery / Demand Distribution      |       |        | 2,011  |
| 3. Mail                                     |       |        | 1,123  |
| 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       |       |        | 3,172  |
| Controlled Returns                          |       |        | (279)  |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |        | 2,893  |
| 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)  |
| TOTAL AVERAGE PAID CIRCULATION              |       |        | 0  |
| 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  |
| <hr/>                                       |       |        |  |
| F. Average Gross Distribution               |       |        | 3,172  |
| G. Total Unclaimed / Returns                |       |        | (279)*   |
| H. Average Net Circulation                  |       |        | 2,893  |

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

|   |       |        |   |
|---|-------|--------|---|
| CVC Account Number: 01-4453                 |       | Friday | M P G - Elk Grove Citizen<br>Carmichael, CA |
| <hr/>                                       |       |        |   |
| Audit Period Summary                        |       |        |   |
| Average Net Circulation                     | (5-H) |        | 3,021                                       |
| Average Gross Distribution                  | (5-F) |        | 3,211                                       |
| Average Net Press Run                       | (5-A) |        | 3,215                                       |
| <hr/>                                       |       |        |   |
| Audit Period Detail                         |       |        |   |
| A. Average Net Press Run                    |       |        | 3,215                                       |
| B. Office / File                            |       |        | 4   |
| C. Controlled Distribution                  |       |        |   |
| 1. Carrier Delivery                         |       |        | 219   |
| 2. Bulk Delivery / Demand Distribution      |       |        | 1,090                                       |
| 3. Mail                                     |       |        | 205   |
| 4. Requestor Mail                           |       |        | 24  |
| 5. Waiting Rooms                            |       |        | 0   |
| 6. Hotels                                   |       |        | 0   |
| 7. Events, Fairs, Festivals and Trade Shows |       |        | 0   |
| 8. Education                                |       |        | 0   |
| 9. Restock & Office Service                 |       |        | 28  |
| Total Average Controlled Distribution       |       |        | 1,566                                       |
| Controlled Returns                          |       |        | (140)                                       |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |        | 1,426                                       |
| D. Paid Distribution                        |       |        |   |
| 1. Carrier Delivery                         |       |        | 0   |
| 2. Single Copy                              |       |        | 117   |
| 3. Mail                                     |       |        | 1,528                                       |
| 4. Waiting Room                             |       |        | 0   |
| 5. Hotels                                   |       |        | 0   |
| 6. Education                                |       |        | 0   |
| 7. Restock & Office Service                 |       |        | 0   |
| Total Average Paid Distribution             |       |        | 1,645                                       |
| Paid Returns                                |       |        | (50)  |
| TOTAL AVERAGE PAID CIRCULATION              |       |        | 1,595                                       |
| 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   |
| <hr/>                                       |       |        |   |
| F. Average Gross Distribution               |       |        | 3,211                                       |
| G. Total Unclaimed / Returns                |       |        | (190)*                                      |
| H. Average Net Circulation                  |       |        | 3,021                                       |

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

|   |       |         |  |
|---|-------|---------|--|
| CVC Account Number: 01-4051                 |       | Monthly | M P G - Gold River Messenger<br>Carmichael, CA |
| <hr/>                                       |       |         |  |
| Audit Period Summary                        |       |         |  |
| Average Net Circulation                     | (5-H) |         | 5,198  |
| Average Gross Distribution                  | (5-F) |         | 5,198  |
| Average Net Press Run                       | (5-A) |         | 5,200  |
| <hr/>                                       |       |         |  |
| Audit Period Detail                         |       |         |  |
| A. Average Net Press Run                    |       |         | 5,200  |
| B. Office / File                            |       |         | 2  |
| C. Controlled Distribution                  |       |         |  |
| 1. Carrier Delivery                         |       |         | 0  |
| 2. Bulk Delivery / Demand Distribution      |       |         | 18   |
| 3. Mail                                     |       |         | 5,177  |
| 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                 |       |         | 3  |
| Total Average Controlled Distribution       |       |         | 5,198  |
| Controlled Returns                          |       |         | (0)  |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |         | 5,198  |
| 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)  |
| TOTAL AVERAGE PAID CIRCULATION              |       |         | 0  |
| 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  |
| <hr/>                                       |       |         |  |
| F. Average Gross Distribution               |       |         | 5,198  |
| G. Total Unclaimed / Returns                |       |         | (0)*   |
| H. Average Net Circulation                  |       |         | 5,198  |

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

|   |       |        |   |
|---|-------|--------|---|
| CVC Account Number: 01-4048                 |       | Friday | M P G - Grapevine Independent<br>Carmichael, CA |
| <hr/>                                       |       |        |   |
| Audit Period Summary                        |       |        |   |
| Average Net Circulation                     | (5-H) |        | 6,792   |
| Average Gross Distribution                  | (5-F) |        | 6,894   |
| Average Net Press Run                       | (5-A) |        | 6,898   |
| <hr/>                                       |       |        |   |
| Audit Period Detail                         |       |        |   |
| A. Average Net Press Run                    |       |        | 6,898   |
| B. Office / File                            |       |        | 4   |
| C. Controlled Distribution                  |       |        |   |
| 1. Carrier Delivery                         |       |        | 4,765   |
| 2. Bulk Delivery / Demand Distribution      |       |        | 1,713   |
| 3. Mail                                     |       |        | 13  |
| 4. Requestor Mail                           |       |        | 167   |
| 5. Waiting Rooms                            |       |        | 0   |
| 6. Hotels                                   |       |        | 0   |
| 7. Events, Fairs, Festivals and Trade Shows |       |        | 0   |
| 8. Education                                |       |        | 0   |
| 9. Restock & Office Service                 |       |        | 15  |
| Total Average Controlled Distribution       |       |        | 6,673   |
| Controlled Returns                          |       |        | (102)   |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |        | 6,571   |
| D. Paid Distribution                        |       |        |   |
| 1. Carrier Delivery                         |       |        | 0   |
| 2. Single Copy                              |       |        | 25  |
| 3. Mail                                     |       |        | 196   |
| 4. Waiting Room                             |       |        | 0   |
| 5. Hotels                                   |       |        | 0   |
| 6. Education                                |       |        | 0   |
| 7. Restock & Office Service                 |       |        | 0   |
| Total Average Paid Distribution             |       |        | 221   |
| Paid Returns                                |       |        | (0)   |
| TOTAL AVERAGE PAID CIRCULATION              |       |        | 221   |
| 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   |
| <hr/>                                       |       |        |   |
| F. Average Gross Distribution               |       |        | 6,894   |
| G. Total Unclaimed / Returns                |       |        | (102)*  |
| H. Average Net Circulation                  |       |        | 6,792   |

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

|   |       |        |  |
|---|-------|--------|--|
| CVC Account Number: 01-4067                 |       | Friday | M P G - Gridley Herald<br>Carmichael, CA |
| <hr/>                                       |       |        |  |
| Audit Period Summary                        |       |        |  |
| Average Net Circulation                     | (5-H) |        | 5,306                                    |
| Average Gross Distribution                  | (5-F) |        | 5,396                                    |
| Average Net Press Run                       | (5-A) |        | 5,400                                    |
| <hr/>                                       |       |        |  |
| Audit Period Detail                         |       |        |  |
| A. Average Net Press Run                    |       |        | 5,400                                    |
| B. Office / File                            |       |        | 4  |
| C. Controlled Distribution                  |       |        |  |
| 1. Carrier Delivery                         |       |        | 4,386                                    |
| 2. Bulk Delivery / Demand Distribution      |       |        | 444                                      |
| 3. Mail                                     |       |        | 35                                       |
| 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                 |       |        | 15                                       |
| Total Average Controlled Distribution       |       |        | 4,880                                    |
| Controlled Returns                          |       |        | (45)                                     |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |        | 4,835                                    |
| D. Paid Distribution                        |       |        |  |
| 1. Carrier Delivery                         |       |        | 48                                       |
| 2. Single Copy                              |       |        | 168                                      |
| 3. Mail                                     |       |        | 300                                      |
| 4. Waiting Room                             |       |        | 0  |
| 5. Hotels                                   |       |        | 0  |
| 6. Education                                |       |        | 0  |
| 7. Restock & Office Service                 |       |        | 0  |
| Total Average Paid Distribution             |       |        | 516                                      |
| Paid Returns                                |       |        | (45)                                     |
| TOTAL AVERAGE PAID CIRCULATION              |       |        | 471                                      |
| 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  |
| <hr/>                                       |       |        |  |
| F. Average Gross Distribution               |       |        | 5,396                                    |
| G. Total Unclaimed / Returns                |       |        | (90)*                                    |
| H. Average Net Circulation                  |       |        | 5,306                                    |

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

|   |       |        |  |
|---|-------|--------|--|
| CVC Account Number: 01-4458                 |       | Friday | M P G - Land Park News<br>Carmichael, CA |
| <b>Audit Period Summary</b>                 |       |        |  |
| Average Net Circulation                     | (5-H) |        | 3,006                                    |
| Average Gross Distribution                  | (5-F) |        | 3,171                                    |
| Average Net Press Run                       | (5-A) |        | 3,183                                    |
| <b>Audit Period Detail</b>                  |       |        |  |
| A. Average Net Press Run                    |       |        | 3,183                                    |
| B. Office / File                            |       |        | 12                                       |
| C. Controlled Distribution                  |       |        |  |
| 1. Carrier Delivery                         |       |        | 0  |
| 2. Bulk Delivery / Demand Distribution      |       |        | 2,461                                    |
| 3. Mail                                     |       |        | 695                                      |
| 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                 |       |        | 15                                       |
| Total Average Controlled Distribution       |       |        | 3,171                                    |
| Controlled Returns                          |       |        | (165)                                    |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |        | 3,006                                    |
| 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)                                      |
| TOTAL AVERAGE PAID CIRCULATION              |       |        | 0  |
| 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               |       |        | 3,171                                    |
| G. Total Unclaimed / Returns                |       |        | (165)*                                   |
| H. Average Net Circulation                  |       |        | 3,006                                    |

