



Audit Bureau
of Circulations

**Audit Report
Newspaper**

THE LEDGER

Lakeland (Polk County), Florida
52 weeks ended December 26, 2010

	Sun	Morning						
		Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
EXECUTIVE SUMMARY	63,777	49,046	47,540	47,484	47,953	51,439	50,817	48,772
The Ledger								
Print (See Par. 1A)	63,777	47,936	46,558	46,318	46,787	50,304	49,714	48,772
Digital Replica (See Par. 1B)		1,110	982	1,166	1,166	1,135	1,103	
TOTAL AVERAGE CIRCULATION	63,777	49,046	47,540	47,484	47,953	51,439	50,817	48,772

Audience-FAX

PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEB SITE USAGE: Total Activity	
Sun	Weekday	Past 7 Days		Past 7 Days	Past 30 Days	Past 7 Days	Past 7 Days Print	Past 30 Days Online	Total Unique Cookies	September 2010	
DMA Readers	186,533	144,045	258,533	DMA Readers	73,148	112,245	DMA Audience	282,157	308,449	750,782	
Reach	5.4%	4.2%	7.5%	Reach	2.1%	3.3%	Reach	8.2%	9.0%	7,165,193	
NDM* Readers	173,016	134,173	238,852	NDM* Readers	65,216	90,882	NDM* Audience	256,115	268,976		
Reach	38.1%	29.6%	52.6%	Reach	14.4%	20.0%	Reach	56.4%	59.3%		

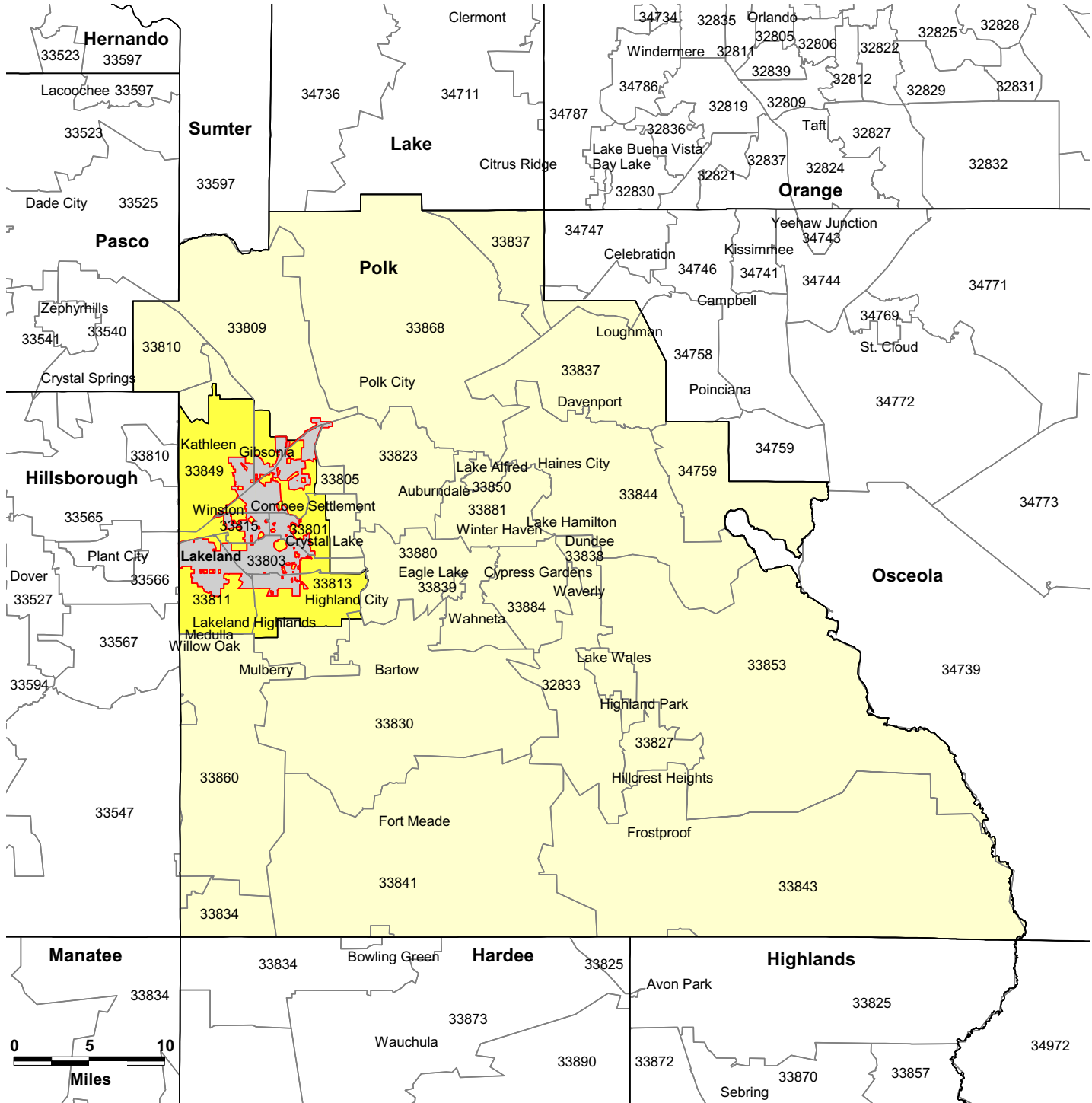
Source: Scarborough, 2010, Release 1, See Explanatory

