

OAKTOWN PRESS

OAK NEWSPAPERS
4105 Telegraph, Suite 400
Oaktown, CA 94612
(555) 297-8000; (555) 297-8001 (Fax)
www.oaktownpress.com

PUBLICATION DESCRIPTION:

The newspapers within The **PRESS** family include The Oaktown Press, The Berkeley Press, The Albany Press, and The El Cerrito Press. These are free newspapers and published on Wednesdays, available for reader pick-up at racks and other convenient locations, businesses, and churches. The **PRESS** newspapers are the most reliable advanced news source for the diverse Bay Area communities that are represented within the papers. Through relevant news, independent information, and a forum for the exchange of politically and culturally distinct opinion, the newspapers offer many alternative viewpoints and promote dialogue between all ethnic groups in the communities served.

VERIFICATION OF DISTRIBUTION, PRINTING AND INTERNAL RECORDS:

Verification of distribution is conducted by appropriate survey methodology(s). Free home delivery is verified by telephone interviews with households within the publication's delivery areas. Target (free rack) distribution is confirmed by field verification of the number of copies distributed and the number of copies remaining at the close of the distribution period. An audit of internal records is conducted by a professional circulation auditor in conformity with accepted circulation auditing procedures, prior to Verified's issuance of an initial audit report and annually thereafter. This audit of internal records includes a review of source printing, distribution and subscription records as well as supporting financial documents. Please see the following pages for additional details.

WEEKLY CIRCULATION: SIX MONTH AVERAGE

FREE CIRCULATION	OAKTOWN PRESS WEDNESDAY
CARRIER	10,910
OVER THE COUNTER	50
TARGET	13,564
TOTAL FREE	24,524
TOTAL QUALIFIED CIRCULATION	24,524
AVERAGE PRESS RUN	25,000
PRESS RUN AS OF 06/29/2005	25,000
QUALIFIED CIRCULATION HISTORY	
3 MONTHS ENDING JUNE, 2005	24,524
3 MONTHS ENDING MARCH, 2005	24,524

INITIAL AUDIT REPORT

OAKTOWN PRESS

BASED ON ISSUE DATE: 03/30/2005

TOTAL QUALIFIED CIRCULATION: 23,303

GROSS DISTRIBUTION

<u>COMMUNITY</u>	<u>ZIP CODE</u>	<u>DISTRIBUTION</u>
Oakland	94601	8,710
Oakland	94602	260
Oakland	94603	845
Oakland	94605	1,525
Oakland	94606	745
Oakland	94607	5,810
Emeryville	94608	25
Oakland	94609	2,565
Oakland	94610	165
Oakland	94611	190
Oakland	94612	945
Oakland	94619	310
Oakland	94621	1,491
Oakland	94623	25
MISCELLANEOUS		4
OFFICE COUNTER		100
GROSS DISTRIBUTION		23,715
NON-QUALIFIED RETURNS FROM RACK DISTRIBUTION		(412)
TOTAL QUALIFIED CIRCULATION		23,303
MISCELLANEOUS NON-QUALIFIED DISTRIBUTION		1,285
(Includes non-qualified mail, office use, advertising, sales, and extra copies)		
TOTAL PRINTED		25,000

CirculationArea Map



Verification of Distribution

Oaktown Press is regularly made available at designated locations for reader pickup. Publishers are required to maintain detailed distribution records for every issue documenting the number of papers delivered and returns for every distribution point. Quarterly updates of the route lists are maintained by VERIFIED as a reference. "Accuracy of Claimed Distribution" is determined by a comparison of these records with the results of VERIFIED's field verification of distribution. The field verification consists of monitoring of the number of papers delivered and number of papers remaining from the prior issue (returns), for a randomly selected sample of distribution locations.

Oaktown Press has met or exceeded VERIFIED's standard of 90% "Accuracy of Claimed Circulation," as documented below:

SURVEY DATE(S):

09/15/05

VERIFIED AUDIT CIRCULATION'S Field Verification Summary Reports contain detailed information concerning verification procedures and results.

Audit of Records & Affidavit

On 07/28/2005, VERIFIED conducted an onsite audit of printing, distribution and financial records in order to substantiate data submitted by the client publication. This examination followed guidelines prepared in conformity with generally accepted circulation auditing procedures, involving records covering all distribution methods utilized for qualified circulation during the period covered by this report. Standard methods of sample selection were used on source printing and distribution records and on corroborative financial documents. The results of the audit warrant the issuance of this report as an accurate statement of the qualified circulation of the client publication.

VERIFIED AUDIT CIRCULATION swears that to the best of its knowledge, all statements contained in this report are true.