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

|   |       |        |                                       |
|---|-------|--------|---------------------------------------|
| CVC Account Number: 01-4459                 |       | Friday | M P G - Pocket News<br>Carmichael, CA |
| <hr/>                                       |       |        |                                       |
| Audit Period Summary                        |       |        |                                       |
| Average Net Circulation                     | (5-H) |        | 3,053                                 |
| Average Gross Distribution                  | (5-F) |        | 3,178                                 |
| Average Net Press Run                       | (5-A) |        | 3,183                                 |
| <hr/>                                       |       |        |                                       |
| Audit Period Detail                         |       |        |                                       |
| A. Average Net Press Run                    |       |        | 3,183                                 |
| B. Office / File                            |       |        | 5                                     |
| C. Controlled Distribution                  |       |        |                                       |
| 1. Carrier Delivery                         |       |        | 394                                   |
| 2. Bulk Delivery / Demand Distribution      |       |        | 1,258                                 |
| 3. Mail                                     |       |        | 1,512                                 |
| 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                 |       |        | 14                                    |
| Total Average Controlled Distribution       |       |        | 3,178                                 |
| Controlled Returns                          |       |        | (125)                                 |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |        | 3,053                                 |
| 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)                                   |
| TOTAL AVERAGE PAID CIRCULATION              |       |        | 0                                     |
| 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                                     |
| <hr/>                                       |       |        |                                       |
| F. Average Gross Distribution               |       |        | 3,178                                 |
| G. Total Unclaimed / Returns                |       |        | (125)*                                |
| H. Average Net Circulation                  |       |        | 3,053                                 |

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

|   |       |        |  |
|---|-------|--------|--|
| CVC Account Number: 01-4454                 |       | Friday | M P G - River Valley Times<br>Carmichael, CA |
| <hr/>                                       |       |        |  |
| Audit Period Summary                        |       |        |  |
| Average Net Circulation                     | (5-H) |        | 3,175  |
| Average Gross Distribution                  | (5-F) |        | 3,175  |
| Average Net Press Run                       | (5-A) |        | 3,200  |
| <hr/>                                       |       |        |  |
| Audit Period Detail                         |       |        |  |
| A. Average Net Press Run                    |       |        | 3,200  |
| B. Office / File                            |       |        | 25   |
| C. Controlled Distribution                  |       |        |  |
| 1. Carrier Delivery                         |       |        | 0  |
| 2. Bulk Delivery / Demand Distribution      |       |        | 0  |
| 3. Mail                                     |       |        | 0  |
| 4. Requestor Mail                           |       |        | 3,175  |
| 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       |       |        | 3,175  |
| Controlled Returns                          |       |        | (0)  |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |        | 3,175  |
| 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)  |
| TOTAL AVERAGE PAID CIRCULATION              |       |        | 0  |
| 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  |
| <hr/>                                       |       |        |  |
| F. Average Gross Distribution               |       |        | 3,175  |
| G. Total Unclaimed / Returns                |       |        | (0)*   |
| H. Average Net Circulation                  |       |        | 3,175  |

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

|   |       |        |  |
|---|-------|--------|--|
| CVC Account Number: 01-4210                 |       | Friday | M P G - Territorial Dispatch<br>Carmichael, CA |
| <hr/>                                       |       |        |  |
| Audit Period Summary                        |       |        |  |
| Average Net Circulation                     | (5-H) |        | 6,625  |
| Average Gross Distribution                  | (5-F) |        | 6,932  |
| Average Net Press Run                       | (5-A) |        | 6,938  |
| <hr/>                                       |       |        |  |
| Audit Period Detail                         |       |        |  |
| A. Average Net Press Run                    |       |        | 6,938  |
| B. Office / File                            |       |        | 6  |
| C. Controlled Distribution                  |       |        |  |
| 1. Carrier Delivery                         |       |        | 2,576  |
| 2. Bulk Delivery / Demand Distribution      |       |        | 4,103  |
| 3. Mail                                     |       |        | 97   |
| 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                 |       |        | 42   |
| Total Average Controlled Distribution       |       |        | 6,818  |
| Controlled Returns                          |       |        | (307)  |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |        | 6,511  |
| D. Paid Distribution                        |       |        |  |
| 1. Carrier Delivery                         |       |        | 0  |
| 2. Single Copy                              |       |        | 0  |
| 3. Mail                                     |       |        | 114  |
| 4. Waiting Room                             |       |        | 0  |
| 5. Hotels                                   |       |        | 0  |
| 6. Education                                |       |        | 0  |
| 7. Restock & Office Service                 |       |        | 0  |
| Total Average Paid Distribution             |       |        | 114  |
| Paid Returns                                |       |        | (0)  |
| TOTAL AVERAGE PAID CIRCULATION              |       |        | 114  |
| 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  |
| <hr/>                                       |       |        |  |
| F. Average Gross Distribution               |       |        | 6,932  |
| G. Total Unclaimed / Returns                |       |        | (307)*   |
| H. Average Net Circulation                  |       |        | 6,625  |

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

|   |       |        |   |
|---|-------|--------|---|
| CVC Account Number: 01-4455                 |       | Friday | M P G - The Galt Herald<br>Carmichael, CA |
| <b>Audit Period Summary</b>                 |       |        |   |
| Average Net Circulation                     | (5-H) |        | 1,876                                     |
| Average Gross Distribution                  | (5-F) |        | 1,981                                     |
| Average Net Press Run                       | (5-A) |        | 1,985                                     |
| <b>Audit Period Detail</b>                  |       |        |   |
| A. Average Net Press Run                    |       |        | 1,985                                     |
| B. Office / File                            |       |        | 4   |
| C. Controlled Distribution                  |       |        |   |
| 1. Carrier Delivery                         |       |        | 387                                       |
| 2. Bulk Delivery / Demand Distribution      |       |        | 429                                       |
| 3. Mail                                     |       |        | 158                                       |
| 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                 |       |        | 25  |
| Total Average Controlled Distribution       |       |        | 999                                       |
| Controlled Returns                          |       |        | (71)                                      |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |        | 928                                       |
| D. Paid Distribution                        |       |        |   |
| 1. Carrier Delivery                         |       |        | 0   |
| 2. Single Copy                              |       |        | 95  |
| 3. Mail                                     |       |        | 887                                       |
| 4. Waiting Room                             |       |        | 0   |
| 5. Hotels                                   |       |        | 0   |
| 6. Education                                |       |        | 0   |
| 7. Restock & Office Service                 |       |        | 0   |
| Total Average Paid Distribution             |       |        | 982                                       |
| Paid Returns                                |       |        | (34)                                      |
| TOTAL AVERAGE PAID CIRCULATION              |       |        | 948                                       |
| 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               |       |        | 1,981                                     |
| G. Total Unclaimed / Returns                |       |        | (105)*                                    |
| H. Average Net Circulation                  |       |        | 1,876                                     |

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

|   |       |        |  |
|---|-------|--------|--|
| CVC Account Number: 01-4303                 |       | Friday | M P G - The Rio Linda News<br>Carmichael, CA |
| <hr/>                                       |       |        |  |
| Audit Period Summary                        |       |        |  |
| Average Net Circulation                     | (5-H) |        | 1,964  |
| Average Gross Distribution                  | (5-F) |        | 1,996  |
| Average Net Press Run                       | (5-A) |        | 2,000  |
| <hr/>                                       |       |        |  |
| Audit Period Detail                         |       |        |  |
| A. Average Net Press Run                    |       |        | 2,000  |
| B. Office / File                            |       |        | 4  |
| C. Controlled Distribution                  |       |        |  |
| 1. Carrier Delivery                         |       |        | 261  |
| 2. Bulk Delivery / Demand Distribution      |       |        | 1,522  |
| 3. Mail                                     |       |        | 136  |
| 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                 |       |        | 8  |
| Total Average Controlled Distribution       |       |        | 1,927  |
| Controlled Returns                          |       |        | (32)   |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       |        | 1,895  |
| D. Paid Distribution                        |       |        |  |
| 1. Carrier Delivery                         |       |        | 0  |
| 2. Single Copy                              |       |        | 0  |
| 3. Mail                                     |       |        | 69   |
| 4. Waiting Room                             |       |        | 0  |
| 5. Hotels                                   |       |        | 0  |
| 6. Education                                |       |        | 0  |
| 7. Restock & Office Service                 |       |        | 0  |
| Total Average Paid Distribution             |       |        | 69   |
| Paid Returns                                |       |        | (0)  |
| TOTAL AVERAGE PAID CIRCULATION              |       |        | 69   |
| 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  |
| <hr/>                                       |       |        |  |
| F. Average Gross Distribution               |       |        | 1,996  |
| G. Total Unclaimed / Returns                |       |        | (32)*  |
| H. Average Net Circulation                  |       |        | 1,964  |

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

|   |       |        |   |
|---|-------|--------|---|
| CVC Account Number: 01-4305                 |       | Friday | M P G - West Sacramento News Ledger<br>Carmichael, CA |
| <hr/>                                       |       |        |   |
| Audit Period Summary                        |       |        |   |
| Average Net Circulation                     | (5-H) | 2,015  |   |
| Average Gross Distribution                  | (5-F) | 2,192  |   |
| Average Net Press Run                       | (5-A) | 2,200  |   |
| <hr/>                                       |       |        |   |
| Audit Period Detail                         |       |        |   |
| A. Average Net Press Run                    |       | 2,200  |   |
| B. Office / File                            |       | 8      |   |
| C. Controlled Distribution                  |       |        |   |
| 1. Carrier Delivery                         |       | 0      |   |
| 2. Bulk Delivery / Demand Distribution      |       | 1,763  |   |
| 3. Mail                                     |       | 68     |   |
| 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                 |       | 13     |   |
| Total Average Controlled Distribution       |       | 1,844  |   |
| Controlled Returns                          |       | (177)  |   |
| TOTAL AVERAGE CONTROLLED CIRCULATION        |       | 1,667  |   |
| D. Paid Distribution                        |       |        |   |
| 1. Carrier Delivery                         |       | 0      |   |
| 2. Single Copy                              |       | 0      |   |
| 3. Mail                                     |       | 348    |   |
| 4. Waiting Room                             |       | 0      |   |
| 5. Hotels                                   |       | 0      |   |
| 6. Education                                |       | 0      |   |
| 7. Restock & Office Service                 |       | 0      |   |
| Total Average Paid Distribution             |       | 348    |   |
| Paid Returns                                |       | (0)    |   |
| TOTAL AVERAGE PAID CIRCULATION              |       | 348    |   |
| 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      |   |
| <hr/>                                       |       |        |   |
| F. Average Gross Distribution               |       | 2,192  |   |
| G. Total Unclaimed / Returns                |       | (177)* |   |
| H. Average Net Circulation                  |       | 2,015  |   |

## 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 10 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 11 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 11 for paid reporting analysis.

