

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

That Little Paper

220 W Colorado Street
La Grange, TX 78945
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EMAIL: janetta@thatlittlepaper.com
www.thatlittlepaper.com

1. Publication Information

Average Net Circulation: 27,120 (Print Edition) / 61 (Online Edition)
 Number of Editions: One
 Format / Average Page Count: Tabloid / 16 Pages
 Circulation Cycle: Weekly
 Circulation Day / Time: Wednesday / by 5 PM
 Ownership: M & J Publications
 Year Established: 2006
 Publication Type: Shopper
 Content: 100% Advertising / 0% Editorial
 Circulation Paid/Unpaid: 100% Unpaid / 0% Paid / 0% Sponsored
 Primary Delivery Methods: 0% Home Delivery / 93% Mail / 7% Controlled Bulk
 Insert Zoning Available: Yes - ZIP Code
 CVC Member Number: 19-0306
 DMA/MSA: Austin, TX
 Audit Funded By: Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date: August 1, 2008
 Mechanical Data: Six (6) columns x 16.5-inch column depth
 Full page: 10.375" wide X 16.5" depth.
 Open Rate: Local: \$13.50 per column inch
 National: \$13.50 per column inch
 Insert Open Rate: \$50.00 per thousand
 Classified Rate: \$8.00 for up to 10 words
 Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher: Margo Johnson EMAIL: margo@thatlittlepaper.com
 Advertising: Janetta Morris EMAIL: janetta@thatlittlepaper.com
 Circulation: Margo Johnson EMAIL: margo@thatlittlepaper.com

4. Circulation Pricing

That Little Paper is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher



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

CVC Account Number: 19-0306		That Little Paper La Grange, TX
Audit Period Summary		
Average Net Circulation	(5-H)	27,120
Average Gross Distribution	(5-F)	27,312
Average Net Press Run	(5-A)	27,362
Audit Period Detail		
A. Average Net Press Run		27,362
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		1,929
3. Mail		25,290
4. Restock & Office Service		93
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		27,312
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		27,312
G. Unclaimed / Returns		(192)*
H. Average Net Circulation		27,120

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

	Monthly Audit Period Average
Website Unique Visitors	983
Website Page Views	2,822

6B. Audited Online Edition Reporting

	Audit Period Average
Unique Digital Edition Visitors	61
Digital Edition Page Views	266

7. Explanatory

PARAGRAPH FIVE

AUDIT PERIOD SUMMARY

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

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

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

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
1. HOME DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

PARAGRAPH SIX (A)

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

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

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, within a defined time period (i.e. day, week or month).

A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS: Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user's browser. Several page views are expected to be logged per Visit/Session.



8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	27,513	-	-	-
01/01/08-12/31/08	CVC	23,575	30,737	26,746	27,022
07/01/07-12/31/07	CVC	-	-	19,438	19,778

9. Distribution by Zip Code (7/9/2008 Edition) Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
77853	Dime Box	Lee	0	0	489	0	489
77964	Hallettsville	Lavaca	0	400	3,524	0	3,924
77975	Moulton	Lavaca	0	45	799	0	844
77984	Shiner	Lavaca	0	135	1,889	0	2,024
77986	Sublime	Lavaca	0	0	49	0	49
77987	Sweet Home	Lavaca	0	15	133	0	148
77995	Yoakum	Lavaca	0	150	0	0	150
78932	Carmine	Fayette	0	0	382	0	382
78938	Ellinger	Fayette	0	65	214	0	279
78940	Fayetteville	Fayette	0	20	1,000	0	1,020
78941	Flatonia	Fayette	0	50	1,263	0	1,313
78942	Giddings	Lee	0	190	3,535	0	3,725
78945	La Grange	Fayette	0	575	4,750	0	5,325
78946	Ledbetter	Fayette	0	0	508	0	508
78947	Lexington	Lee	0	0	1,921	0	1,921
78948	Lincoln	Lee	0	0	442	0	442
78949	Muldoon	Fayette	0	0	211	0	211
78952	Plum	Fayette	0	0	120	0	120
78954	Round Top	Fayette	0	20	692	0	712
78956	Schulenburg	Fayette	0	210	2,499	0	2,709
78960	Warda	Fayette	0	0	108	0	108
78961	Warrenton	Fayette	0	0	26	0	26
78963	West Point	Fayette	0	0	344	0	344
Misc.	Assorted	Assorted	0	175	0	52	227
TOTAL			0	2,050	24,898	52	27,000

