

# MERCED SUN-STAR

May 5, 2016

**Merced Sun-Star  
Bid for Advertising Services  
Proposed Rates for the City of Merced  
2016**

CITY OF MERCED

MAY 5 '16 PM 2:04

## Legal Advertising:

	<u>First Publication</u>	<u>Subsequent Publications</u>
Cost Per Line:	\$0.50	\$0.50
Cost Per Inch:	\$6.00	\$6.00

Flat cost of \$5.00 per notice to appear on MercedSunStar.com

Column width = 1.556"  
12 lines per vertical inch  
Font: Geometric  
Point size: 6

The above legal advertising rates apply to the Merced Sun-Star, as well as The Atwater Signal, The Chowchilla News, The Livingston Chronicle, and The Los Banos Enterprise.

## Classified Advertising:

### Employment Advertising

Flat cost of \$200.00 for each employment ad.

Up to 10 lines publishing up to one week (6 days)

includes a 30-day job posting on CareerBuilder.com and a 7 day posting on AfterCollege.com

### Other Classified Advertising

In-column line ads - \$1.00 per line

Multi-column display ads - \$10.00 per inch

## Retail ROP Advertising:

	<u>First Publication</u>	<u>Subsequent Publications</u>
Cost Per Inch:	\$10.00 week day \$10.00 weekend	Ads picked up to run on a Monday or Tuesday receive a 50% discount.

## Color charges:

Full Color - \$75.00

**Contact Information**

**For Classified, ROP, or Recruitment Advertisements:**

Name: Solie Magsalay  
Direct Line: 209-385-2410  
Fax: 209-385-2468  
Email: [smagsalay@mercedsun-star.com](mailto:smagsalay@mercedsun-star.com)

**For Legal Notices:**

Name: Cynthia McNamara  
Direct Line: 209-578-2049  
Fax: 209-578-2046  
Email: [legals@mercedsun-star.com](mailto:legals@mercedsun-star.com)

**Legal and Classified Advertising Deadlines**

***Merced Sun-Star***

<b>Day of Publication</b>	<b>Deadline</b>	
Monday	Wednesday Prior	3:00pm
Tuesday	Thursday Prior	3:00pm
Wednesday	Monday Prior	3:00pm
Thursday	Tuesday Prior	3:00pm
Friday	Wednesday Prior	3:00pm
Saturday	Wednesday Prior	3:00pm

***Los Banos Enterprise***

<b>Day of Publication</b>	<b>Deadline</b>	
Friday	Tuesday Prior	3:00pm

***Atwater Signal and Livingston Chronicle***

<b>Day of Publication</b>	<b>Deadline</b>	
Saturday	Thursday of the <i>prior week</i> ,	3:00pm

***Chowchilla News***

<b>Day of Publication</b>	<b>Deadline</b>	
Wednesday	Wednesday prior	5:00pm



**MERCED SUN-STAR**  
 Merced (Merced County), California  
 24 months ended September 30, 2015

**AUDIT REPORT**  
**Community Newspaper**

Audited Every Other Year

	Avg Mon-Fri	Sat
<b>EXECUTIVE SUMMARY</b>	<b>14,367</b>	<b>16,676</b>
Print Newspaper	12,059	15,799
Digital Editions	2,308	877
<b>TOTAL AVERAGE CIRCULATION</b>	<b>14,367</b>	<b>16,676</b>
<b>1A. TOTAL AVERAGE CIRCULATION</b>		
<b>Paid Circulation</b>		
<b>Individually Paid Circulation</b>		
Home Delivery and Mail		
Print	7,949	8,647
Digital	386	351
Joint Distribution	24	2,040
Single Copy Sales	834	1,356
<b>Total Average Individually Paid Circulation</b>	<b>9,193</b>	<b>12,394</b>
<b>Business/Traveler Paid Circulation</b>		
Hotel Distribution - Room/Lobby Copies	54	57
<b>Total Average Business/Traveler Paid Circulation</b>	<b>54</b>	<b>57</b>
<b>Total Average Paid Circulation</b>	<b>9,247</b>	<b>12,451</b>
<b>Qualified Circulation</b>		
<b>Home Delivery</b>		
Requested	10	3,577
Targeted	2,373	
<b>Total Average Home Delivery</b>	<b>2,383</b>	<b>3,577</b>
<b>Single Copy</b>		
Educational Copies		
Digital	1,922	526
Employee/Independent Contractor	102	104
Retail/Business	713	18
<b>Total Average Single Copy</b>	<b>2,737</b>	<b>648</b>
<b>Total Average Qualified Circulation</b>	<b>5,120</b>	<b>4,225</b>
<b>TOTAL AVERAGE CIRCULATION</b>	<b>14,367</b>	<b>16,676</b>

