



**Audit Bureau
of Circulations**

**AUDIT REPORT:
THE JONESBORO SUN
(Morning & Sunday)
Jonesboro (Craighead County), Arkansas**

DEFENDANT'S
EXHIBIT

D

8-19-81

TOTAL AVERAGE PAID CIRCULATION FOR 12 MONTHS ENDED DECEMBER 31, 1991:

		Morning (Mon. to Sat.) 25,974	Sunday 28,130
IA. TOTAL AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS):			
IB. TOTAL AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) BY ZONES: (See Par. 1E for description of area)			
CITY ZONE			
	Population	Occupied Households	
1990 Census:	46,535	17,976	
#12-31-91 Estimate:	47,800	18,500	
Carriers not filing lists with publisher			
Single Copy Sales		10,425	10,779
Mail Subscriptions		1,279	1,719
School-Single Copy/Subscriptions, See Par. 11(b)		19	1
Employee Copies, See Par. 11(c)		206	206
TOTAL CITY ZONE		11,929	12,705
RETAIL TRADING ZONE			
	Population	Occupied Households	
1990 Census:	66,861	25,505	
#12-31-91 Estimate:	66,600	25,400	
Single Copy Sales and Carriers not filing lists with publisher		8,436	9,381
Mail Subscriptions		183	183
School-Single Copy/Subscriptions, See Par. 11(b)		30	2
TOTAL RETAIL TRADING ZONE		8,649	9,566
TOTAL CITY & RETAIL TRADING ZONES		20,578	22,271
	Population	Occupied Households	
1990 Census:	113,396	43,481	
#12-31-91 Estimate:	114,400	43,900	
ALL OTHER			
Single Copy Sales and Carriers not filing lists with publisher		5,019	5,491
Mail Subscriptions		365	368
School-Single Copy/Subscriptions, See Par. 11(b)		12	
TOTAL ALL OTHER		5,396	5,859
TOTAL AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) ...		25,974	28,130
Days Omitted from Averages		None of record	None of record

PROOF COPY

IC. THIRD PARTY (BULK) SALES:

Hospitals and Nursing Homes - Available for patients	397	397
TOTAL AVERAGE THIRD PARTY (BULK) SALES	397	397

#S&MM Estimate. See Par. 11(e).

ID. METROPOLITAN STATISTICAL AREA - COUNTY OF PUBLICATION:

Answer optional and not made.

IE. CITY AND RETAIL TRADING ZONES:

CITY ZONE is the corporate limits of Jonesboro, in Craighead County, Arkansas.

RETAIL TRADING ZONE is, with exception of City Zone, Craighead and Poinsett Counties, all townships of Hickory Ridge and Mitchell; in LAWRENCE County, townships of Black Rock, Broad Duty and Promised Land; and in MISSISSIPPI County, townships of Big Lake and Neal.

2. AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) NEWSPAPER DESIGNATED MARKET:

Answer optional and not made.

AUDIT STATEMENT

The difference shown in average paid circulation in comparing this report with the Publisher's last period audited is Morning, 297 copies per issue deduction; Sunday, 298 copies per issue deduction.

AVERAGE PAID CIRCULATION (BY INDIVIDUALS AND FOR DESIGNATED RECIPIENTS) for the previous three years and period covered by this report.

			Morning	Sunday
1st	Quarter	1989	25,747	27,694
2nd	"	1989	25,752	27,731
3rd	"	1989	25,674	27,747
4th	"	1989	26,076	28,222
1st	"	1990	26,011	28,202
2nd	"	1990	25,834	27,843
3rd	"	1990	26,013	28,089
4th	"	1990	25,528	27,310
1st	"	1991	25,847	27,700
2nd	"	1991	25,930	27,696
3rd	"	1991	25,738	27,491
4th	"	1991	25,952	27,823
1st	"	1992	26,042	28,132
2nd	"	1992	25,970	28,109
3rd	"	1992	25,722	27,812
4th	"	1992	26,162	28,467

3. ACTUAL ONE-DAY GROSS DISTRIBUTION AND ABC-ESTIMATED PAID CIRCULATION AVERAGES BY COUNTIES:

Morning, October 19, 1992; Sunday, October 18, 1992.