Source: Adobe SiteCatalyst, powered by Omniture, See Explanatory






Publishing Plans

	Frequency: Daily
	Delivery Vehicle(s): Print, online
	Print editions are distributed in broadsheet format.
	Digital Replica subscriptions are sold for display of select newspaper content on personal computers, tablets and mobile devices.
	Website(s): www.theledger.com

CITY AND RETAIL TRADING ZONES / LAKELAND, FLORIDA



LEGEND

-  COUNTY BOUNDARY
-  ZIP CODE BOUNDARY
-  LAKELAND CORPORATE LIMITS
-  BALANCE OF ABC CITY ZONE
-  ABC RETAIL TRADING ZONE



Audit Bureau of Circulations
C763-R07

The Ledger		Morning						
		Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri
1A. THE LEDGER - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail (See Par. 6)	45,480	41,073	40,409	39,649	39,917	42,579	42,813	41,913
Single Copy Sales	17,550	6,055	5,370	5,672	6,125	6,927	6,180	6,131
Total Average Individually Paid Circulation	63,030	47,128	45,779	45,321	46,042	49,506	48,993	48,044
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	34	36	36	36	36	36	36	36
Total Average Business/Traveler Paid Circulation	34	36	36	36	36	36	36	36
Total Average Paid Circulation - Print	63,064	47,164	45,815	45,357	46,078	49,542	49,029	48,080
Verified Circulation								
Single Copy								
Educational Copies		70	20	271	20	20	20	
Employee/Independent Contractor	405	405	405	405	405	405	405	405
Retail/Business (See Par. 6)	308	297	318	285	284	337	260	287
Total Average Single Copy	713	772	743	961	709	762	685	692
Total Average Verified Circulation - Print	713	772	743	961	709	762	685	692
Total Average Paid & Verified Circulation - Print	63,777	47,936	46,558	46,318	46,787	50,304	49,714	48,772

The Ledger		Morning						
		Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri
1B. THE LEDGER - DIGITAL REPLICA								
Verified Circulation: Opt-in								
Educational Copies		1,110	982	1,166	1,166	1,135	1,103	
Total Average Verified Circulation - Digital Replica		1,110	982	1,166	1,166	1,135	1,103	
Total Average Paid & Verified Circulation - Digital Replica		1,110	982	1,166	1,166	1,135	1,103	
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA	63,777	49,046	47,540	47,484	47,953	51,439	50,817	48,772

