



## Insert Verification Service Report

# Richmond Times-Dispatch

Richmond (Independent City), Virginia

Insertion Day Tested: Sunday

Issue Date of Field Verification: March 25, 2007

Average Paid Circulation: Sunday — 220,595 as of 52 weeks ended March 27, 2006.

### 1. Results Of Field Verification

**Total Insert Proficiency** **99.45%**

### 2. Verification Result Details

	<u>Net Error Rate</u>	<u>Gross Error Rate</u>
<b>Overall Error Rate: (See Par. 2A)</b>	<b>0.55%</b>	<b>0.94%</b>
<b>Error Rate by Distribution Type</b>		
Home Delivery	0.24%	0.46%
Single Copy	2.04%	3.40%
Mixed Distribution	0.15%	0.15%
<b>Error Rate by Type: (See Par. 2A)</b>		
Missing Inserts	0.54%	0.93%
Incorrect Zoned Versions	0.01%	0.01%
Incorrect Inclusions	0.00%	0.00%

### 2A. Definitions and Terms

**Net Error Rate:**

**Excludes the following error conditions:**

- \* Inserts received and placed in an insert package that were outside the newspaper's published specifications.
- \* Inserts where the usable quantity received was less than needed to meet the insertion order or buy.

**Insert Package:** The complete collection of freestanding inserts (FSI's) scheduled for an individual subscriber or a single copy location.

**Gross Error Rate:**

Includes all error conditions found on the field test dates.

**Definition of Error Conditions:**

- \* Missing Inserts: Preprinted inserts scheduled for inclusion on a sampled insert package were not found.
- \* Incorrect Versions: Sampled insert packages included incorrect versions of advertiser's preprinted inserts.
- \* Incorrect Inclusions: Preprinted inserts not scheduled or not authorized to be included in sampled packages were found.

### 3. Verification Field Test — Additional Notes

Gross Circulation on Test Date:	234,846
Total Number of Individual Inserts Distributed on Test Date:	5,700,848
Total Net Sample Size: (Insert Packages)	365
Total Number of Freestanding Insertions Tested by Auditors:	18,140
Number of Routes on Test Date:	1,189
Number of Routes Tested:	340
Number of Unique Advertiser Inserts on Test Date:	39
Number of Unique Advertisers on Test Date:	35
Number of Unique Insert Packages on Test Date:	72
Number of Unique Insert Packages Tested by Auditors:	67

**Description of Geography Tested:** In Virginia, the independent city of Richmond plus the counties of Chesterfield, Hanover and Henrico.

**Dates of Field Testing** (inclusive): March 24 - 26, 2007.

**Occurrences beyond normal operating procedures observed on the test date:** None Observed.

A total of six (6) unique insert(s) was found to be out of published specifications on the test date.

A total of five (5) unique insert(s) was found where quantity received was less than the insert order.

**VERIFICATION STATEMENT**

The test results annotated in this document are based on procedures employed by ABC in accord with standard sampling and test guidelines. We have examined appropriate publisher records and other data presented by the publisher. In our opinion, the data shown is fairly stated in all respects material to insert verification.

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#### 4. Additional Tests and Findings

In addition to the field verification of inserts auditors performed the following tests and reconciliations, recording the following findings.

- Test:** Auditors validated all advertiser FSI insertion orders for the test date to production schedules for placements as dictated by the order/contract.  
**Finding:** Inserts were correctly scheduled for production date in the ad zones specified by the order/contract.
- Test:** Auditors verified that ad zone geography and boundaries as shown in the publisher's rate card were reflective of current distribution practices.  
**Finding:** At the issue date tested, the publisher's rate card reflected ad zones correctly.
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#### 5. Insert Information Specific to Publication

##### General Information

Inserts are scheduled Daily and Sunday by zip codes, (home delivered and single copy) and state trucks.

##### Quantity Requirements

Minimum: 20,000 Daily 50,000 Sunday

##### Rates and Frequency Discounts

Inserts are billed per thousand circulation based on the number of pages. Frequency Discounts are 5% — 13 times, 10% — 26 times.

##### Size and Thickness Requirements

- Your preprint should not be larger than 12 inches wide and 11 inches long (width is folded edge).
- Minimum size is 7 1/2 inches by 9 1/4 inches.
- For smaller sizes, consult your newspaper representative.
- Single sheet preprints should be on no less than 80 lb. Stock paper. (6/1000 inch thick)
- Four-page preprints or less and on less than 80 lb. Stock paper needs to be quarter-folded.
- Preprints larger than 12 inches by 11 inches need to be quarter-folded.
- Preprints more than four pages and no larger than 12 inches by 11 inches do not need to be quarter-folded.

##### Delivery Requirements

Because availability is limited, reservations should be made as far in advance as possible.

Preprints must be received:

- Daily – 7 days in advance of insertion
- Sunday – 10 days in advance of insertion

##### Card/Envelope Supplement Requirements

Card and envelope supplements should be packed in cardboard boxes in rows with dividers between the rows. If more than one layer is packed in a box, cardboard separators must be used on top of each layer. Maximum weight per box is 40 lbs. All boxes should be strapped and wrapped to the pallets with plastic.

##### Bills of Lading/Pallet Tags

Include the following information:

- Name of Newspaper
- Name of Advertiser
- Insert run date
- Total number of inserts shipped
- Number of inserts on the pallet
- Total number of pallets in shipment
- Total gross weight of shipment, including pallets and shipping materials
- Name of printer and phone number

##### Packaging Requirement

The following specifications should be used to ensure your preprints on pallets (skids) are properly packaged:

- Preprints must be suitable for machine insertion with individual bundles, not tied or banded.
- All preprints must be stacked on pallets in consistent lifts and be well-jogged.
- Stacked preprints should cover the pallet and never protrude beyond limits of the pallet. Folded edges should be turned toward the inside of the load whenever possible.
- Preprints must be stacked on solid base, non-returnable pallets in good condition. Pallet tops must be wood or a sturdy equivalent and the same dimensions as the pallet base.
- A substantial protective cover should be placed on the pallet before stacking and another cover placed before topping.
- Cardboard sheets or suitable binder sheets, not waxed or coated, should be placed between layers.
- Banding should be tight without pulling down and bending the top turn or pulling loose pallet flooring. A minimum of four (4) bands should be placed on each load. Plastic wrapped pallets are appreciated.
- Floor clearance from the floor to bottom of the pallet base must be a minimum of 4 1/2".
- Maximum allowable loaded pallet height is 5 1/2 feet measured from the floor to the pallet top. Maximum acceptable weight is 2,500 lbs.
- The pallet tag and a sample of the preprint must be displayed on two adjacent sides of each pallet.
- Do not double stack pallets on trucks.

##### Publisher Contact Information:

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[www.timesdispatch.com](http://www.timesdispatch.com)

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#### 6. Explanatory:

None.