3. **MAIL:** See C3 for explanation of mail distribution. See paragraph 11 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 10 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 10 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 10 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. Average Print Circulation History - M P G - American River Messenger

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3           | Q4           |
|-------------------|--------------|-------|-------|--------------|--------------|
| 01/01/24-12/31/24 | CVC          | 5,862 | 5,574 | 5,084        | 5,048        |
| 01/01/23-12/31/23 | CVC          | 6,419 | 6,384 | 6,374        | 5,988        |
| 01/01/22-12/31/22 | CVC          | 7,249 | 6,785 | Not Reported | Not Reported |
| 01/01/21-12/31/21 | CVC          | 7,795 | 7,737 | 7,924        | 7,691        |
| 01/01/20-12/31/20 | CVC          | 7,446 | 6,983 | Not Reported | Not Reported |
| 01/01/19-12/31/19 | CVC          | 7,372 | 7,362 | 7,377        | 7,439        |
| 01/01/18-12/31/18 | CVC          | 7,337 | 7,319 | 7,368        | 7,413        |

#### 6B. Average Print Circulation History - M P G - Arden Arcade News

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3    | Q4    |
|-------------------|--------------|-------|-------|-------|-------|
| 01/01/24-12/31/24 | CVC          | 3,060 | 3,113 | 3,116 | 3,128 |
| 07/01/23-12/31/23 | CVC          | -     | -     | 2,495 | 2,988 |

#### 6C. Average Print Circulation History - M P G - Carmichael Times

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3           | Q4           |
|-------------------|--------------|-------|-------|--------------|--------------|
| 01/01/24-12/31/24 | CVC          | 6,853 | 6,669 | 6,654        | 6,631        |
| 01/01/23-12/31/23 | CVC          | 6,811 | 6,773 | 6,795        | 6,827        |
| 01/01/22-12/31/22 | CVC          | 6,763 | 6,718 | Not Reported | Not Reported |
| 01/01/21-12/31/21 | CVC          | 7,328 | 7,201 | 7,196        | 7,033        |
| 01/01/20-12/31/20 | CVC          | 8,321 | 3,288 | Not Reported | Not Reported |
| 01/01/19-12/31/19 | CVC          | 8,318 | 8,301 | 8,280        | 8,277        |
| 01/01/18-12/31/18 | CVC          | 8,237 | 8,231 | 8,263        | 8,238        |

#### 6D. Average Print Circulation History - M P G - Citrus Heights Messenger

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3           | Q4           |
|-------------------|--------------|-------|-------|--------------|--------------|
| 01/01/24-12/31/24 | CVC          | 6,844 | 6,763 | 6,661        | 6,621        |
| 01/01/23-12/31/23 | CVC          | 6,880 | 6,845 | 6,829        | 6,850        |
| 01/01/22-12/31/22 | CVC          | 6,919 | 6,934 | Not Reported | Not Reported |
| 01/01/21-12/31/21 | CVC          | 7,333 | 7,312 | 7,248        | 7,214        |
| 01/01/20-12/31/20 | CVC          | 8,355 | 5,004 | Not Reported | Not Reported |
| 01/01/19-12/31/19 | CVC          | 9,949 | 9,925 | 9,880        | 8,367        |
| 01/01/18-12/31/18 | CVC          | 9,864 | 9,739 | 9,832        | 9,934        |

#### 6E. Average Print Circulation History - M P G - Colusa County Pioneer Review

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3    | Q4    |
|-------------------|--------------|-------|-------|-------|-------|
| 01/01/24-12/31/24 | CVC          | 1,443 | 1,398 | 1,429 | 1,444 |
| 07/01/23-12/31/23 | CVC          | -     | -     | 1,409 | 1,431 |

#### 6F. Average Print Circulation History - M P G - Dixon Independent Voice

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3           | Q4           |
|-------------------|--------------|-------|-------|--------------|--------------|
| 01/01/24-12/31/24 | CVC          | 3,124 | 3,099 | 3,071        | 3,084        |
| 01/01/23-12/31/23 | CVC          | 3,103 | 3,090 | 3,098        | 3,115        |
| 01/01/22-12/31/22 | CVC          | 2,918 | 2,763 | Not Reported | Not Reported |
| 01/01/21-12/31/21 | CVC          | 3,438 | 3,529 | 3,488        | 3,394        |
| 04/01/20-12/31/20 | CVC          | -     | 2,603 | Not Reported | Not Reported |

#### 6G. Average Print Circulation History - M P G - East Sacramento News

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3    | Q4    |
|-------------------|--------------|-------|-------|-------|-------|
| 01/01/24-12/31/24 | CVC          | 2,873 | 2,925 | 2,822 | 3,045 |
| 07/01/23-12/31/23 | CVC          | -     | -     | 2,356 | 2,642 |

**6H. Average Print Circulation History - M P G - Elk Grove Citizen**

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3    | Q4    |
|-------------------|--------------|-------|-------|-------|-------|
| 01/01/24-12/31/24 | CVC          | 3,044 | 3,030 | 2,919 | 3,093 |
| 07/01/23-12/31/23 | CVC          | -     | -     | 2,815 | 2,955 |

**6I. Average Print Circulation History - M P G - Gold River Messenger**

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3           | Q4           |
|-------------------|--------------|-------|-------|--------------|--------------|
| 01/01/24-12/31/24 | CVC          | 5,198 | 5,198 | 5,198        | 5,198        |
| 01/01/23-12/31/23 | CVC          | 5,198 | 5,198 | 5,197        | 5,196        |
| 01/01/22-12/31/22 | CVC          | 5,195 | 5,095 | Not Reported | Not Reported |
| 01/01/21-12/31/21 | CVC          | 5,193 | 5,197 | 5,198        | 5,198        |
| 01/01/20-12/31/20 | CVC          | 5,476 | 5,461 | Not Reported | Not Reported |
| 01/01/19-12/31/19 | CVC          | 5,492 | 5,494 | 5,481        | 5,487        |
| 01/01/18-12/31/18 | CVC          | 5,487 | 5,482 | 5,479        | 5,487        |

**6J Average Print Circulation History - M P G - Grapevine Independent**

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3           | Q4           |
|-------------------|--------------|-------|-------|--------------|--------------|
| 01/01/24-12/31/24 | CVC          | 6,876 | 6,784 | 6,805        | 6,679        |
| 01/01/23-12/31/23 | CVC          | 6,872 | 6,900 | 6,857        | 6,865        |
| 01/01/22-12/31/22 | CVC          | 6,761 | 6,812 | Not Reported | Not Reported |
| 01/01/21-12/31/21 | CVC          | 7,411 | 7,307 | 7,391        | 7,324        |
| 01/01/20-12/31/20 | CVC          | 7,366 | 4,356 | Not Reported | Not Reported |
| 01/01/19-12/31/19 | CVC          | 7,430 | 7,383 | 7,357        | 7,417        |
| 01/01/18-12/31/18 | CVC          | 6,866 | 6,870 | 6,851        | 7,274        |

**6K. Average Print Circulation History - M P G - Gridley Herald**

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3           | Q4           |
|-------------------|--------------|-------|-------|--------------|--------------|
| 01/01/24-12/31/24 | CVC          | 5,303 | 5,301 | 5,311        | 5,310        |
| 01/01/23-12/31/23 | CVC          | 5,331 | 5,280 | 5,280        | 5,306        |
| 01/01/22-12/31/22 | CVC          | 6,066 | 5,606 | Not Reported | Not Reported |
| 01/01/21-12/31/21 | CVC          | 6,005 | 6,045 | 6,091        | 6,076        |
| 01/01/20-12/31/20 | CVC          | 6,144 | 5,630 | Not Reported | Not Reported |
| 01/01/19-12/31/19 | CVC          | 6,074 | 6,061 | 6,104        | 6,127        |

**6L. Average Print Circulation History - M P G - Land Park News**

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3    | Q4    |
|-------------------|--------------|-------|-------|-------|-------|
| 01/01/24-12/31/24 | CVC          | 2,946 | 3,050 | 3,023 | 3,157 |
| 07/01/23-12/31/23 | CVC          | -     | -     | 2,739 | 2,841 |

**6M. Average Print Circulation History - M P G - Pocket News**

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3    | Q4    |
|-------------------|--------------|-------|-------|-------|-------|
| 01/01/24-12/31/24 | CVC          | 2,998 | 3,025 | 3,083 | 3,108 |
| 07/01/23-12/31/23 | CVC          | -     | -     | 2,627 | 2,856 |

**6N. Average Print Circulation History - M P G - River Valley Times**

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3    | Q4    |
|-------------------|--------------|-------|-------|-------|-------|
| 01/01/24-12/31/24 | CVC          | 3,190 | 3,190 | 3,190 | 3,190 |
| 07/01/23-12/31/23 | CVC          | -     | -     | 5,198 | 3,532 |