**Audience Snapshot**

<b>WEBSITE USAGE: Total Activity</b>	
	<u>September</u>
	<u>2015</u>
Total Unique Browsers	329,926
Page Impressions/Views	1,645,360
Source: Adobe Analytics, See Explanatory	
Note: Publisher also reports additional digital metrics, See Explanatory	

**Publishing Plans**

	Frequency: Monday through Saturday
	Delivery Vehicle(s): Print, online, mobile
	Primary Circulation Classification: Paid
	Website(s): www.mercedsun-star.com

01-0310-0

**AUDIT STATEMENT**

	Avg Mon-Fri			Sat		
	Audited Circulation	Publisher's Statement Claim	Difference	Audited Circulation	Publisher's Statement Claim	Difference
Merced Sun-Star	14,367	14,367		16,676	16,676	
Total Average Circulation	14,367	14,367		16,676	16,676	

**2. BASIC PRICES as of September 30, 2015 (subscription sales based on 52 weeks/1 year)**

Frequency	Print	Home Delivery		Single Copy	Mail
		Digital Replica	Digital Nonreplica		
Mon-Sat	\$446.15	\$99.95	\$99.95		\$446.15
Mon-Fri				\$0.75	
Wknd Plus	\$251.16				
Sat Plus	\$199.16			\$1.50	

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

Wed, August 26, 2015, Sat, August 22, 2015.

(OH's) Occupied Households - #1-1-15 The Nielsen Company (U.S.), Inc.

State County	OH's #1-1-15 Estimate	Wed					Sat									
		Home & Mail Delivery	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Avg Mon-Fri Avg. Proj. Circ.*	Hshld. Cov.	Home & Mail Delivery	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Avg Sat Avg. Proj. Circ.*	Hshld. Cov.
CALIFORNIA																
MADERA	44,385	66	66	2	68	35	0.1%	557	75	30	557	5	562	559	1.3%	
MARIPOSA	7,730	89	52	141	141	73	0.9%	100	75	30	175	5	175	174	2.3%	
MERCED	78,172	6,787	926	28	7,741	15,353	15.2%	8,743	1,353	30	10,126	4,830	14,956	14,882	19.0%	
Miscellaneous Counties		34	10	44	80	63		156	29	30	185	5	185	184		
TOTAL IN CALIFORNIA	6,976	988	28	7,992	15,435	23,427	12,059	9,556	1,457	30	11,043	4,835	15,878	15,799		
TOTAL PRINT CIRCULATION	6,976	988	28	7,992	15,435	23,427	12,059	9,556	1,457	30	11,043	4,835	15,878	15,799		
DIGITAL REPLICA CIRCULATION	221			221	1,033	1,254	2,021	179			179	501	680	615		
DIGITAL NONREPLICA CIRCULATION	308			308	308	287		286			286	286	286	262		
TOTAL AVERAGE CIRCULATION	7,505	988	28	8,521	16,468	24,989	14,367	10,021	1,457	30	11,508	5,336	16,844	16,676		

#County occupied household estimates appearing in AAM reports are obtained from The Nielsen Company (U.S.), Inc. 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. CIRCULATION BY ZIP CODES RECEIVING 25 OR MORE COPIES:

SOURCE - U.S. ZIP Code Directory, #1-1-15 The Nielsen Company (U.S.), Inc., See Par. 4.