2. TOTAL AVERAGE PAID & VERIFIED CIRCULATION By Market (See Par. 6 for description of area):

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
CITY ZONE - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	22,291	20,040	19,696	19,383	19,445	20,782	20,895	20,436
Single Copy Sales	7,502	2,277	1,967	2,098	2,300	2,680	2,339	2,366
City Zone - Total Average Individually Paid Circulation	29,793	22,317	21,663	21,481	21,745	23,462	23,234	22,802
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	25	25	25	25	25	25	25	25
City Zone - Total Average Business/Traveler Paid Circulation	25	25	25	25	25	25	25	25
City Zone - Total Average Paid Circulation - Print	29,818	22,342	21,688	21,506	21,770	23,487	23,259	22,827
Verified Circulation								
Single Copy								
Educational Copies		42	20	130	20	20	20	
University Copies								
Employee/Independent Contractor	153	235	235	235	235	235	235	235
Retail/Business	48	144	166	133	133	179	108	135
City Zone - Total Average Single Copy	201	421	421	498	388	434	363	370
City Zone - Total Average Verified Circulation - Print	201	421	421	498	388	434	363	370
City Zone - Total Average Paid & Verified Circulation - Print	30,019	22,763	22,109	22,004	22,158	23,921	23,622	23,197
RETAIL TRADING ZONE - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	22,916	20,781	20,462	20,017	20,222	21,542	21,663	21,212
Single Copy Sales	9,417	3,357	3,019	3,174	3,398	3,778	3,415	3,365
Retail Trading Zone - Total Average Individually Paid Circulation	32,333	24,138	23,481	23,191	23,620	25,320	25,078	24,577
Business/Traveler Paid Circulation								
Hotel Distribution - Room/Lobby Copies	9	11	11	11	11	11	11	11
Retail Trading Zone - Total Average Business/Traveler Paid Circulation	9	11	11	11	11	11	11	11
Retail Trading Zone - Total Average Paid Circulation - Print	32,342	24,149	23,492	23,202	23,631	25,331	25,089	24,588
Verified Circulation								
Single Copy								
Educational Copies		28		141				
Employee/Independent Contractor	252	170	170	170	170	170	170	170
Retail/Business	260	153	152	152	151	158	152	152
Retail Trading Zone - Total Average Single Copy	512	351	322	463	321	328	322	322
Retail Trading Zone - Total Average Verified Circulation - Print	512	351	322	463	321	328	322	322
Retail Trading Zone - Total Average Paid & Verified Circulation - Print	32,854	24,500	23,814	23,665	23,952	25,659	25,411	24,910
ALL OTHER - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	273	252	251	249	250	255	255	265
Single Copy Sales	631	421	384	400	427	469	426	400
All Other - Total Average Individually Paid Circulation	904	673	635	649	677	724	681	665
All Other - Total Average Paid Circulation - Print	904	673	635	649	677	724	681	665
All Other - Total Average Paid & Verified Circulation - Print	904	673	635	649	677	724	681	665
Total Average Paid & Verified Circulation - Print	63,777	47,936	46,558	46,318	46,787	50,304	49,714	48,772
Total Digital Replica		1,110	982	1,166	1,166	1,135	1,103	
TOTAL AVERAGE PAID & VERIFIED CIRCULATION	63,777	49,046	47,540	47,484	47,953	51,439	50,817	48,772

AUDIT STATEMENT

There was no adjustment made in the average circulation as shown in the Publisher's Statements for the period audited.

AVERAGE CIRCULATION BY QUARTERS for the previous audits and period covered by this report:

Calendar Quarter Ended	Sun Total Avg. Circ.	Cmbd Avg (Mon.-Fri.) Total Avg. Circ.	Morning					
			Mon Total Avg. Circ.	Tue Total Avg. Circ.	Wed Total Avg. Circ.	Thu Total Avg. Circ.	Fri Total Avg. Circ.	Sat Total Avg. Circ.
April 1, 2007	94,052	78,107	73,461	89,879	74,156	76,679	76,362	75,448
July 1, 2007	78,025	64,596	61,427	73,317	61,765	63,585	62,888	61,722
September 30, 2007	73,790	57,426	55,709	60,010	56,287	57,880	57,243	56,393
December 30, 2007	80,622	62,392	61,527	65,087	58,727	63,677	62,944	62,482
March 30, 2008	87,104	69,502	67,371	72,877	66,056	70,960	70,246	69,016
June 29, 2008	71,929	56,649	54,394	59,266	54,527	57,781	57,275	56,147
September 28, 2008	67,536	51,417	49,326	50,095	50,183	53,975	53,506	51,701
December 28, 2008	75,214	57,659	55,314	55,966	57,365	60,732	58,915	57,796
March 29, 2009	80,654	62,677	60,587	61,409	62,274	65,621	63,490	62,523
June 28, 2009	65,174	50,789	49,823	49,869	49,940	52,929	51,383	50,087
September 27, 2009	59,461	44,967	43,403	43,682	44,059	46,926	46,768	45,392
December 27, 2009	67,255	51,778	49,495	50,052	50,959	54,916	53,466	51,532
March 28, 2010	73,977	58,207	56,214	56,345	57,291	60,995	60,191	58,332
June 27, 2010	60,792	47,791	46,565	46,577	46,594	49,530	49,689	46,843
September 26, 2010	56,593	41,960	40,711	40,804	40,955	43,705	43,626	42,237
December 26, 2010	63,751	48,226	46,667	46,212	46,967	51,519	49,765	47,678

Effective with the December 2010 ABC reports, a change was made in the qualification and reporting formats.

