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**THE CHARLESTON GAZETTE, CHARLESTON DAILY
MAIL, SUNDAY GAZETTE-MAIL**
CHARLESTON, WEST VIRGINIA 25301

A. Publisher's Policies

1. Distribution Capabilities (Morning, Evening, and Sunday)

THE CHARLESTON GAZETTE, CHARLESTON DAILY MAIL, SUNDAY GAZETTE-MAIL in its rate card and in practice, offer ZIP Code distribution based advertising buys throughout its distribution area including, but not limited to, Kanawha and Putnam counties. Advertisers have the ability to purchase one ZIP Code or a combination of any ZIPS.

2. Unduplicated Paid Circulation/ TMC Distribution

THE CHARLESTON GAZETTE, CHARLESTON DAILY MAIL, SUNDAY GAZETTE-MAIL provide non-subscriber delivery products in the City Zone and part of the Retail Trading Zone called Metro West-Kanawha, West Mailer, Metro West-Putnam, Metro East, East Mailer, Metro North, and North Mailer.

The TMC products are ZIP Code specific and are distributed by home delivery and mail delivery, and also submit to an audit of their TMC distribution.

3. ABC Report

THE CHARLESTON GAZETTE, CHARLESTON DAILY MAIL, SUNDAY GAZETTE-MAIL provide a complete ZIP Code analysis of its paid circulation in its annual audit report. THE CHARLESTON GAZETTE, CHARLESTON DAILY MAIL, SUNDAY GAZETTE-MAIL have the capability to provide subscriber/account level information by ZIP Code upon request.

4. Insert Receipt Procedures

THE CHARLESTON GAZETTE, CHARLESTON DAILY MAIL, SUNDAY GAZETTE-MAIL, in its rate card and in practice, are to schedule inserts to arrive not less than 10, but no more than 21 days prior to insertion for Morning, Evening and Sunday.

5. Periodic Estimates of Inserts Estimates

THE CHARLESTON GAZETTE, CHARLESTON DAILY MAIL, SUNDAY GAZETTE-MAIL, in its rate card and in practice, upon request, will offer monthly estimates of preprint quantities at least 90 days prior to distribution date.

6. Holiday/ Special Editions

THE CHARLESTON GAZETTE, CHARLESTON DAILY MAIL, SUNDAY GAZETTE-MAIL, in its rate card and in practice, will not list the holidays which receive Sunday circulation coverage; however, the information is available to the advertiser by calling the advertising department.

7. Preprint Billing

Per auditor's findings, THE CHARLESTON GAZETTE, CHARLESTON DAILY MAIL, SUNDAY GAZETTE-MAIL'S advertising billing invoices do adhere to the Standard Advertising Invoice (SAI) standards.

B. Account Service

1. Media Kit

THE CHARLESTON GAZETTE, CHARLESTON DAILY MAIL, SUNDAY GAZETTE-MAIL's media kit provides sufficient information relative to rates, ad size, requirements, deadlines, logistics, finances, etc.

Auditor's Findings:

As of March 29, 2001, we have examined THE CHARLESTON GAZETTE, CHARLESTON DAILY MAIL, SUNDAY GAZETTE-MAIL'S rate card, effective December 31, 2000, and documented policies as deemed necessary as they related to the QIP standards. In our opinion, THE CHARLESTON GAZETTE, CHARLESTON DAILY MAIL, SUNDAY GAZETTE-MAIL did meet the QIP standards.

Publisher's Comments:

QIP Established Guidelines:

The Quality Insert Program is intended to define minimum communication and insertion standards desired by insert advertisers and identify those newspapers that adhere to the following QIP standards:

A. Preprints:

- 1. Distribution Capabilities (Daily and Sunday)**
 - a. Ability to buy one or any combination of ZIP Codes, with one ZIP Code minimum.
 - b. ZIP Code-specific delivery of home-delivered and/or single copy circulation within the NDM or ABC City Zone.
 - c. Ability to buy home delivery or single copy individually within the NDM or City Zone.
- 2. Newspapers must provide a non-subscriber delivery program weekly within the NDM or City Zone.**
 - a. ZIP Code-specific delivery
 - b. U.S. Mail or audited carrier delivery
 - c. Weekend non-subscriber delivery programs must use non-subscriber lists compatible with weekend subscriber home delivery.
- 3. Within the NDM or City Zone, Audit Bureau of Circulation's audited circulation reporting must be ZIP Code-specific. This must be provided along with separate ZIP Code lists for home delivery, single copy and TMC distribution numbers.**
- 4. Newspapers must accept delivery of preprints as long as they arrive at least seven days prior to publication.**
- 5. Newspapers are required to offer monthly estimates of quantities at least 90 days prior to distribution date(s).**
- 6. Newspapers must have clearly defined procedures regarding holidays. Any change regarding procedures, deadlines, quantities, or other issues must be communicated to advertisers 120 days ahead of publication.**
- 7. Preprint billing must follow the newspaper Standard Advertising Invoice (SAI) format showing ad number, date of publication, quantity, cost per thousand (CPM), and total cost per insertion.**

B. Account Service:

Newspaper's media kits and preprint rate cards must contain all information relevant to making a buying decision. All rates, sizes, requirements, deadlines and logistics must be clearly defined as outlined by the NAA industry standard.

THE CHARLESTON GAZETTE, CHARLESTON DAILY MAIL, SUNDAY GAZETTE-MAIL TMC product is distributed by home delivery and mail. A TMC audit is conducted by Audit Bureau of Circulations.

June, 2001

Audit Bureau of Circulations

(The Charleston Gazette, Charleston Daily Mail, Sunday Gazette, Charleston, WV, Page #2 - 01-4955-0 -
#182986 - #185298 - 410 - 075)

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