STATE ZIP Code	OH's #1-1-15 Estimate	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Avg			Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Avg Proj. Circ.	Hshld. Cov.	Sat Avg Proj. Circ.	Hshld. Cov.			
								Merced Sun-Star													Merced Sun-Star		
								Wed	Sat												Merced Sun-Star	Merced Sun-Star	
CALIFORNIA																							
93610	Chowchilla	5,370	66		66	2	68	35	0.7%	557			557	5	562	559	10.4%						
93620	Dos Palos	3,103	101	30	131	517	648	334	10.8%	162	60		222	5	222	221	7.1%						
93635	Los Banos	11,823	153	48	201	2,461	2,662	1,370	11.6%	1,309	94		1,403	6	1,409	1,402	11.9%						
95301	Atwater	12,096	1,484	140	1,629	2,211	3,840	1,977	16.3%	1,699	248	5	1,952		1,952	1,942	16.1%						
95315	Delhi	3,376		16	16	710	726	374	11.1%							0	0.0%						
95333	Le Grand	764	128	20	148	404	552	284	37.2%	140	20		160		160	159	20.8%						
95334	Livingston	4,038	203	58	261	1,613	1,874	965	23.9%	241	85		326		326	324	8.0%						
95338	Mariposa	4,568	89	52	141		141	73	1.6%	100	75		175		175	174	3.8%						
95340	Merced	12,022	2,365	377	2,765	2,560	5,325	2,741	22.8%	2,551	538	25	3,114	2,496	5,610	5,582	46.4%						
95341	Merced	8,529	776	31	807	3,059	3,866	1,990	23.3%	867	30		897	69	966	961	11.3%						
95348	Merced	10,474	1,186	166	1,352	331	1,683	866	8.3%	1,340	215		1,555	2,259	3,814	3,795	36.2%						
95365	Planada	1,063	101		101	915	1,016	523	49.2%	112			112		112	111	10.4%						
95369	Snelling	342	74	12	86		86	44	12.9%	76	20		96		96	96	28.1%						
95388	Winton	3,370	216	28	244	572	816	420	12.5%	246	43		289		289	288	8.5%						
Miscellaneous ZIP Codes			34	10	44	80	124	63		156	29		185		185	185							
TOTAL PRINT CIRCULATION		6,976	988	28	7,992	15,435	23,427	12,059		9,556	1,457	30	11,043	4,835	15,878	15,799							
DIGITAL REPLICA CIRCULATION		221			221	1,033	1,254	2,021		179			179	501	680	615							
DIGITAL NONREPLICA CIRCULATION		308			308		308	287		286			286		286	262							
TOTAL AVERAGE CIRCULATION		7,505	988	28	8,521	16,468	24,989	14,367		10,021	1,457	30	11,508	5,336	16,844	16,676							

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**4. EXPLANATORY - OTHER:**

REPORT ENDING DATE

September 27, 2015

DIGITAL CIRCULATION

Digital circulation reported in Par. 1 is comprised of the following:

	Avg Mon-Fri	Sat
Digital Replica	2,021	615
Digital Nonreplica	287	262

JOINT DISTRIBUTION AGREEMENT

Joint Distribution represents copies served to subscribers of the CHOWCHILLA NEWS, Chowchilla, CA and the LOS BANOS ENTERPRISE, Los Banos, CA who have been notified that established prices for their subscription include service of this publication on Friday or Saturday and that no other service options are offered to them.

PUBLISHER'S RETURN POLICY

Fully Returnable.

THE NIELSEN COMPANY (U.S.), INC. ESTIMATES

County occupied household estimates appearing in AAM reports are obtained from The Nielsen Company (U.S.), Inc. 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.

AGE OF SOURCE ANALYSIS OF QUALIFIED HOME DELIVERY - REQUESTED CIRCULATION

The following is an analysis of the Qualified Home Delivery - Requested Circulation from the February 6, 2016 issue. The analysis represents the age of opt-in request for that day's newspaper recipients.

Less than 1 year	4,263
1 to 2 years	20
2 to 3 years	13
More than 3 years	14
Total	<u>4,310</u>

QUALIFIED RETAIL/BUSINESS

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

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**4. EXPLANATORY - OTHER: (Continued)**

**CROSS-MEDIA Explanatory:**

Additional Digital Metrics: Monthly detail and additional metrics available in the AAM Media Intelligence Center.

As reported on the March, June and September 2015 Quarterly Data Report & Media Intelligence Center

Average 9 months ended September 30, 2015

	<u>Web/Mobile Adobe Analytics</u>
Unique Users/Browsers/Devices	386,080
Page Impressions/ Views	1,950,627

Domains included in Website Usage:

Adobe Analytics: Merced Sun-Star: Phone APP, Merced Sun-Star: Tablet APP, markets.financialcontent.com/\*mercedsun-star\*, mercedsunstar.findsave.com, mercedsunstar.mycapture.com, www.careerbuilder.com/\*cbmc\_mss\*, www.homefinder.com/\*ca\*, www.legacy.com/\*mercedsunstar\*, www.legalnotice.org/\*mercedsun-star\*, www.losbanosenterprise.com, www.mercedsunstar.com, www.thechowchillanews.com.