Occupied Households - #12-31-91 S&MM Estimate.

The listing below gives gross distribution for one day only and is greater or less than the average covered by this report by the following percentages:

	Morning
City Zone	5.71% greater
Retail Trading Zone	2.54% less
All Other	2.24% greater
GRAND TOTAL	2.24% greater

The "Average Estimated Paid Circulation" or "Adjusted" figures have been arrived at by comparing Paragraph 1B to the appropriate ABC geographic market one day(s) gross distribution figures.

3A. DISTRICT WELL

Morning
Occupied

**BALANCE identified

State
County
Town

ARKANSAS
CRAIG
Jonesboro

BALANCE

Bay
Black C
Bono
Brookl
Carawa
Cash
Egypt
Jonesbo
Lake C
Monett

TOTAL
(EXCL)

TOTAL

CLAY
Comin
Piggott
Rector

TOTAL

CROSS
Cherry
Hickor
Wynne

TOTAL

GREEN
Marma
Parago

TOTAL

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.

Morning, October 19, 1992; Sunday, October 18, 1992.

Occupied Households - 1990 Census; #12-31-91 S&MM Estimate.
See Par. 11(a).

"BALANCE IN COUNTY" is comprised of the distribution in towns receiving less than 25 copies which is not identified with the towns, townships or minor civil divisions listed.

State County Town	OCCUPIED HOUSEHOLDS		Morning	Sunday
	1990 Census	#12-31-91 Estimate		
ARKANSAS				
CRAIGHEAD COUNTY				
Jonesboro	26,285	26,800	12,610	13,449
	17,976	18,500	(Adjusted Figure 11,929)	12,705)
BALANCE IN COUNTY	8,309	8,300		
Bay			325	394
Black Oak			94	96
Bono			231	314
Brookland			504	559
Caraway			282	322
Cash			172	172
Egypt			30	32
Jonesboro Rural Routes			891	924
Lake City			323	360
Monette			255	302
TOTAL CRAIGHEAD COUNTY (EXCLUSIVE OF JONESBORO)			3,107	3,475
			(Adjusted Figure 3,188)	3,507)
TOTAL CRAIGHEAD COUNTY			15,717	16,924
			(Adjusted Figure 15,117)	16,212)
CLAY COUNTY				
Corning	7,504	7,500		
Piggott			132	142
Rector			83	101
TOTAL CLAY COUNTY			232	254
			(Adjusted Figure 447)	497
			437	484)
CROSS COUNTY				
Cherry Valley	6,754	6,700		
Hickory Ridge			261	275
Wynne			70	80
TOTAL CROSS COUNTY			356	400
			(Adjusted Figure 687)	755
			688	748)
GREENE COUNTY				
Marmaduke	12,325	12,400		
Paragould			102	110
TOTAL GREENE COUNTY			1,461	1,495
			(Adjusted Figure 1,563)	1,605
			1,529	1,564)

State County	OCCUPIED HOUSEHOLDS #12-31-91 Estimate	Morning		Actual Gross Dist.
		Actual Gross Dist.	Average Est. Paid Circ.*	
ARKANSAS				
CRAIGHEAD	26,800	15,717	15,117	16,924
CLAY	7,500	447	437	497
CROSS	6,700	687	688	755
GREENE	12,400	1,563	1,529	1,605
IZARD	4,800	236	231	302
JACKSON	7,300	532	520	572
LAWRENCE	6,700	1,691	1,721	2,156
MISSISSIPPI	20,300	999	1,003	1,083
POINSETT	9,300	3,060	3,140	3,359
RANDOLPH	6,400	1,013	991	1,051
SHARP	5,900	293	286	317
Miscellaneous Counties		142	139	142
TOTAL IN ARKANSAS		26,380	25,802	28,763
All Other		176	172	176
GRAND TOTAL		26,556	25,974	28,939

#S&MM Estimate. County population and occupied household estimates appearing in ABC reports are from Sales and Marketing Management's 'Survey of Buying Power'. Estimates for ABC defined newspaper markets areas below the county level are projections based upon 'Survey of Buying Power' estimates.