#### 6O. Average Print Circulation History - M P G - Territorial Dispatch

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3           | Q4           |
|-------------------|--------------|-------|-------|--------------|--------------|
| 01/01/24-12/31/24 | CVC          | 6,756 | 6,611 | 6,498        | 6,640        |
| 01/01/23-12/31/23 | CVC          | 6,785 | 6,692 | 6,669        | 6,767        |
| 01/01/22-12/31/22 | CVC          | 6,661 | 6,571 | Not Reported | Not Reported |
| 01/01/21-12/31/21 | CVC          | 7,119 | 6,976 | 7,032        | 7,035        |
| 04/01/20-12/31/20 | CVC          | -     | 4,955 | Not Reported | Not Reported |

#### 6P. Average Print Circulation History - M P G - The Galt Herald

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3    | Q4    |
|-------------------|--------------|-------|-------|-------|-------|
| 01/01/24-12/31/24 | CVC          | 1,844 | 1,879 | 1,866 | 1,914 |
| 07/01/23-12/31/23 | CVC          | -     | -     | 1,791 | 1,729 |

#### 6Q. Average Print Circulation History - M P G - The Rio Linda News

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3           | Q4           |
|-------------------|--------------|-------|-------|--------------|--------------|
| 01/01/24-12/31/24 | CVC          | 1,959 | 1,968 | 1,965        | 1,961        |
| 01/01/23-12/31/23 | CVC          | 1,951 | 1,946 | 1,943        | 1,966        |
| 01/01/22-12/31/22 | CVC          | 1,654 | 1,769 | Not Reported | Not Reported |
| 01/01/21-12/31/21 | CVC          | 1,347 | 1,431 | 1,391        | 1,447        |

#### 6R. Average Print Circulation History - M P G - West Sacramento News Ledger

| YEAR              | AUDIT SOURCE | Q1    | Q2    | Q3           | Q4           |
|-------------------|--------------|-------|-------|--------------|--------------|
| 01/01/24-12/31/24 | CVC          | 1,983 | 1,972 | 1,995        | 2,111        |
| 01/01/23-12/31/23 | CVC          | 2,130 | 2,057 | 2,133        | 2,091        |
| 01/01/22-12/31/22 | CVC          | 1,706 | 1,697 | Not Reported | Not Reported |
| 07/01/21-12/31/21 | CVC          | -     | -     | 1,410        | 1,692        |

#### 7A. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - American River Messenger

| ZIP CODE | CITY / AREA    | COUNTY     | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL  | OFFICE / RESTOCK | TOTAL |
|----------|----------------|------------|-------|------------------|-------------------------------|-------|------------------|-------|
| 95608    | Carmichael     | Sacramento | CA    | 0                | 75                            | 0     | 0                | 75    |
| 95610    | Citrus Heights | Sacramento | CA    | 0                | 50                            | 0     | 0                | 50    |
| 95621    | Citrus Heights | Sacramento | CA    | 0                | 50                            | 0     | 0                | 50    |
| 95628    | Fair Oaks      | Sacramento | CA    | 2,078            | 1,217                         | 1,405 | 0                | 4,700 |
| 95662    | Orangevale     | Sacramento | CA    | 498              | 291                           | 336   | 0                | 1,125 |
| TOTAL    |                |            |       | 2,576            | 1,683                         | 1,741 | 0                | 6,000 |

#### 7B. Distribution by Zip Code (December 2024 Edition) Monthly - M P G - Arden Arcade News

| ZIP CODE | CITY / AREA | COUNTY     | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL  | OFFICE / RESTOCK | TOTAL |
|----------|-------------|------------|-------|------------------|-------------------------------|-------|------------------|-------|
| 95864    | Sacramento  | Sacramento | CA    | 0                | 1,277                         | 1,923 | 0                | 3,200 |
| TOTAL    |             |            |       | 0                | 1,277                         | 1,923 | 0                | 3,200 |

#### 7C. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - Carmichael Times

| ZIP CODE | CITY / AREA    | COUNTY     | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL | OFFICE / RESTOCK | TOTAL |
|----------|----------------|------------|-------|------------------|-------------------------------|------|------------------|-------|
| 95608    | Carmichael     | Sacramento | CA    | 4,305            | 2,283                         | 197  | 0                | 6,785 |
| 95610    | Citrus Heights | Sacramento | CA    | 0                | 34                            | 6    | 0                | 40    |
| 95621    | Citrus Heights | Sacramento | CA    | 0                | 38                            | 2    | 0                | 40    |
| 95628    | Fair Oaks      | Sacramento | CA    | 0                | 0                             | 40   | 0                | 40    |
| 95662    | Orangevale     | Sacramento | CA    | 0                | 0                             | 25   | 0                | 25    |

7C. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - Carmichael Times (continued)

| ZIP CODE | CITY / AREA | COUNTY     | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL | OFFICE / RESTOCK | TOTAL |
|----------|-------------|------------|-------|------------------|-------------------------------|------|------------------|-------|
| 95841    | Sacramento  | Sacramento | CA    | 0                | 0                             | 70   | 0                | 70    |
| TOTAL    |             |            |       | 4,305            | 2,355                         | 340  | 0                | 7,000 |

7D. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - Citrus Heights Messenger

| ZIP CODE | CITY / AREA    | COUNTY     | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL | OFFICE / RESTOCK | TOTAL |
|----------|----------------|------------|-------|------------------|-------------------------------|------|------------------|-------|
| 95608    | Carmichael     | Sacramento | CA    | 0                | 0                             | 0    | 50               | 50    |
| 95610    | Citrus Heights | Sacramento | CA    | 2,387            | 865                           | 98   | 0                | 3,350 |
| 95621    | Citrus Heights | Sacramento | CA    | 2,494            | 904                           | 102  | 0                | 3,500 |
| 95628    | Fair Oaks      | Sacramento | CA    | 0                | 50                            | 0    | 0                | 50    |
| 95662    | Orangevale     | Sacramento | CA    | 0                | 50                            | 0    | 0                | 50    |
| TOTAL    |                |            |       | 4,881            | 1,869                         | 200  | 50               | 7,000 |

7E. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - Colusa County Pioneer Review

| ZIP CODE | CITY / AREA | COUNTY   | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL | OFFICE / RESTOCK | TOTAL |
|----------|-------------|----------|-------|------------------|-------------------------------|------|------------------|-------|
| 95912    | Arbuckle    | Colusa   | CA    | 0                | 122                           | 103  | 0                | 225   |
| 95932    | Colusa      | Colusa   | CA    | 0                | 337                           | 284  | 0                | 621   |
| 95955    | Maxwell     | Colusa   | CA    | 0                | 56                            | 47   | 0                | 103   |
| 95987    | Williams    | Colusa   | CA    | 0                | 109                           | 93   | 0                | 202   |
| 95991    | Yuba City   | Sutter   | CA    | 0                | 65                            | 55   | 0                | 120   |
| 95992    | Yuba City   | Sutter   | CA    | 0                | 6                             | 5    | 0                | 11    |
| 95993    | Yuba City   | Sutter   | CA    | 0                | 51                            | 43   | 0                | 94    |
| Misc.    | Assorted    | Assorted | CA    | 0                | 67                            | 57   | 0                | 124   |
| TOTAL    |             |          |       | 0                | 813                           | 687  | 0                | 1,500 |

7F. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - Dixon Independent Voice

| ZIP CODE | CITY / AREA | COUNTY | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL | OFFICE / RESTOCK | TOTAL |
|----------|-------------|--------|-------|------------------|-------------------------------|------|------------------|-------|
| 95620    | Dixon       | Solano | CA    | 2,329            | 666                           | 205  | 0                | 3,200 |
| TOTAL    |             |        |       | 2,329            | 666                           | 205  | 0                | 3,200 |

7G. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - East Sacramento News

| ZIP CODE | CITY / AREA | COUNTY     | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL  | OFFICE / RESTOCK | TOTAL |
|----------|-------------|------------|-------|------------------|-------------------------------|-------|------------------|-------|
| 95819    | Sacramento  | Sacramento | CA    | 0                | 2,007                         | 1,193 | 0                | 3,200 |
| TOTAL    |             |            |       | 0                | 2,007                         | 1,193 | 0                | 3,200 |

**7H. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - Elk Grove Citizen**

| ZIP CODE     | CITY / AREA | COUNTY     | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL         | OFFICE / RESTOCK | TOTAL        |
|--------------|-------------|------------|-------|------------------|-------------------------------|--------------|------------------|--------------|
| 95624        | Elk Grove   | Sacramento | CA    | 133              | 549                           | 1,043        | 0                | 1,725        |
| 95632        | Galt        | Sacramento | CA    | 1                | 5                             | 9            | 0                | 15           |
| 95638        | Herald      | Sacramento | CA    | 1                | 5                             | 9            | 0                | 15           |
| 95693        | Wilton      | Sacramento | CA    | 3                | 14                            | 27           | 0                | 44           |
| 95757        | Elk Grove   | Sacramento | CA    | 45               | 187                           | 355          | 0                | 587          |
| 95758        | Elk Grove   | Sacramento | CA    | 63               | 259                           | 492          | 0                | 814          |
| <b>TOTAL</b> |             |            |       | <b>246</b>       | <b>1,019</b>                  | <b>1,935</b> | <b>0</b>         | <b>3,200</b> |

**7I. Distribution by Zip Code (December 2024 Edition) Monthly - M P G - Gold River Messenger**

| ZIP CODE     | CITY / AREA | COUNTY     | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL         | OFFICE / RESTOCK | TOTAL        |
|--------------|-------------|------------|-------|------------------|-------------------------------|--------------|------------------|--------------|
| 95670        | Gold River  | Sacramento | CA    | 0                | 0                             | 5,128        | 72               | 5,200        |
| <b>TOTAL</b> |             |            |       | <b>0</b>         | <b>0</b>                      | <b>5,128</b> | <b>72</b>        | <b>5,200</b> |

