



Audit Bureau  
of Circulations

For 26 weeks ended September 22, 2007

# The Free Lance-Star

Fredericksburg (Independent City), Virginia

www.freelancestar.com

## Newspaper Publisher's Statement

Subject to Audit

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
<b>1. TOTAL AVERAGE PAID CIRCULATION</b>	<b>49,802</b>	<b>45,627</b>	<b>46,139</b>	<b>45,232</b>	<b>46,506</b>	<b>45,197</b>	<b>45,061</b>	<b>47,602</b>
<i>Core Newspaper with replica electronic</i>	49,802	45,627	46,139	45,232	46,506	45,197	45,061	47,602
Core Newspaper	49,802	45,627	46,139	45,232	46,506	45,197	45,061	47,602
Electronic Editions	0	0	0	0	0	0	0	0
Other Unique Editions	0	0	0	0	0	0	0	0
<b>Total Average Paid Circulation</b>	<b>49,802</b>	<b>45,627</b>	<b>46,139</b>	<b>45,232</b>	<b>46,506</b>	<b>45,197</b>	<b>45,061</b>	<b>47,602</b>
<b>1A. AVERAGE PAID CIRCULATION - Core Newspaper</b>								
<b>Paid for by Individual Recipients (≥50% of basic)</b>								
Home Delivery and Mail	41,873	38,930	39,101	38,877	39,010	38,853	38,811	41,693
Single Copy Sales	7,121	5,107	4,400	4,801	6,266	5,035	5,032	5,064
<b>Subtotal</b>	<b>48,994</b>	<b>44,037</b>	<b>43,501</b>	<b>43,678</b>	<b>45,276</b>	<b>43,888</b>	<b>43,843</b>	<b>46,757</b>
<b>Paid for by Individual Recipients (≥25%, &lt;50% of basic)</b>								
Home Delivery and Mail	0	0	0	0	0	0	0	0
Single Copy Sales	0	0	0	0	0	0	0	0
<b>Subtotal</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Average Paid by Individual Recipient Circulation - Core Newspaper</b>	<b>48,994</b>	<b>44,037</b>	<b>43,501</b>	<b>43,678</b>	<b>45,276</b>	<b>43,888</b>	<b>43,843</b>	<b>46,757</b>
<b>Other Paid Circulation: (See Par. 6A)</b>								
Single Copy Sales	0	0	0	0	0	0	0	0
Educational Programs	0	734	1,782	698	374	453	363	0
Employee/Independent Contractor	614	615	615	615	615	615	614	614
Third Party Sales	194	241	241	241	241	241	241	231
Third Party Sales - Payment made with barter	0	0	0	0	0	0	0	0
<b>Subtotal</b>	<b>808</b>	<b>1,590</b>	<b>2,638</b>	<b>1,554</b>	<b>1,230</b>	<b>1,309</b>	<b>1,218</b>	<b>845</b>
Total Average Paid Circulation - Core Newspaper	49,802	45,627	46,139	45,232	46,506	45,197	45,061	47,602
Total Paid Circulation - Electronic Editions	0	0	0	0	0	0	0	0
Total Paid Circulation - Other Unique Editions	0	0	0	0	0	0	0	0
<b>TOTAL AVERAGE PAID CIRCULATION</b>	<b>49,802</b>	<b>45,627</b>	<b>46,139</b>	<b>45,232</b>	<b>46,506</b>	<b>45,197</b>	<b>45,061</b>	<b>47,602</b>
Other Audited Distribution (Optional)	0	0	0	0	0	0	0	0
Total Distribution (Optional)	0	0	0	0	0	0	0	0
Days Omitted from Averages	None		None	None	None	None	None	None

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**2. AVERAGE PAID CIRCULATION Newspaper Designated Market (See Par. 6B for description of area)**

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
<b>Newspaper Designated Market</b>								
Home Delivery and Mail (See Par. 6B)	36,059	33,549	33,700	33,505	33,616	33,482	33,442	35,899
Single Copy Sales (Individual)	5,506	4,060	3,473	3,827	5,007	4,009	3,983	3,899
Educational Programs		678	1,627	644	365	428	328	
Employee/Independent Contractor	583	583	583	583	583	583	582	583
Third Party Sales	194	241	241	241	241	241	241	231
<b>Total Newspaper Designated Market</b>	<b>42,342</b>	<b>39,111</b>	<b>39,624</b>	<b>38,800</b>	<b>39,812</b>	<b>38,743</b>	<b>38,576</b>	<b>40,612</b>
<b>Circulation Outside Newspaper Designated Market</b>								
Home Delivery and Mail (See Par. 6B)	5,814	5,381	5,401	5,372	5,394	5,371	5,369	5,794
Single Copy Sales (Individual)	1,615	1,047	927	974	1,259	1,026	1,049	1,165
Educational Programs		56	155	54	9	25	35	
Employee/Independent Contractor	31	32	32	32	32	32	32	31
Third Party Sales								
<b>Total Circulation Outside Newspaper Designated Market</b>	<b>7,460</b>	<b>6,516</b>	<b>6,515</b>	<b>6,432</b>	<b>6,694</b>	<b>6,454</b>	<b>6,485</b>	<b>6,990</b>
<b>Total Average Paid Circulation</b>	<b>49,802</b>	<b>45,627</b>	<b>46,139</b>	<b>45,232</b>	<b>46,506</b>	<b>45,197</b>	<b>45,061</b>	<b>47,602</b>