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

State County Town	OCCUPIED HOUSEHOLDS		Morning	Sunday
	1990 Census	#12-31-91 Estimate		
<u>ARKANSAS (Cont'd)</u>				
<u>JACKSON COUNTY</u>	7,361	7,300	58	73
Grubbs			236	249
Newport			89	91
Swifton			149	159
Tuckerman			532	572
TOTAL JACKSON COUNTY			520	558
		(Adjusted Figure)		
<u>LAWRENCE COUNTY</u>	6,857	6,700	58	70
Alicia			133	141
Black Rock			261	283
Hoxie			118	177
Imboden			91	164
Minturn			123	156
Portia			140	219
Ravenden			57	62
Sedgewick			710	884
Walnut Ridge				
TOTAL LAWRENCE COUNTY			1,691	2,156
		(Adjusted Figure)	1,721	2,160
<u>MISSISSIPPI COUNTY</u>	20,420	20,300		
Blytheville			75	85
Keiser			222	232
Leachville			232	274
Manila			297	312
Osceola			173	180
TOTAL MISSISSIPPI COUNTY			999	1,083
		(Adjusted Figure)	1,003	1,076
<u>POINSETT COUNTY</u>	9,368	9,300		
Fisher			75	84
Harrisburg			593	638
Lepanto			223	241
Marked Tree			305	328
Payneway			88	94
Trumann			1,186	1,293
Tyronza			172	188
Waldenburg			105	119
Weiner			313	374
TOTAL POINSETT COUNTY			3,060	3,359
		(Adjusted Figure)	3,140	3,390
<u>RANDOLPH COUNTY</u>	6,445	6,400		
Maynard			63	70
Okean			151	154
Pocahontas			799	827
TOTAL RANDOLPH COUNTY			1,013	1,051
		(Adjusted Figure)	991	1,024

State County Town	OCCUPIED HOUSEHOLDS		Morning
	1990 Census	#12-31-91 Estimate	
<u>ARKANSAS (Cont'd)</u>			
<u>MISCELLANEOUS COUNTIES</u>			295
Hardy (Sharp Co)			236
Horseshoe Bend (Izard Co)			142
UNDER 25 COPIES			671
TOTAL MISCELLANEOUS COUNTIES			<u>656</u>
			26,380
TOTAL IN ARKANSAS			<u>(Adjusted Figure) 25,802</u>
<u>ALL OTHER STATES</u>			
<u>MISCELLANEOUS COUNTIES</u>			176
UNDER 25 COPIES			<u>(Adjusted Figure) 172</u>
<u>SUMMARY</u>			
TOTAL ARKANSAS			26,380
ALL OTHER STATES			<u>176</u>
GRAND TOTAL			<u>26,556</u>
			<u>(Total Adjusted Figure) 25,974</u>

4. NET PRESS RUN AND ADJUSTED PAID CIRCULATION BY EDITIONS:

Press Time	Date Printed	Issue Date	Net Press Run	Sales Release See Note	Total Paid	Adjusted Paid Circulation*		
						City Zone	Retail Trading Zone	All Other
Morning Issue for Tuesday, December 8, 1992.								
12:30 AM	12-8	12-8	28,168	A-C	25,974	12,208	8,441	5,325
Sunday Issue for December 6, 1992.								
11:30 PM	12-5	12-6	30,848	A-C	28,130	12,940	9,395	5,795

For publisher's policy in respect to advertising carried, See Par. 11(e).

NOTE: A - Immediate sales release in City. C - Sales release on arrival at destination in Retail Trading Zone and All Other.

*The adjusted paid circulation figures have been calculated by projecting the net press run information against the averages in Pars. 1A & 1B.

5. AVERAGE UNPAID DISTRIBUTION:

	Morning (Mon. to Sat.)	Sunday
Arrears		
Advertisers, Agencies	407	500
Complimentary, Sample, Service	125	158
Total	532	658

6. WERE RETURNS ACCEPTED OR ALLOWANCES MADE FOR UNDELIVERED, LEFTOVER AND UNSOLD COPIES?

Fully returnable in the City Zone and nonreturnable to accounts in the Retail Trading Zone and All Other.