**7J. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - Grapevine Independent**

| ZIP CODE     | CITY / AREA    | COUNTY     | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL       | OFFICE / RESTOCK | TOTAL        |
|--------------|----------------|------------|-------|------------------|-------------------------------|------------|------------------|--------------|
| 95655        | Mather         | Sacramento | CA    | 0                | 300                           | 0          | 0                | 300          |
| 95670        | Rancho Cordova | Sacramento | CA    | 3,657            | 1,129                         | 107        | 50               | 4,943        |
| 95742        | Rancho Cordova | Sacramento | CA    | 1,657            | 0                             | 0          | 0                | 1,657        |
| 95827        | Sacramento     | Sacramento | CA    | 0                | 100                           | 0          | 0                | 100          |
| <b>TOTAL</b> |                |            |       | <b>5,314</b>     | <b>1,529</b>                  | <b>107</b> | <b>50</b>        | <b>7,000</b> |

**7K. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - Gridley Herald**

| ZIP CODE     | CITY / AREA | COUNTY | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL       | OFFICE / RESTOCK | TOTAL        |
|--------------|-------------|--------|-------|------------------|-------------------------------|------------|------------------|--------------|
| 95917        | Biggs       | Butte  | CA    | 164              | 23                            | 13         | 0                | 200          |
| 95948        | Gridley     | Butte  | CA    | 2,372            | 340                           | 189        | 0                | 2,901        |
| 95953        | Live Oak    | Sutter | CA    | 1,881            | 269                           | 149        | 0                | 2,299        |
| <b>TOTAL</b> |             |        |       | <b>4,417</b>     | <b>632</b>                    | <b>351</b> | <b>0</b>         | <b>5,400</b> |

**7L. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - Land Park News**

| ZIP CODE     | CITY / AREA | COUNTY     | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL       | OFFICE / RESTOCK | TOTAL        |
|--------------|-------------|------------|-------|------------------|-------------------------------|------------|------------------|--------------|
| 95818        | Sacramento  | Sacramento | CA    | 0                | 2,419                         | 781        | 0                | 3,200        |
| <b>TOTAL</b> |             |            |       | <b>0</b>         | <b>2,419</b>                  | <b>781</b> | <b>0</b>         | <b>3,200</b> |

**7M. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - Pocket News**

| ZIP CODE     | CITY / AREA | COUNTY     | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL         | OFFICE / RESTOCK | TOTAL        |
|--------------|-------------|------------|-------|------------------|-------------------------------|--------------|------------------|--------------|
| 95831        | Sacramento  | Sacramento | CA    | 0                | 1,220                         | 1,980        | 0                | 3,200        |
| <b>TOTAL</b> |             |            |       | <b>0</b>         | <b>1,220</b>                  | <b>1,980</b> | <b>0</b>         | <b>3,200</b> |

**7N. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - River Valley Times**

| ZIP CODE     | CITY / AREA    | COUNTY     | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL  | OFFICE / RESTOCK | TOTAL |
|--------------|----------------|------------|-------|------------------|-------------------------------|-------|------------------|-------|
| 95683        | Rancho Murieta | Sacramento | CA    | 0                | 0                             | 3,150 | 0                | 3,150 |
| 95693        | Wilton         | Sacramento | CA    | 0                | 50                            | 0     | 0                | 50    |
| <b>TOTAL</b> |                |            |       | 0                | 50                            | 3,150 | 0                | 3,200 |

**7O. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - Territorial Dispatch**

| ZIP CODE     | CITY / AREA   | COUNTY | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|---------------|--------|-------|------------------|-------------------------------|------|------------------|-------|
| 95901        | Marysville    | Yuba   | CA    | 325              | 3,065                         | 200  | 0                | 3,590 |
| 95918        | Browns Valley | Yuba   | CA    | 0                | 75                            | 0    | 0                | 75    |
| 95919        | Brownsville   | Yuba   | CA    | 0                | 150                           | 0    | 0                | 150   |
| 95948        | Gridley       | Butte  | CA    | 0                | 0                             | 100  | 0                | 100   |
| 95953        | Live Oak      | Sutter | CA    | 150              | 0                             | 0    | 0                | 150   |
| 95961        | Olivehurst    | Yuba   | CA    | 0                | 200                           | 0    | 0                | 200   |
| 95962        | Oregon House  | Yuba   | CA    | 0                | 35                            | 0    | 0                | 35    |
| 95991        | Yuba City     | Sutter | CA    | 693              | 740                           | 0    | 0                | 1,433 |
| 95992        | Yuba City     | Sutter | CA    | 0                | 133                           | 0    | 0                | 133   |
| 95993        | Yuba City     | Sutter | CA    | 426              | 708                           | 0    | 0                | 1,134 |
| <b>TOTAL</b> |               |        |       | 1,594            | 5,106                         | 300  | 0                | 7,000 |

**7P. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - The Galt Herald**

| ZIP CODE     | CITY / AREA | COUNTY     | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL  | OFFICE / RESTOCK | TOTAL |
|--------------|-------------|------------|-------|------------------|-------------------------------|-------|------------------|-------|
| 95638        | Herald      | Sacramento | CA    | 272              | 460                           | 1,218 | 0                | 1,950 |
| 95693        | Wilton      | Sacramento | CA    | 3                | 6                             | 16    | 0                | 25    |
| 95819        | Sacramento  | Sacramento | CA    | 3                | 6                             | 16    | 0                | 25    |
| <b>TOTAL</b> |             |            |       | 278              | 472                           | 1,250 | 0                | 2,000 |

**7Q. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - The Rio Linda News**

| ZIP CODE     | CITY / AREA | COUNTY     | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|-------------|------------|-------|------------------|-------------------------------|------|------------------|-------|
| 95626        | Elverta     | Sacramento | CA    | 0                | 0                             | 100  | 0                | 100   |
| 95673        | Rio Linda   | Sacramento | CA    | 252              | 1,454                         | 194  | 0                | 1,900 |
| <b>TOTAL</b> |             |            |       | 252              | 1,454                         | 294  | 0                | 2,000 |

**7R. Distribution by Zip Code (12/27/2024 Edition) Friday - M P G - West Sacramento News Ledger**

| ZIP CODE     | CITY / AREA     | COUNTY | STATE | CARRIER DELIVERY | CONTROLLED BULK / SINGLE COPY | MAIL | OFFICE / RESTOCK | TOTAL |
|--------------|-----------------|--------|-------|------------------|-------------------------------|------|------------------|-------|
| 95605        | West Sacramento | Yolo   | CA    | 0                | 466                           | 95   | 0                | 561   |
| 95691        | West Sacramento | Yolo   | CA    | 0                | 1,360                         | 279  | 0                | 1,639 |
| <b>TOTAL</b> |                 |        |       | 0                | 1,826                         | 374  | 0                | 2,200 |

8A. Distribution by County (12/27/2024 Edition) Friday - M P G - American River Messenger

| COUNTY     | CITY / AREA   | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL  | OFFICE /<br>RESTOCK | TOTAL |
|------------|---|-------|---------------------|-------------------------------------|-------|---------------------|-------|
| Sacramento | Carmichael<br>Citrus Heights<br>Fair Oaks<br>Orangevale | CA    | 2,576               | 1,683                               | 1,741 | 0                   | 6,000 |
| TOTAL      |   |       | 2,576               | 1,683                               | 1,741 | 0                   | 6,000 |

8B. Distribution by County (December 2024 Edition) Monthly - M P G - Arden Arcade News

| COUNTY     | CITY / AREA | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL  | OFFICE /<br>RESTOCK | TOTAL |
|------------|-------------|-------|---------------------|-------------------------------------|-------|---------------------|-------|
| Sacramento | Sacramento  | CA    | 0                   | 1,277                               | 1,923 | 0                   | 3,200 |
| TOTAL      |             |       | 0                   | 1,277                               | 1,923 | 0                   | 3,200 |

8C. Distribution by County (12/27/2024 Edition) Friday - M P G - Carmichael Times

| COUNTY     | CITY / AREA   | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL | OFFICE /<br>RESTOCK | TOTAL |
|------------|---|-------|---------------------|-------------------------------------|------|---------------------|-------|
| Sacramento | Carmichael<br>Citrus Heights<br>Fair Oaks<br>Orangevale<br>Sacramento | CA    | 4,305               | 2,355                               | 340  | 0                   | 7,000 |
| TOTAL      |   |       | 4,305               | 2,355                               | 340  | 0                   | 7,000 |

8D. Distribution by County (12/27/2024 Edition) Friday - M P G - Citrus Heights Messenger

| COUNTY     | CITY / AREA   | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL | OFFICE /<br>RESTOCK | TOTAL |
|------------|---|-------|---------------------|-------------------------------------|------|---------------------|-------|
| Sacramento | Carmichael<br>Citrus Heights<br>Fair Oaks<br>Orangevale | CA    | 4,881               | 1,869                               | 200  | 50                  | 7,000 |
| TOTAL      |   |       | 4,881               | 1,869                               | 200  | 50                  | 7,000 |

8E. Distribution by County (12/27/2024 Edition) Friday - M P G - Colusa County Pioneer Review

| COUNTY | CITY / AREA                               | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL | OFFICE /<br>RESTOCK | TOTAL |
|--------|---|-------|---------------------|-------------------------------------|------|---------------------|-------|
| Colusa | Arbuckle<br>Colusa<br>Maxwell<br>Williams | CA    | 0                   | 624                                 | 527  | 0                   | 1,151 |
| Sutter | Yuba City                                 | CA    | 0                   | 122                                 | 103  | 0                   | 225   |
| Misc.  | Assorted                                  | -     | 0                   | 67                                  | 57   | 0                   | 124   |
| TOTAL  |   |       | 0                   | 813                                 | 687  | 0                   | 1,500 |

8F. Distribution by County (12/27/2024 Edition) Friday - M P G - Dixon Independent Voice

| COUNTY | CITY / AREA | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL | OFFICE /<br>RESTOCK | TOTAL |
|--------|-------------|-------|---------------------|-------------------------------------|------|---------------------|-------|
| Solano | Dixon       | CA    | 2,329               | 666                                 | 205  | 0                   | 3,200 |
| TOTAL  |             |       | 2,329               | 666                                 | 205  | 0                   | 3,200 |