Digital Definitions:

**Unique Users:** A measurement of unique individuals that have accessed the digital content of a site during the measurement period reported. Unique users can be identified by user registration, cookies, or through panel-based measurement services (i.e., comScore or Nielsen).

**Unique Browser:** A measurement of unduplicated cookie browsers that accessed the digital content of a site during the measurement period reported. In the absence of a cookie, the combination of the IP address and user-agent string may be used to measure a unique browser. For numerous reasons, a unique browser does not represent a unique individual.

**Unique Device:** A measurement of the number of unique devices (i.e., unduplicated) used to access digital content or advertising during a measurement period.

**Page Impressions:** The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, and is recorded at a point as late as possible in the process of delivery of the content to the user's browser, therefore closest to the actual opportunity to see the content by the user. In effect, one request by a browser should result in one page impression being reported. The counted page impression may not necessarily be in focus or visible in the user's browser.

**Deanna Whitmore, Advertising Director**  
**Telephone (209) 385-2498 Fax: (209) 723-2226**  
**3033 North G Street**  
**Merced, CA 95340**  
**e-mail: [dwhitmore@mercedsun-star.com](mailto:dwhitmore@mercedsun-star.com)**

To Members of the Alliance for Audited Media:

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 AAM'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 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 circulation.

***Alliance for Audited Media***



# MERCED SUN-STAR

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

## Subscriptions/ Distribution Numbers 2016

### Total Market Coverage within City of Merced:

#### Merced Sun-Star, Yes, Vida & MVP

Publication	Type	Mon	Tues	Wed	Thur	Fri	Sat	Total Dist.	Readership Multiply by 2.5
Merced Sun-Star	Paid	8135	8135	8160	8375	8408	11174	52387	130967
Los Banos Enterprise	Paid					2584		2584	6460
Atwater Signal	Non-Sub						15106		
Livingston Chronicle	Non-Sub						5108		
Chowchilla News	Paid			1037				1037	2592
Find-N-Save	Non-Sub			76693					
Yes!	Opt in						4926		
Vida en el Valle Bilingual	Opt in			15429					

## Deadlines

Publication	Pub Date	Space/Copy	Camera-Ready
Merced Sun-Star	Monday	Wednesday, noon	Friday, 9am
	Tuesday	Thursday, noon	Monday, 9am
	Wednesday	Friday, noon	Tuesday, 9am
	Thursday	Monday, noon	Wednesday, 9am
	Friday	Tuesday, noon	Thursday, 9am
	Saturday	Wednesday, noon	Friday, 9am
Atwater Signal	Saturday	Monday, noon	Wednesday, 9am
Livingston Chronicle	Saturday	Monday, noon	Wednesday, 9am
Chowchilla News	Wednesday	Thursday, 5pm	Monday, 5pm
Find-N-Save (TMC)	Wednesday	Tuesday, prior, 5pm	Wednesday prior, 5pm
Los Banos Enterprise	Friday	Tuesday, 2pm	Thursday, 9am
Vida En El Valle	Wednesday	Thursday, 5pm	Friday, noon
YES!	Saturday	Friday week prior, noon	Tuesday, noon

Deadlines subject to change. Please contact your advertising representative for most up-to-date information.

## Sizes

Column	Width	Broadsheet Sizes		Tabloid	
1	1.556"	Full Page	9.889" x 20.7"	Full Page	9.889" x 9.889"
2	3.222"	Half Page	9.889 x 10.5"	Half Page	9.889 x 4.889"
3	4.889"		4.889" x 20.7"		4.889" x 9.889"
4	6.556"	Quarter Page	4.889" x 10.5"	Quarter Page	4.889" x 4.889"
5	8.222"	Eighth Page	4.889" x 5.25"	Eighth Page	4.889" x 2.38"
6	9.889"	Double Truck	20.566"x 20.7"	Double Truck	21.126" x 9.889"

*Tradition delivers us to your door,  
innovation delivers us everywhere else.*

**Merced Sun-Star**  
3033 North G St. Merced, CA 95340 (209) 385-2443  
[www.mercedsunstar.com/advertising](http://www.mercedsunstar.com/advertising)

Rates effective through Dec. 31, 2016