3. ACTUAL ONE-DAY GROSS DISTRIBUTION AND AVERAGE PROJECTED CIRCULATION AVERAGES BY COUNTIES:

Sun, December 5, 2010; Morning, December 3, 2010.

(OH's) Occupied Households - #1-1-10 The Nielsen Company (U.S.), Inc.

The "Average Projected Circulation" (Avg. Proj. Circ.) has been arrived at by projecting the audit period averages to the one day distribution figures in this report.

State County	Sun The Ledger							Morning The Ledger							Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.*	Hshld. Cov.		
	OH's #1-1-10 Estimate	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Avg. Proj. Circ.*	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified			Total	Fri Avg. Proj. Circ.*
FLORIDA																		
HARDEE	8,340	1	398		399		399	349	4.2%		255		255		255	244	235	2.8%
HILLSBOROUGH	476,512	143	294		437		437	382	0.1%	133	228		361		361	345	333	0.1%
POLK	234,128	47,151	23,891	35	71,077	878	71,955	62,948	26.9%	43,048	7,405	35	50,488	838	51,326	49,029	47,276	20.2%
Miscellaneous Counties		112			112		112	98		101			101		101	96	92	
TOTAL IN FLORIDA		47,407	24,583	35	72,025	878	72,903	63,777		43,282	7,888	35	51,205	838	52,043	49,714	47,936	
TOTAL PRINT CIRCULATION		47,407	24,583	35	72,025	878	72,903	63,777		43,282	7,888	35	51,205	838	52,043	49,714	47,936	
DIGITAL REPLICIA CIRCULATION		7			7		7			3			3	1,595	1,598	1,103	1,110	
TOTAL AVERAGE CIRCULATION		47,414	24,583	35	72,032	878	72,910	63,777		43,285	7,888	35	51,208	2,433	53,641	50,817	49,046	

#County population and occupied household estimates appearing in ABC reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon The Nielsen Company (U.S.), Inc. estimates. The Nielsen Company (U.S.), Inc. estimates are intended for your company's use during its normal course of business, and, while the information may be provided to third parties during such course of business, it may not be sold or sub-licensed to third parties or electronically integrated into third party systems without the prior written consent of The Nielsen Company (U.S.), Inc.

*Arrived at by relating actual gross distribution figures to average circulation for the period covered by this report.

3A. DISTRIBUTION IN TOWNS RECEIVING 25 OR MORE COPIES IN DETAIL BY COUNTIES, AS WELL AS THE TOTAL ONLY FOR TOWNS RECEIVING LESS THAN 25 COPIES DAILY:

Analysis optional and not made.

3B. DISTRIBUTION BY ZIP CODES RECEIVING 25 OR MORE COPIES:

SOURCE - U.S. ZIP Code Directory, #1-1-10 The Nielsen Company (U.S.), Inc., See Par. 6.