**8G. Distribution by County (12/27/2024 Edition) Friday - M P G - East Sacramento News**

| COUNTY     | CITY / AREA | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL  | OFFICE /<br>RESTOCK | TOTAL |
|------------|-------------|-------|---------------------|-------------------------------------|-------|---------------------|-------|
| Sacramento | Sacramento  | CA    | 0                   | 2,007                               | 1,193 | 0                   | 3,200 |
| TOTAL      |             |       | 0                   | 2,007                               | 1,193 | 0                   | 3,200 |

**8H. Distribution by County (12/27/2024 Edition) Friday - M P G - Elk Grove Citizen**

| COUNTY     | CITY / AREA                           | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL  | OFFICE /<br>RESTOCK | TOTAL |
|------------|---------------------------------------|-------|---------------------|-------------------------------------|-------|---------------------|-------|
| Sacramento | Elk Grove<br>Galt<br>Herald<br>Wilton | CA    | 246                 | 1,019                               | 1,935 | 0                   | 3,200 |
| TOTAL      |                                       |       | 246                 | 1,019                               | 1,935 | 0                   | 3,200 |

**8I. Distribution by County (December 2024 Edition) Monthly - M P G - Gold River Messenger**

| COUNTY     | CITY / AREA | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL  | OFFICE /<br>RESTOCK | TOTAL |
|------------|-------------|-------|---------------------|-------------------------------------|-------|---------------------|-------|
| Sacramento | Gold River  | CA    | 0                   | 0                                   | 5,128 | 72                  | 5,200 |
| TOTAL      |             |       | 0                   | 0                                   | 5,128 | 72                  | 5,200 |

**8J. Distribution by County (12/27/2024 Edition) Friday - M P G - Grapevine Independent**

| COUNTY     | CITY / AREA                            | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL | OFFICE /<br>RESTOCK | TOTAL |
|------------|--|-------|---------------------|-------------------------------------|------|---------------------|-------|
| Sacramento | Mather<br>Rancho Cordova<br>Sacramento | CA    | 5,314               | 1,529                               | 107  | 50                  | 7,000 |
| TOTAL      |  |       | 5,314               | 1,529                               | 107  | 50                  | 7,000 |

**8K. Distribution by County (12/27/2024 Edition) Friday - M P G - Gridley Herald**

| COUNTY | CITY / AREA      | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL | OFFICE /<br>RESTOCK | TOTAL |
|--------|------------------|-------|---------------------|-------------------------------------|------|---------------------|-------|
| Butte  | Biggs<br>Gridley | CA    | 2,536               | 363                                 | 202  | 0                   | 3,101 |
| Sutter | Live Oak         | CA    | 1,881               | 269                                 | 149  | 0                   | 2,299 |
| TOTAL  |                  |       | 4,417               | 632                                 | 351  | 0                   | 5,400 |

**8L. Distribution by County (12/27/2024 Edition) Friday - M P G - Land Park News**

| COUNTY     | CITY / AREA | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL | OFFICE /<br>RESTOCK | TOTAL |
|------------|-------------|-------|---------------------|-------------------------------------|------|---------------------|-------|
| Sacramento | Sacramento  | CA    | 0                   | 2,419                               | 781  | 0                   | 3,200 |
| TOTAL      |             |       | 0                   | 2,419                               | 781  | 0                   | 3,200 |

**8M. Distribution by County (12/27/2024 Edition) Friday - M P G - Pocket News**

| COUNTY     | CITY / AREA | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL  | OFFICE /<br>RESTOCK | TOTAL |
|------------|-------------|-------|---------------------|-------------------------------------|-------|---------------------|-------|
| Sacramento | Sacramento  | CA    | 0                   | 1,220                               | 1,980 | 0                   | 3,200 |
| TOTAL      |             |       | 0                   | 1,220                               | 1,980 | 0                   | 3,200 |

8N. Distribution by County (12/27/2024 Edition) Friday - M P G - River Valley Times

| COUNTY     | CITY / AREA              | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL  | OFFICE /<br>RESTOCK | TOTAL |
|------------|--------------------------|-------|---------------------|-------------------------------------|-------|---------------------|-------|
| Sacramento | Rancho Murieta<br>Wilton | CA    | 0                   | 50                                  | 3,150 | 0                   | 3,200 |
| TOTAL      |                          |       | 0                   | 50                                  | 3,150 | 0                   | 3,200 |

8O. Distribution by County (12/27/2024 Edition) Friday - M P G - Territorial Dispatch

| COUNTY | CITY / AREA  | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL | OFFICE /<br>RESTOCK | TOTAL |
|--------|--|-------|---------------------|-------------------------------------|------|---------------------|-------|
| Butte  | Gridley  | CA    | 0                   | 0                                   | 100  | 0                   | 100   |
| Sutter | Live Oak<br>Yuba City  | CA    | 1,269               | 1,581                               | 0    | 0                   | 2,850 |
| Yuba   | Browns Valley<br>Brownsville<br>Marysville<br>Olivehurst<br>Oregon House | CA    | 325                 | 3,525                               | 200  | 0                   | 4,050 |
| TOTAL  |  |       | 1,594               | 5,106                               | 300  | 0                   | 7,000 |

8P. Distribution by County (12/27/2024 Edition) Friday - M P G - The Galt Herald

| COUNTY     | CITY / AREA                    | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL  | OFFICE /<br>RESTOCK | TOTAL |
|------------|--------------------------------|-------|---------------------|-------------------------------------|-------|---------------------|-------|
| Sacramento | Herald<br>Sacramento<br>Wilton | CA    | 278                 | 472                                 | 1,250 | 0                   | 2,000 |
| TOTAL      |                                |       | 278                 | 472                                 | 1,250 | 0                   | 2,000 |

8Q. Distribution by County (12/27/2024 Edition) Friday - M P G - The Rio Linda News

| COUNTY     | CITY / AREA          | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL | OFFICE /<br>RESTOCK | TOTAL |
|------------|----------------------|-------|---------------------|-------------------------------------|------|---------------------|-------|
| Sacramento | Elverta<br>Rio Linda | CA    | 252                 | 1,454                               | 294  | 0                   | 2,000 |
| TOTAL      |                      |       | 252                 | 1,454                               | 294  | 0                   | 2,000 |

8R. Distribution by County (12/27/2024 Edition) Friday - M P G - West Sacramento News Ledger

| COUNTY | CITY / AREA     | STATE | CARRIER<br>DELIVERY | CONTROLLED<br>BULK / SINGLE<br>COPY | MAIL | OFFICE /<br>RESTOCK | TOTAL |
|--------|-----------------|-------|---------------------|-------------------------------------|------|---------------------|-------|
| Yolo   | West Sacramento | CA    | 0                   | 1,826                               | 374  | 0                   | 2,200 |
| TOTAL  |                 |       | 0                   | 1,826                               | 374  | 0                   | 2,200 |

## 9. Verification of Distribution – Mail and Carrier Delivery Distribution

Messenger Publishing Group reported an average mail distribution of 19,561 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Messenger Publishing Group reported an average carrier delivery distribution of 27,881 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.

CVC review indicates that a sufficient number of individuals reported that they receive the (appropriate Messenger Publishing Group edition) on a regular basis to substantiate the publisher's distribution claims.

CVC verification confirms that 375 of 489 or 76.7% report they regularly read or look through the (appropriate Messenger Publishing Group 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%.

## 10. 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 is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business phone verification, online, email, and/or social media contact.

CVC verification substantiates Messenger Publishing Group's claim of 2,235 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

## 11. Paid Reporting Analysis

| CARRIER DELIVERY            | Basic Rates: \$39.00 - \$98.00 / 1-Year (Varies by Publication) |
|-----------------------------|---|
|                             | AVERAGE NUMBER OF SUBSCRIPTIONS                                 |
| Full Basic Rate             | 48  |
| 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   |
| MAIL                        | Basic Rates: \$39.00 - \$98.00 / 1-Year (Varies by Publication) |
|                             | AVERAGE NUMBER OF SUBSCRIPTIONS                                 |
| Full Basic Rate             | 4,414   |
| 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: \$0.75   |
|                             | AVERAGE WHOLESALE RATE: N/A                                     |

12A1. Audited Average Website Reporting - [www.americanrivermessenger.com](http://www.americanrivermessenger.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 1,175                        |
| Website Sessions              | 1,376                        |
| Website Views                 | 2,011                        |
| Views Per Session             | 1.81                         |
| Average Time Spent on Website | 00:00:30                     |
| Engagement Rate               | 68.31%                       |

12A2. Audited Average Website Reporting - [www.ardenadvocate.com](http://www.ardenadvocate.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 756                          |
| Website Sessions              | 801                          |
| Website Views                 | 942                          |
| Views Per Session             | 1.29                         |
| Average Time Spent on Website | 00:00:07                     |
| Engagement Rate               | 83.48%                       |

12A3. Audited Average Website Reporting - [www.ardenarcadenews.com](http://www.ardenarcadenews.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 638                          |
| Website Sessions              | 743                          |
| Website Views                 | 961                          |
| Views Per Session             | 2.16                         |
| Average Time Spent on Website | 00:00:35                     |
| Engagement Rate               | 64.38%                       |

12A4. Audited Average Website Reporting - [www.auburnsentinel.com](http://www.auburnsentinel.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 522                          |
| Website Sessions              | 592                          |
| Website Views                 | 733                          |
| Views Per Session             | 1.45                         |
| Average Time Spent on Website | 00:00:11                     |
| Engagement Rate               | 75.00%                       |

12A5. Audited Average Website Reporting - [www.carmichaeltimes.com](http://www.carmichaeltimes.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 4,428                        |
| Website Sessions              | 5,526                        |
| Website Views                 | 7,283                        |
| Views Per Session             | 1.69                         |
| Average Time Spent on Website | 00:00:38                     |
| Engagement Rate               | 59.19%                       |