**PERCENTAGE OF TOTAL PAID AND HOUSEHOLD COVERAGE PERCENT**

	Population	Occupied Households	Sun			Cmbd Avg (Mon.-Fri.)			Sat		
			Total Circ.	% of Total Circ.	House- hold Coverage	Total Circ.	% of Total Circ.	House- hold Coverage	Total Circ.	% of Total Circ.	House- hold Coverage
2000 Census	241,044	83,709									
Newspaper Designated Market #1-1-07 Est.	314,997	111,062	42,342	85.0	38.1%	39,111	85.7	35.2%	40,612	85.3	36.6%
Outside Newspaper Designated Market			7,460	15.0		6,516	14.3		6,990	14.7	
<b>Total Paid</b>			<b>49,802</b>	<b>100.0%</b>		<b>45,627</b>	<b>100.0%</b>		<b>47,602</b>	<b>100.0%</b>	

#Source: Claritas Inc. (See Par. 6B).

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
<b>AVERAGE PAID CIRCULATION BY QUARTERS:</b>								
March 25 to June 23, 2007	50,078	46,460	47,929	46,019	46,925	45,813	45,617	47,939
June 24 to September 22, 2007	49,526	44,794	44,350	44,445	46,087	44,581	44,506	47,265



**6B. EXPLANATORY - OTHER:**

*Definitions:*

*Core Newspaper: all editions that maintain the same basic identity, contain articles of interest to the general public, appear in the same format and language, and include full ROP advertising.*

*Electronic Edition Replica: all digital editions that maintain the same basic identity and content as the core newspaper, including all authorized ROP advertising.*

*Electronic Edition Non-Replica: all digital editions that maintain the same basic identity of the core newspaper but with content that may differ.*

*Unique Editions: all editions that maintain the same basic identity as the core newspaper; contain articles for specific audience segments, may appear in a different format or language, and may contain ROP advertising.*

*SDR: Supplemental Data Report, when included, provides enhanced data for this reporting category.*

Regular publishing days on which no paper was issued:

- Sun: None.
- Morning Mon: None.
- Morning Tue: None.
- Morning Wed: None.
- Morning Thu: None.
- Morning Fri: None.
- Morning Sat: None.

**MARKET DESCRIPTION:**

NEWSPAPER DESIGNATED MARKET comprises the corporate limits of Fredericksburg (an Independent City) plus counties of Caroline, King George, Spotsylvania and Stafford, all in Virginia.

This newspaper is a participant in ABC's ZIP/FSA Code Program and Coupon Distribution Verification Service.

Latest Released Audit Report Issued for 52 weeks ended September 23, 2006.

(a) County population and occupied household estimates appearing in ABC reports are obtained from Claritas Inc. Estimates for ABC defined newspaper markets and areas below the county level are projections based upon Claritas Inc. estimates. The Claritas 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 Claritas Inc.

(b) Included in Home Delivery and Mail is an average of the following:

	Newspaper Designated Market	Outside Newspaper Designated Market
Sun	672	95
Cmbd Avg (Mon.-Fri.) & Sat	579	81

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.

(c) Included in Third Party Sales is a one day sponsored account sold at 25% of the single copy price.

Publisher's Return Policy: Fully Returnable.

Average Unpaid Distribution:	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
Arrears								
Advertisers, Agencies								
Complimentary, Sample, Service	535	787	694	870	817	786	769	804
<b>Total</b>	<b>535</b>	<b>787</b>	<b>694</b>	<b>870</b>	<b>817</b>	<b>786</b>	<b>769</b>	<b>804</b>

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We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company: The Free Lance-Star Publishing Company

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THE FREE LANCE-STAR, published by The Free Lance-Star Publishing Company • 616 Amelia Street • Fredericksburg, VA 22401-3887

USA

THOMAS A. BIBS

JOSIAH P. ROWE, III

Circulation Director

Publisher

Date Signed: October 9, 2007

01-4780-0	Period Ended Date	09/30/07
USA	Individually Paid Circulation - 50% or more - PAR. 1A - SUNDAY	48,994
	Individually Paid Circulation - 25% - 50% - PAR. 1A - SUNDAY	
	Other Paid Circulation	808
	Electronic Editions	
	Unique Editions	
	April 1 to June 30, 2007 - QUARTERS - SUNDAY	50,078
	July 1 to September 30, 2007 - QUARTERS - SUNDAY	49,526

Calendar Quarter Ended	Morning															
	Sun	Days	Cmbd Avg (Mon.-Fri.)	Days	Mon	Days	Tue	Days	Wed	Days	Thu	Days	Fri	Days	Sat	Days
June 23, 2007	50,078	13	46,460	65	47,929	13	46,019	13	46,925	13	45,813	13	45,617	13	47,939	13
September 22, 2007	49,526	13	44,794	65	44,350	13	44,445	13	46,087	13	44,581	13	44,506	13	47,265	13