10. Distribution by County (7/9/2008 Edition) Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Fayette	Carmine Ellinger Fayetteville Flatonia La Grange Ledbetter Muldoon Plum Round Top Schulenburg Warda Warrenton West Point	0	940	12,117	0	13,057

10. Distribution by County (7/9/2008 Edition) Wednesday CONTINUED

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Lavaca	Hallettsville Moulton Shiner Sublime Sweet Home Yoakum	0	745	6,394	0	7,139
Lee	Dime Box Giddings Lexington Lincoln	0	190	6,387	0	6,577
Misc.	Assorted	0	175	0	52	227
TOTAL		0	2,050	24,898	52	27,000

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 337 residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. That Little Paper is distributed regularly in your area. Do you receive That Little Paper on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through That Little Paper?

CVC interviews indicate that 330 of 337 households or 97.9% indicated they receive That Little Paper on a regular basis.

CVC interviews indicate that 252 of 330 or 76.4% indicate they regularly read or look through That Little Paper.

*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.

12. Verification of Distribution

Controlled Bulk / Demand Distribution

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

CVC interviews indicate that 100% of reported controlled bulk drop locations indicated they received That Little Paper on a regular basis.

CVC interviews indicate that less than 10% of That Little Paper's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.



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13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
OTHER:	

14. Council Audit Statement

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



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

That Little Paper – La Grange, TX – 19-0306 - Supplemental Readership Study

The Circulation Verification Council interviewed 337 residents in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 at the 95% confidence level. *252 Survey respondents were interviewed during the verification of home delivery and mail distribution. 0 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- **Average readers per edition during the audit period: 1.775***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. That Little Paper is distributed regularly in your area. Does your household regularly receive That Little Paper?

YES	330	97.9%
NO	7	02.1%
2. Do you or someone in your household regularly read or look through That Little Paper?

YES	252	76.4%
NO	78	23.6%
3. Do you frequently purchase products or services from ads seen in That Little Paper?

YES	201	79.8%
NO	51	20.2%
4. How long do you keep That Little Paper before discarding it?

49%	1-2 Days
24%	3-4 Days
11%	5-6 Days
16%	1 Week or More
5. What category best describes your combined annual household income for last year?

Reader Demographics	Market Demographics
22%	31% Under \$25,000
41%	30% \$25,001 - \$49,999
17%	18% \$50,000 - \$74,999
13%	11% \$75,000 - \$99,999
05%	07% \$100,000 - \$149,999
02%	03% Over \$150,000