12A6. Audited Average Website Reporting - [www.citrusheightsmessenger.com](http://www.citrusheightsmessenger.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 4,707                        |
| Website Sessions              | 6,022                        |
| Website Views                 | 7,442                        |
| Views Per Session             | 1.60                         |
| Average Time Spent on Website | 00:00:36                     |
| Engagement Rate               | 60.38%                       |

12A7. Audited Average Website Reporting - [www.independentvoice.com](http://www.independentvoice.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 13,052                       |
| Website Sessions              | 14,510                       |
| Website Views                 | 16,277                       |
| Views Per Session             | 1.29                         |
| Average Time Spent on Website | 00:00:14                     |
| Engagement Rate               | 84.14%                       |

12A8. Audited Average Website Reporting - [www.eastsacramentonews.com](http://www.eastsacramentonews.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 467                          |
| Website Sessions              | 546                          |
| Website Views                 | 866                          |
| Views Per Session             | 2.01                         |
| Average Time Spent on Website | 00:00:25                     |
| Engagement Rate               | 62.48%                       |

12A9. Audited Average Website Reporting - [www.EGCitizen.com](http://www.EGCitizen.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 8,932                        |
| Website Sessions              | 11,633                       |
| Website Views                 | 16,779                       |
| Views Per Session             | 1.88                         |
| Average Time Spent on Website | 00:00:42                     |
| Engagement Rate               | 58.07%                       |

12A10. Audited Average Website Reporting - [www.galtherald.com](http://www.galtherald.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 1,653                        |
| Website Sessions              | 2,256                        |
| Website Views                 | 4,176                        |
| Views Per Session             | 3.28                         |
| Average Time Spent on Website | 00:01:17                     |
| Engagement Rate               | 47.70%                       |

12A11. Audited Average Website Reporting - [www.goldrivermessenger.com](http://www.goldrivermessenger.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 8,881                        |
| Website Sessions              | 8,960                        |
| Website Views                 | 9,213                        |
| Views Per Session             | 1.06                         |
| Average Time Spent on Website | 00:00:01                     |
| Engagement Rate               | 97.61%                       |

12A12. Audited Average Website Reporting - [www.granitebaymirror.com](http://www.granitebaymirror.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 9,443                        |
| Website Sessions              | 9,482                        |
| Website Views                 | 9,551                        |
| Views Per Session             | 1.02                         |
| Average Time Spent on Website | Not Reported                 |
| Engagement Rate               | 98.67%                       |

12A13. Audited Average Website Reporting - [www.greatamericanpatriot.com](http://www.greatamericanpatriot.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 98                           |
| Website Sessions              | 107                          |
| Website Views                 | 146                          |
| Views Per Session             | 2.0                          |
| Average Time Spent on Website | 00:00:33                     |
| Engagement Rate               | 64.05%                       |

12A14. Audited Average Website Reporting - [www.gridleyherald.com](http://www.gridleyherald.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 7,116                        |
| Website Sessions              | 10,299                       |
| Website Views                 | 22,483                       |
| Views Per Session             | 3.73                         |
| Average Time Spent on Website | 00:00:38                     |
| Engagement Rate               | 55.92%                       |

12A15. Audited Average Website Reporting - [www.LandParkSacNews.com](http://www.LandParkSacNews.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 507                          |
| Website Sessions              | 619                          |
| Website Views                 | 1,000                        |
| Views Per Session             | 2.28                         |
| Average Time Spent on Website | 00:00:37                     |
| Engagement Rate               | 60.75%                       |

## 12A16. Audited Average Website Reporting - www.martineznewsmessenger.com

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 159                          |
| Website Sessions              | 172                          |
| Website Views                 | 268                          |
| Views Per Session             | 1.99                         |
| Average Time Spent on Website | 00:00:20                     |
| Engagement Rate               | 67.54%                       |

## 12A17. Audited Average Website Reporting - www.MPG8.com

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 869                          |
| Website Sessions              | 1,660                        |
| Website Views                 | 2,679                        |
| Views Per Session             | 3.09                         |
| Average Time Spent on Website | 00:01:21                     |
| Engagement Rate               | 41.07%                       |

## 12A18. Audited Average Website Reporting - www.natomasmessenger.com

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 8,977                        |
| Website Sessions              | 9,048                        |
| Website Views                 | 9,207                        |
| Views Per Session             | 1.03                         |
| Average Time Spent on Website | Not Reported                 |
| Engagement Rate               | 98.04%                       |

## 12A19. Audited Average Website Reporting - www.northcountymessenger.com

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 8,849                        |
| Website Sessions              | 8,845                        |
| Website Views                 | 9,077                        |
| Views Per Session             | 1.03                         |
| Average Time Spent on Website | Not Reported                 |
| Engagement Rate               | 97.80%                       |

## 12A20. Audited Average Website Reporting - www.orangevalesun.com

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 1,213                        |
| Website Sessions              | 1,275                        |
| Website Views                 | 1,527                        |
| Views Per Session             | 1.28                         |
| Average Time Spent on Website | 00:00:06                     |
| Engagement Rate               | 87.51%                       |

12A21. Audited Average Website Reporting - [www.placermercury.com](http://www.placermercury.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 9,981                        |
| Website Sessions              | 10,092                       |
| Website Views                 | 10,106                       |
| Views Per Session             | 1.02                         |
| Average Time Spent on Website | Not Reported                 |
| Engagement Rate               | 99.02%                       |

12A22. Audited Average Website Reporting - [www.placersentinel.com](http://www.placersentinel.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 1,421                        |
| Website Sessions              | 1,645                        |
| Website Views                 | 2,016                        |
| Views Per Session             | 1.42                         |
| Average Time Spent on Website | 00:00:21                     |
| Engagement Rate               | 64.77%                       |

12A23. Audited Average Website Reporting - [www.pocketsacnews.com](http://www.pocketsacnews.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 676                          |
| Website Sessions              | 797                          |
| Website Views                 | 1,171                        |
| Views Per Session             | 2.06                         |
| Average Time Spent on Website | 00:00:33                     |
| Engagement Rate               | 62.41%                       |

12A24. Audited Average Website Reporting - [www.ranchocordovaindependent.com](http://www.ranchocordovaindependent.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 11,444                       |
| Website Sessions              | 11,885                       |
| Website Views                 | 13,525                       |
| Views Per Session             | 1.23                         |
| Average Time Spent on Website | 00:00:10                     |
| Engagement Rate               | 86.53%                       |

12A25. Audited Average Website Reporting - [www.TheRioLindaNews.com](http://www.TheRioLindaNews.com)

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 819                          |
| Website Sessions              | 1,090                        |
| Website Views                 | 1,516                        |
| Views Per Session             | 1.93                         |
| Average Time Spent on Website | 00:00:38                     |
| Engagement Rate               | 60.33%                       |

## 12A26. Audited Average Website Reporting - www.TheRiverValleyTimes.com

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 1,666                        |
| Website Sessions              | 2,102                        |
| Website Views                 | 2,845                        |
| Views Per Session             | 2.46                         |
| Average Time Spent on Website | 00:01:09                     |
| Engagement Rate               | 55.71%                       |

## 12A27. Audited Average Website Reporting - www.sacramentooracle.com

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 1,980                        |
| Website Sessions              | 2,117                        |
| Website Views                 | 2,271                        |
| Views Per Session             | 1.14                         |
| Average Time Spent on Website | 00:00:02                     |
| Engagement Rate               | 94.46%                       |

## 12A28. Audited Average Website Reporting - www.territorialdispatch.com

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 5,344                        |
| Website Sessions              | 7,247                        |
| Website Views                 | 9,669                        |
| Views Per Session             | 1.81                         |
| Average Time Spent on Website | 00:00:38                     |
| Engagement Rate               | 68.28%                       |

## 12A29. Audited Average Website Reporting - www.westsacramentonewsledger.com

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 13,389                       |
| Website Sessions              | 14,544                       |
| Website Views                 | 16,895                       |
| Views Per Session             | 1.31                         |
| Average Time Spent on Website | 00:00:13                     |
| Engagement Rate               | 83.89%                       |

## 12A30. Audited Average Website Reporting - www.westsacramentosun.com

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 9,944                        |
| Website Sessions              | 10,031                       |
| Website Views                 | 10,330                       |
| Views Per Session             | 1.04                         |
| Average Time Spent on Website | Not Reported                 |
| Engagement Rate               | 97.28%                       |

## 12A31. Audited Average Website Reporting - www.wheatlandsun.com

|                               | Monthly Audit Period Average |
|-------------------------------|------------------------------|
| Website Total Users           | 524                          |
| Website Sessions              | 608                          |
| Website Views                 | 731                          |
| Views Per Session             | 1.45                         |
| Average Time Spent on Website | 00:00:09                     |
| Engagement Rate               | 77.74%                       |

### Explanatory – Website

#### PARAGRAPH TWELVE (A)

**TOTAL 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.

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

**PAGES PER SESSION:** 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.

**ENGAGEMENT RATE:** Engagement rate reports the percentage of visits that view more than one page before exiting a site. This number is presented as a monthly average.