STATE	ZIP Code	Sun The Ledger						Morning The Ledger						Cmbd Avg (Mon.-Fri.)				
		OH's #1-1-10 Estimate	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Fri Avg. Proj. Circ.	Avg. Proj. Circ.
FLORIDA																		
33565	Plant City	6,396	45			45		45	39	0.6%	43		43		43	41	40	0.6%
33566	Plant City	6,916	56	95		151		151	132	1.9%	52	70	122		122	117	112	1.6%
33567	Plant City	3,296	42	199		241		241	211	6.4%	38	158	196		196	187	181	5.5%
33801	Lakeland	13,835	2,444	861		3,305	8	3,313	2,898	20.9%	2,265	262	2,527	18	2,545	2,431	2,344	16.9%
33803	Lakeland	13,199	3,937	503	35	4,475	14	4,489	3,927	29.8%	3,737	135	3,907	14	3,921	3,746	3,612	27.4%
33805	Lakeland	8,311	1,298	1,270		2,568	10	2,578	2,255	27.1%	1,197	513	1,710	10	1,720	1,643	1,584	19.1%
33809	Lakeland	12,277	3,667	3,010		6,677	8	6,685	5,848	47.6%	3,281	715	3,996	58	4,054	3,873	3,734	30.4%
33810	Lakeland	15,863	3,312	1,302		4,614	12	4,626	4,047	25.5%	2,916	243	3,159	12	3,171	3,029	2,921	18.4%
33811	Lakeland	7,889	1,652	986		2,638	32	2,670	2,336	29.6%	1,466	276	1,742	12	1,754	1,676	1,616	20.5%
33813	Lakeland	12,430	5,462	2,106		7,568	8	7,576	6,628	53.3%	4,954	446	5,400	8	5,408	5,166	4,981	40.1%
33815	Lakeland	5,669	1,130	450		1,580	153	1,733	1,516	26.7%	1,045	213	1,258	245	1,503	1,436	1,384	24.4%
33823	Auburndale	11,774	2,171	2,570		4,741	12	4,753	4,158	35.3%	1,911	725	2,636	12	2,648	2,529	2,439	20.7%
33827	Babson Park	1,080	262	80		342		342	299	27.7%	248	80	328		328	313	302	28.0%
33830	Bartow	10,187	1,739	1,315		3,054	19	3,073	2,688	26.4%	1,652	605	2,257	19	2,276	2,174	2,096	20.6%
33834	Bowling Green	1,960	1	98		99		99	87	4.4%	80	80	80		80	76	74	3.8%
33835	Bradley			48		48		48	42		40	40	40		40	38	37	
33837	Davenport	7,553	801	75		876		876	766	10.1%	734	55	789		789	754	727	9.6%
33838	Dundee	1,270	180	370		550		550	481	37.9%	161	125	286		286	273	263	20.7%
33839	Eagle Lake	774	155	100		255		255	223	28.8%	135	40	175		175	167	161	20.8%
33841	Fort Meade	3,030	472	620		1,092		1,092	955	31.5%	440	212	652		652	623	601	19.8%
33843	Frostproof	3,428	910	426		1,336		1,336	1,169	34.1%	857	170	1,027		1,027	981	946	27.6%
33844	Haines City	13,005	2,722	1,064		3,786	24	3,810	3,333	25.6%	2,529	330	2,859	24	2,883	2,754	2,655	20.4%
33850	Lake Alfred	2,856	398	145		543		543	475	16.6%	353	78	431		431	412	397	13.9%
33851	Lake Hamilton		44	60		104	25	129	113		39	50	89	25	114	109	105	
33853	Lake Wales	4,857	540	1,003		1,543	70	1,613	1,411	29.1%	531	358	889	70	959	916	883	18.2%
33855	Indian Lake Estates		175	75		250		250	219		160	35	195		195	186	180	
33856	Nalcrest		190	50		240		240	210		175	40	215		215	205	198	
33898	Lake Wales	7,595	1,875	210		2,085		2,085	1,824	24.0%	1,704	135	1,839		1,839	1,757	1,694	22.3%
33860	Mulberry	7,262	1,332	1,749		3,081		3,081	2,695	37.1%	1,215	372	1,587		1,587	1,516	1,462	20.1%

STATE ZIP Code	OH's #1-1-10 Estimate	Sun The Ledger					Morning The Ledger					Total	Fri Avg. Proj. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Circ.	Hshld. Cov.			
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Verified	Total	Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales					Business/ Traveler	Total Paid	Verified
FLORIDA (Cont'd)																		
33868 Polk City	3,825	907	65		972		972	850	22.2%	790	25		815		815	779	751	19.6%
33873 Wauchula	4,402		300		300		300	262	6.0%		175		175		175	167	161	3.7%
33880 Winter Haven	15,467	2,204	1,200		3,404	228	3,632	3,177	20.5%	1,965	420		2,385	198	2,583	2,467	2,379	15.4%
33881 Winter Haven	13,967	2,721	457		3,178	105	3,283	2,872	20.6%	2,531	197		2,728	70	2,798	2,673	2,577	18.5%
33884 Winter Haven	10,490	3,352	1,126		4,478	150	4,628	4,049	38.6%	3,042	305		3,347	43	3,390	3,238	3,122	29.8%
33896 Davenport	4,082		50		50		50	44	1.1%		45		45		45	43	41	1.0%
33897 Davenport	6,942	204	75		279		279	244	3.5%	194	60		254		254	243	234	3.4%
33859 Lake Wales	3,892	770	435		1,205		1,205	1,054	27.1%	703	75		778		778	743	717	18.4%
34759 Poinciana	9,702	125	35		160		160	140	1.4%	118	25		143		143	137	132	1.4%
Miscellaneous ZIP Codes		112			112		112	100		101			101		101	96	93	
TOTAL PRINT CIRCULATION		47,407	24,583	35	72,025	878	72,903	63,777		43,282	7,888	35	51,205	838	52,043	49,714	47,936	
DIGITAL REPLICIA CIRCULATION		7			7		7			3			3	1,595	1,598	1,103	1,110	
TOTAL AVERAGE CIRCULATION		47,414	24,583	35	72,032	878	72,910	63,777		43,285	7,888	35	51,208	2,433	53,641	50,817	49,046	