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

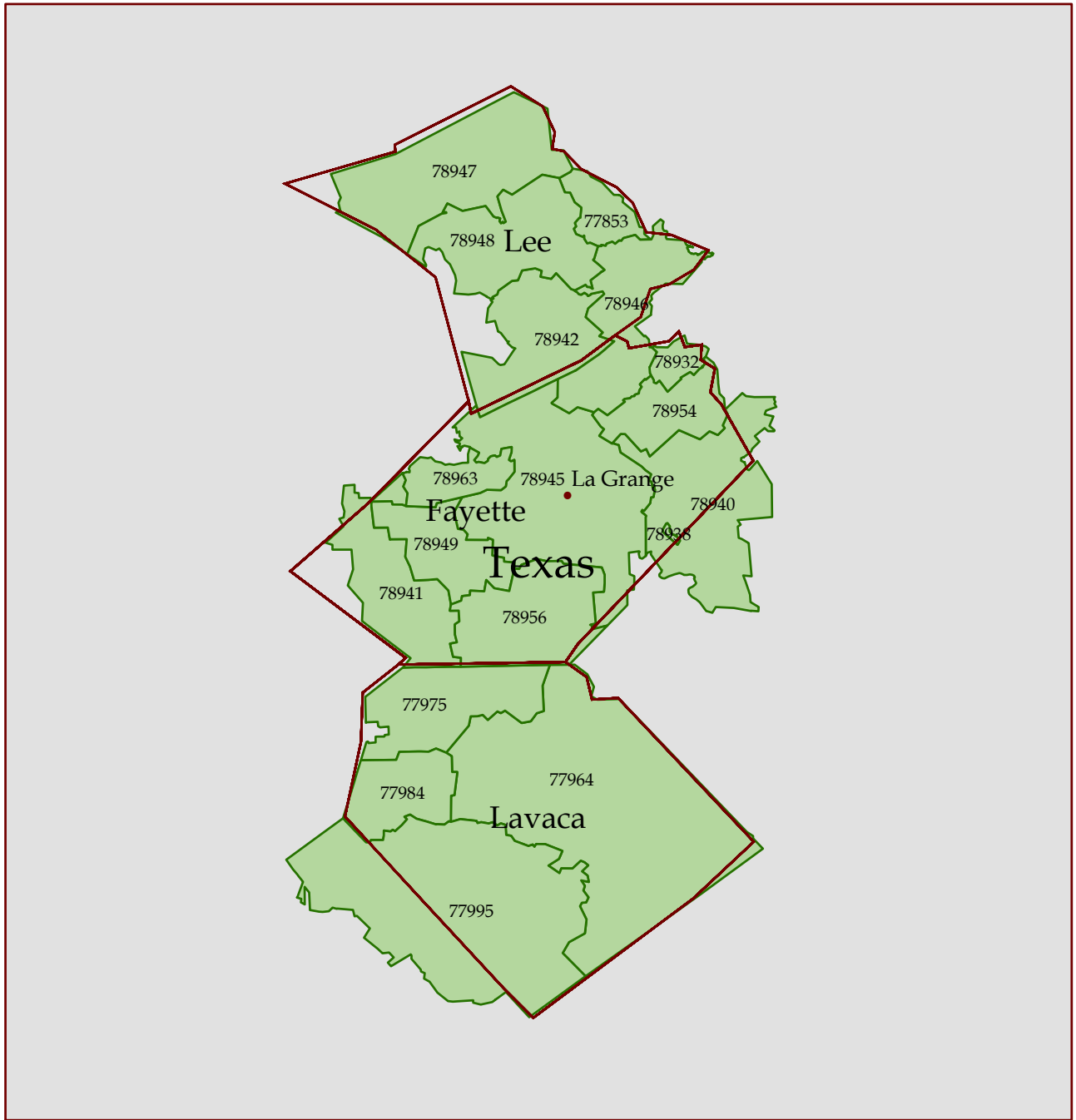
Reader Demographics	Market Demographics	
11%	26%	Some High School or Less
34%	36%	Graduated High School
32%	23%	Some College
20%	11%	Graduated College
03%	04%	Completed Post Graduate

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

Reader Demographics	Market Demographics	
01%	04%	18 - 20
07%	07%	21 - 24
15%	12%	25 - 34
25%	17%	35 - 44
22%	18%	45 - 54
15%	16%	55 - 64
09%	11%	65 - 74
06%	15%	75 years or older



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

	(% = Positive respondents)
08%	New Automobile
11%	Used Automobile
09%	Antiques / Auctions
41%	Furniture / Home Furnishings
19%	Major Home Appliance
14%	Home Computers
31%	Home Improvements / Supplies
37%	Television / Electronics
18%	Carpet / Flooring
55%	Automobile Accessories (tires, brakes & service)
58%	Lawn & Garden
24%	Florist / Gift Shops
30%	Home Heating / Air Conditioning (service, new equipment)
42%	Vacations / Travel
04%	Real Estate
67%	Men's Apparel
78%	Women's Apparel
55%	Children's Apparel
02%	Boats / Personal Watercraft
21%	Art & Crafts Supplies
21%	Childcare
28%	Education / Classes
09%	Attorney
25%	Veterinarian
15%	Chiropractor
16%	Financial Planner (Retirement, Investing)
45%	Tax Advisor / Services
20%	Health Club / Exercise Class
28%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
04%	Weight Loss
30%	Lawn Care Service (Maintenance & Landscaping)
52%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
66%	Pharmacist / Prescription Service
21%	Cellular Phone New/Update Service
67%	Dining & Entertainment
18%	Jewelry
09%	Wedding Supplies
36%	Athletic & Sports Equipment



That Little Paper
 La Grange, Texas
 19-0306

Key to Features

-  County Boundary
-  Zip Code Boundary