The allowances for returns, undelivered, leftover and unsold copies for period covered by this report were found to have been: in the City Zone, Morning, 5.41%, Sunday, 5.18%; in the Retail Trading Zone, Morning, 0.41%, Sunday, 0.39%; in All Other, Morning 1.36%, Sunday, 0.73%.

ANALYSIS OF CARRIER AND MAIL SUBSCRIPTION SALES (NEW AND RENEWAL)

For Period Covered by this Report

7. PREMIUM, COMBINATION, SPECIAL OFFERS, CLUBS AND INSURANCE:

	M & S	Term Ordered				Misc. Periods
		1 Mo.	3 Mos.	6 Mos.	1 Yr.	
(e) Special reduced prices, See Par. 10(b).....	807					
	M					61*
	S					3*

*This figure does not represent the total number of subscriptions received, but represents the average number of copies served during this report period on School-Single Copy/Subscriptions sold at the price(s) shown in Par. 10(b).

8. (a) CONTESTS INVOLVING SUBSCRIPTION CONTRACT: None of record.

(b) CONTESTS NOT INVOLVING SUBSCRIPTION CONTRACT: None of record.

9. ARREARS AS AT OCTOBER 16, 1992 FOR MAIL; NOVEMBER 30, 1992 FOR BALANCE.

M & S	CITY ZONE			RETAIL TRADING ZONE			ALL OTHER
	Carriers	Single Copy Accounts	Mail	Carriers	Single Copy Accounts	Mail	Single Copy Accounts
Arrears under 3 months	None	None	None	None	None	1.16%	None

10. PRICES:

(a) Basic Prices:

	By Mail				By Carrier			
	1 Yr.	6 Mos.	3 Mos.	1 Mo.	1 Yr.	6 Mos.	3 Mos.	1 Mo.
CITY ZONE:								
M & S*	\$88.00	\$44.50	\$23.25		\$82.00	\$43.00	\$22.00	\$6.75
S only**					54.00	27.00		6.00

*By Carrier, 4 months, Morning and Sunday, \$27.00; Sunday only, \$16.00.
 **By Mail, 4 months, Morning and Sunday, \$31.00.

RETAIL TRADING ZONE: By Mail and Carrier, same as City Zone.

ALL OTHER: By Carrier, same as City Zone.

M & S*	\$108.00	\$54.50	\$41.00
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*By Mail, 4 months, Morning and Sunday, \$38.00.

CITY ZONE, RETAIL TRADING ZONE AND ALL OTHER: By Motor Route Single Copy

Same as by Carrier in City Zone. (a-b)

	1 Yr.	6 Mos.	3 Mos.	1 Mo.	1 Wk.	
M only						35¢
S only						75¢

(a) City Zone; (b) Retail Trading Zone.

(b) Special reduced prices: By Carrier, 3 months \$15.00. To schools for classroom use, Morning only, 17¢ per copy; Sunday only, 38¢ per copy.

11. EXPLANATORY:

- Regular publishing days on which no paper was issued:
 Morning (Mon. to Sat.): None.
 Sunday: None.
- (a) County population and occupied household estimates appearing in ABC reports are obtained from Marketing Management's 'Survey of Buying Power'. Estimates for ABC defined newspaper markets and at the county level are projections based upon 'Survey of Buying Power' estimates.
- Par. 1B:
 (b) School-Single Copy/Subscriptions, averaging 19 copies per issue Morning, 1 copy per issue Sunday in the City Zone; 30 copies per issue Morning, 2 copies per issue Sunday in the Retail Trading Zone and 12 copies per issue Morning in All Other, represent copies sold to schools for classroom use at the price(s) shown in Par. 10(b) and being made from school funds.
- (c) Employee Copies, averaging 206 copies per issue Morning and 206 copies per issue Sunday in the City Zone represent copies served to employees of the newspaper.

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 examinations were 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

(The Jonesboro Sun (Morning & Sunday), Jonesboro, AR, Page #10 - #159083 - 677 - 382 - 035)
February, 1993

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