4. BASIC PRICES:

	By Home Delivery 52 Wks./1 Yr.	Single Copy	By Mail 52 Wks./1 Yr.
M & S	\$190.85		\$224.64
M only	119.07	75¢	182.52
M (Mon.-Fri.) only	90.69		154.44
Thu, Fri, Sat & S	165.81		143.00
Fri, Sat, S & Mon.	165.81		169.00
Sat & S			117.00
S only	75.11	\$1.25	

5. ANALYSIS OF HOME DELIVERY AND MAIL INDIVIDUALLY PAID CIRCULATION BY PRICE CATEGORY:

Newspapers will report home delivery/mail subscription circulation above and below 25 percent of basic price of the member newspaper. This reporting is only required if more than five percent of a newspaper's subscription circulation falls into the less than 25 percent of basic price category.

6. EXPLANATORY - OTHER:

CREDIT AND ARREARS ALLOWANCE: Included in Individually Paid Home Delivery and Mail is an average of the following:

	Total
Sun	899
Cmbd Avg (Mon.-Fri.) & Sat	899

These copies were served to subscribers that ordered delivery directly with and were billed by the newspaper and for which payment was not received and/or short-term arrears copies served to subscribers whose term has expired.

PUBLISHER'S RETURN POLICY: Fully Returnable.

SINGLE COPY RETURNS POLICY: The allowances for returns, undelivered, leftover and unsold copies for the period covered by this report were found to have been:

	Total
Sun	7.0%
Cmbd Avg (Mon.-Fri.)	3.8%
Sat	4.3%

These percentages are based on the gross figures and have been deducted, leaving paid circulation as shown in Par. 1.

VERIFIED RETAIL/BUSINESS: Included in Verified Retail/Business are copies distributed through publisher-maintained venues. Verification is made of distribution to location only, and not of actual pick-up.

MARKET DESCRIPTION: Zone Reporting for this newspaper is defined as:

CITY ZONE is the census county division of Lakeland less 2000 Census Tracts 116, 117.21, 117.22, 121.11 (part) and 123, in Polk County, Florida.

(CITY ZONE includes the corporate limits of Lakeland, and the delimited unincorporated communities of Combee Settlement, Crystal Lake, Gibsonia, Highland City, Kathleen, Lakeland Highlands, Medulla and Winston.)

RETAIL TRADING ZONE includes, with exception of City Zone, Polk County.

MARKET PENETRATION: #County population and occupied household estimates appearing in ABC reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon The Nielsen Company (U.S.), Inc. estimates. The Nielsen Company (U.S.), Inc. estimates are intended for your company's use during its normal course of business, and, while the information may be provided to third parties during such course of business, it may not be sold or sub-licensed to third parties or electronically integrated into third party systems without the prior written consent of The Nielsen Company (U.S.), Inc.

6. EXPLANATORY - OTHER: (Continued)

PERCENTAGE OF TOTAL PAID & VERIFIED CIRCULATION - PRINT AND HOUSEHOLD COVERAGE PERCENT:

		Population	Occupied Households	Sun			Cmbd Avg (Mon.-Fri.)			Sat		
				Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage	Total Circ.	% of Total Circ.	Household Coverage
City Zone	2000 Census	175,856	69,628									
	#1-1-10 Est.	215,946	86,419	30,019	47.1	34.7%	22,763	47.5	26.3%	23,197	47.5	26.8%
Retail Trading Zone	2000 Census	308,068	117,605									
	#1-1-10 Est.	382,519	147,709	32,854	51.5	22.2%	24,500	51.1	16.6%	24,910	51.1	16.9%
Total City & Retail Trading Zones		483,924	187,233									
#1-1-10 Est.		598,465	234,128	62,873	98.6	26.9%	47,263	98.6	20.2%	48,107	98.6	20.5%
All Other				904	1.4		673	1.4		665	1.4	
Total Paid & Verified Circulation - Print				63,777	100.0%		47,936	100.0%		48,772	100.0%	

#Source: The Nielsen Company (U.S.), Inc.