## 12B. Audited Online/Digital Edition Reporting

|                              | Monthly Audit Period Average |
|------------------------------|------------------------------|
| Digital Edition Single Copy  | 1,544                        |
| Unique Digital Edition Users | Not Reported                 |

### Explanatory – Digital Edition

#### PARAGRAPH TWELVE (B)

**DIGITAL EDITION SINGLE COPY:** Single electronic editions purchased and downloaded by a reader. These are copies distinct from any regular digital subscription

**UNIQUE DIGITAL EDITION USERS:** Unique users 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 that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

## 12C. Text Media - Not Reported

## 12D. Social Media

| Social Media Source                         | Average Media Usage | December 2024   |
|---|---------------------|-----------------|
| www.facebook.com – American River Messenger | 480 Followers       | 465 Followers   |
| www.facebook.com – Arden Advocate           | 122 Followers       | 121 Followers   |
| www.facebook.com – Auburn Sentinel          | 37 Followers        | 33 Followers    |
| www.facebook.com – Carmichael Times         | 919 Followers       | 914 Followers   |
| www.facebook.com – Citrus Heights Messenger | 874 Followers       | 843 Followers   |
| www.facebook.com – Colusa County            | 4,610 Followers     | 4,598 Followers |
| www.facebook.com – Dixon Independent Voice  | 438 Followers       | 390 Followers   |
| www.facebook.com – Elk Grove Citizen        | 9,765 Followers     | 9,729 Followers |
| www.facebook.com – Galt Herald              | 4,839 Followers     | 4,756 Followers |
| www.facebook.com – Gold River Messenger     | 85 Followers        | 79 Followers    |
| www.facebook.com – Granite Bay Mirror       | 109 Followers       | 103 Followers   |
| www.facebook.com – Gridley Herald           | 3,709 Followers     | 3,476 Followers |
| www.facebook.com – MPG8                     | 103 Followers       | 97 Followers    |
| www.facebook.com – North Country Messenger  | 22 Followers        | 17 Followers    |
| www.facebook.com – Orangevale Sun           | 89 Followers        | 80 Followers    |
| www.facebook.com – Placer Sentinel          | 157 Followers       | 154 Followers   |

## 12D. Social Media (continued)

| Social Media Source                           | Average Media Usage | December 2024   |
|---|---------------------|-----------------|
| www.facebook.com – Rancho Cordova Independent | 714 Followers       | 678 Followers   |
| www.facebook.com – Sacramento Oracle          | 18 Followers        | 18 Followers    |
| www.facebook.com – Territorial Dispatch       | 2,809 Followers     | 2,629 Followers |
| www.facebook.com – West Sacramento Ledger     | 70 Followers        | 56 Followers    |
| www.facebook.com – West Sacramento Sun        | 318 Followers       | 297 Followers   |
| www.facebook.com – Wheatland Sun              | 194 Followers       | 193 Followers   |
| X (Twitter) - American River Messenger        | 81 Followers        | Not Reported    |
| X (Twitter) - Arden Advocate                  | 25 Followers        | Not Reported    |
| X (Twitter) - Auburn Sentinel                 | 24 Followers        | Not Reported    |
| X (Twitter) - Carmichael Times                | 93 Followers        | 93 Followers    |
| X (Twitter) - Citrus Heights Messenger        | 81 Followers        | 82 Followers    |
| X (Twitter) - Colusa County                   | 137 Followers       | 137 Followers   |
| X (Twitter) - Dixon Independent Voice         | 30 Followers        | 30 Followers    |
| X (Twitter) - East Sacramento News            | 19 Followers        | 19 Followers    |
| X (Twitter) - Elk Grove Citizen               | 3,589 Followers     | 3,589 Followers |
| X (Twitter) - Galt Herald                     | 26 Followers        | 26 Followers    |
| X (Twitter) - Gold River Messenger            | 31 Followers        | 32 Followers    |
| X (Twitter) - Granite Bay Mirror              | 23 Followers        | 22 Followers    |
| X (Twitter) - Gridley Herald                  | 38 Followers        | 38 Followers    |
| X (Twitter) - Land Park News                  | 13 Followers        | 13 Followers    |
| X (Twitter) - MPG8                            | 116 Followers       | 116 Followers   |
| X (Twitter) - North County Messenger          | 47 Followers        | 47 Followers    |
| X (Twitter) - Orangevale Sun                  | 36 Followers        | 36 Followers    |
| X (Twitter) - Placer Sentinel                 | 52 Followers        | 52 Followers    |
| X (Twitter) - Rancho Cordova Independent      | 64 Followers        | 64 Followers    |
| X (Twitter) - River Valley Times              | 21 Followers        | 22 Followers    |
| X (Twitter) - Sacramento Oracle               | 59 Followers        | 59 Followers    |
| X (Twitter) - Territorial Dispatch            | 52 Followers        | 53 Followers    |
| X (Twitter) - West Sacramento News Ledger     | 28 Followers        | 28 Followers    |
| X (Twitter) - West Sacramento Sun             | 64 Followers        | 64 Followers    |

## Explanatory – Social Media

### PARAGRAPH TWELVE (D)

FACEBOOK LIKES: The average number of followers as expressed by the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

X (TWITTER) FOLLOWERS: The average number of followers as expressed by members of the X (Twitter) community. Information sourced at regular intervals from the publications page on X (Twitter.com) or third party measurement sources.

## 12E. Email Media - Not Reported

## 12F. Video & Podcast Media - Not Reported

### 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 March 31, 2026.**

If this report is presented after March 31, 2026 please call the toll-free number listed below.

## Messenger Publishing Group - Carmichael, CA - 01-9092 - Supplemental Readership Study

The Circulation Verification Council surveyed Messenger Publishing Group readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online, and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey day. Where appropriate, data was balanced and/or weighted by 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 four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the 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. 375 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 14 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 130 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: 2.25

\*Readership estimates compiled from 2024 CVC circulation & readership study data.

1. The (appropriate Messenger Publishing Group edition) is distributed regularly in your area. Do you regularly read or look through the (appropriate Messenger Publishing Group edition)?

YES 519 Survey Respondents

2. Do you frequently purchase products or services from ads seen in the (appropriate Messenger Publishing Group edition)?

|     |     |       |
|-----|-----|-------|
| YES | 374 | 72.1% |
| NO  | 145 | 27.9% |

3. How long do you keep the (appropriate Messenger Publishing Group edition) before discarding it?

|     |                |
|-----|----------------|
| 56% | 1-2 Days       |
| 19% | 3-4 Days       |
| 14% | 5-6 Days       |
| 11% | 1 Week or More |

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

| Reader Demographics | Market Demographics |
|---------------------|---------------------|
| 44%                 | 49% Male Readers    |
| 56%                 | 51% Female Readers  |

5. What range best describes your age.

| Reader<br>Demographics | Market<br>Demographics |
|------------------------|------------------------|
| 00%                    | 05% 18 - 20            |
| <01%                   | 06% 21 - 24            |
| 08%                    | 19% 25 - 34            |
| 13%                    | 18% 35 - 44            |
| 29%                    | 16% 45 - 54            |
| 30%                    | 16% 55 - 64            |
| 18%                    | 13% 65 - 74            |
| 02%                    | 05% 75 - 84            |
| 00%                    | 02% 85 years or older  |

6. What range best describes your combined annual household income for last year?

| Reader<br>Demographics | Market<br>Demographics    |
|------------------------|---------------------------|
| 00%                    | 07% under \$15,000        |
| 01%                    | 06% \$15,000 - \$24,999   |
| 02%                    | 06% \$25,000 - \$34,999   |
| 08%                    | 10% \$35,000 - \$49,999   |
| 18%                    | 16% \$50,000 - \$74,999   |
| 18%                    | 14% \$75,000 - \$99,999   |
| 15%                    | 11% \$100,000 - \$124,999 |
| 12%                    | 08% \$125,000 - \$149,999 |
| 11%                    | 10% \$150,000 - \$199,999 |
| 15%                    | 12% over \$200,000        |

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

| Reader<br>Demographics | Market<br>Demographics            |
|------------------------|-----------------------------------|
| <01%                   | 11% Some High School or Less      |
| 12%                    | 21% Graduated High School         |
| 31%                    | 36% Some College                  |
| 34%                    | 21% Graduated College             |
| 14%                    | 07% Completed Master Degree       |
| 06%                    | 03% Completed Professional Degree |
| 03%                    | 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?

|     |   |                            |
|-----|---|----------------------------|
| 14% | New Automobile, Truck or SUV  | (% = Positive respondents) |
| 10% | Used Automobile, Truck or SUV   |                            |
| 13% | Antiques / Auctions   |                            |
| 44% | Furniture / Home Furnishings  |                            |
| 23% | Major Home Appliance  |                            |
| 34% | Computers, Tablets or Laptops   |                            |
| 29% | Home Improvements or Home Improvement Supplies                        |                            |
| 22% | Television or Electronics   |                            |
| 14% | Carpet or Flooring  |                            |
| 32% | Automobile Accessories (tires, brakes or service)                     |                            |
| 36% | Lawn & Garden Supplies  |                            |
| 28% | Florist / Gift Shops  |                            |
| 14% | Home Heating & Air Conditioning (service, new equipment)              |                            |
| 49% | Vacations / Travel  |                            |
| 08% | Real Estate (Sell or purchase)  |                            |
| 42% | Men's Apparel   |                            |
| 66% | Women's Apparel   |                            |
| 12% | Children's Apparel  |                            |
| 01% | Boats or Personal Watercraft  |                            |
| 11% | Art & Crafts Supplies   |                            |
| 05% | Childcare   |                            |
| 06% | Education or Classes  |                            |
| 08% | Attorney  |                            |
| 32% | Veterinarian / Pet Supplies   |                            |
| 15% | Chiropractor  |                            |
| 32% | Financial Planner (Retirement, Investing)                             |                            |
| 38% | Tax Advisor / Tax Services  |                            |
| 28% | Health Club / Exercise Class  |                            |
| 32% | Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning) |                            |
| 02% | Weight Loss   |                            |
| 30% | Lawn Care Service (Maintenance & Landscaping)                         |                            |
| 22% | Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)    |                            |
| 38% | Pharmacist / Prescription Service                                     |                            |
| 25% | Cell Phone or Smart Phone (New Service or Update Service)             |                            |
| 77% | Dining & Entertainment  |                            |
| 19% | Jewelry   |                            |
| 03% | Wedding Supplies  |                            |
| 21% | Athletic & Sports Equipment   |                            |
| 02% | Motorcycles / ATV's   |                            |
| 39% | Medical Services / Physicians   |                            |
| 08% | Senior Living / Assisted Living / Skilled Care (For self or others)   |                            |