AVERAGE UNPAID DISTRIBUTION: Includes Arrears, Advertisers & Agencies and Complimentary, Sample, Service:

	Total
Sun	800
Cmbd Avg (Mon.-Fri.)	778
Mon	755
Tue	759
Wed	755
Thu	757
Fri	866
Sat	825

6A. AUDIENCE FAX - EXPLANATORY:

Print/Online Readership Explanatory:

DMA Area: See Individual Publisher's Statements

NDM* Area: See Individual Publisher's Statements

Online Readership and Net Combined Audience reports on the following URL Address(s):

theledger.com

Website Usage Explanatory:

For Publisher's Statement period ended September 26, 2010:

There was an adjustment of -1.1% to Total Unique Users/Visitors.

There was an adjustment of -1.3% to Page Impressions/Views.

For Publisher's Statement period ended March 28, 2010:

There was an adjustment of -0.8% to Total Unique Users/Visitors.

There was an adjustment of -1.2% to Page Impressions/Views.

Scope of Verification:

We have performed sufficient tests of the readership study (print, online and net unduplicated) to be satisfied that the study was conducted in accord with Audit Bureau of Circulations Reader Profile Standards. These standards can be found at <http://www.accessabc.com/pdfs/telephonestandards.pdf>. Verification of the Website Usage data included a review of the domains represented to be associated with the member newspaper's website and, for server based measurements, such other tests as deemed appropriate to confirm compliance to ABCi definitions and standards. This verification does not include ABC participation in the publisher's choice of data provider for website usage statistics nor should it be construed as an endorsement by ABC of the methodology or technologies used by the data providers.

6A. AUDIENCE FAX - EXPLANATORY: (Continued)

Website Usage Definitions:

Total Unique Cookies: This site employs a cookie-based method for reporting of a Unique. In the absence of a cookie a combination of the IP address and user agent string is used to establish a Unique. All traffic regardless of the originating location (U.S. or International) is included in this total. Also included in this count may be content from co-branded third party vendors as disclosed in the audit report for this site.

This method of accounting identifies an unduplicated cookie or identified browser that accessed the Internet content of the site during the measurement period reported and does not measure a person. No adjustment or correction to the numbers presented in the Audience Fax Web Site Usage, Total Activity has been made to adjust this number from cookies to people. (i.e. deletion of the cookies from browsers or for users accessing the site from multiple devices or locations.) Additionally, identifying non-cookie users by the IP address & user agent string in combination may over or understate the number of individual people due to dynamic IP addressing.

Page Impressions/Views: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server. In effect, one request by a valid user should result in one Page Impression/ View being reported. The counted page impression may not necessarily be in focus or visible in the user's browser.

Cookie: A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between visits or sessions. Cookies are typically set to expire. Some cookies are intended to remain on the browser temporarily (for example, during a session) and some are persistent in that they are intended to be retained for longer periods.

Browser: A software program running on an Internet enabled device that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

Website Usage reports on the following URL Address(s):

affiliate.zap2it.com/*aid=select-lak*	my.centralflorida.monster.com	video.theledger.com
autos.ledgerwheels.com	polk-911.blogs.theledger.com	www.gadzoo.com/theledger/
blogs.theledger.com	polkpreps.com	www.lakelandledger.com
centralflorida.monster.com	preps.theledger.com	www.ledgerdata.com
content.centralflorida.monster.com	print.coupons.com	www.legacy.com/*theledger*
events.theledger.com	reprints.theledger.com	www.marketplacelocal.com/ *groupid=449*
homes.theledger.com	theledger.mycapture.com	www.polkmoms.com
jobsearch.centralflorida.monster.com	theledger.shopmountain.com	www.theledger.com
jobview.centralflorida.monster.com	theledger.sportsballot.com	www.uclick.com/*client/lf*
lakefl.halfoffdeals.com	theledger.stats.com	
lakelandledger.com	theledger.upickem.net	

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To Members of the Audit Bureau of Circulations:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with the Bureau's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average paid circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average paid circulation.

Audit Bureau of Circulations

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