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Signature  
Print Name  
Title  
Date



**ANNUAL AUDIT REPORT**  
APRIL 1, 2018 - MARCH 31, 2019



**ALAMEDA SUN**  
3215 J Encinal Ave.  
Alameda, CA 94501  
(510) 772-5209; (510) 263-1473 (Fax)  
[www.alamedasun.com](http://www.alamedasun.com)

**PUBLICATION DESCRIPTION:**

*Alameda Sun* is a publication that is distributed locally. It covers local news including community events, entertainment, sports, business, real estate, and classifieds.

**VERIFICATION OF DISTRIBUTION, PRINTING AND INTERNAL RECORDS:**

Verification of distribution is conducted by appropriate survey methodology(s). 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: TWELVE MONTH AVERAGE**

<b>FREE CIRCULATION</b>	<b>THURSDAY</b>
CARRIER	21,495
TARGET	1,516
TOTAL FREE	23,011
<b>PAID CIRCULATION</b>	
CARRIER	349
MAIL	10
TOTAL PAID	359
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>23,370</b>
<b>AVERAGE PRESS RUN</b>	<b>23,817</b>
<b>PRESS RUN AS OF 03/28/2019</b>	<b>24,000</b>
<b>QUALIFIED CIRCULATION HISTORY</b>	
3 MONTHS ENDING MARCH, 2019	23,637
3 MONTHS ENDING DECEMBER, 2018	23,320
3 MONTHS ENDING SEPTEMBER, 2018	23,411
3 MONTHS ENDING JUNE, 2018	23,118
12 MONTHS ENDING MARCH, 2018	23,181

Act# 7031

# Approval Copy - Not For Distribution

## ANNUAL AUDIT REPORT

### Alameda Sun

CIRCULATION DATA FOR ISSUE DATE: 09/27/2018 TOTAL QUALIFIED CIRCULATION: 23,637

DISTRIBUTION ANALYSIS BY COUNTY:	<u>COUNTY NAME</u>	<u>DISTRIBUTION</u>
	ALAMEDA COUNTY	23,648
	MISCELLANEOUS	63
	<u>TOTAL GROSS DISTRIBUTION</u>	<u>23,711</u>
	LESS TARGET (BULK) RETURNS	(74)
	<u>TOTAL QUALIFIED CIRCULATION</u>	<u>23,637</u>

-----ESRI Business Information Systems-----	-----USPS-----				PERCENT OF TOTAL DISTRIBUTION	ESRI/USPS COVERAGE		
<u>ZIP CODE</u>	<u>COMMUNITY</u>	<u>COUNT</u>	<u>COUNTY INDEX*</u>	<u>U.S. INDEX*</u>	<u>DELIVERIES**</u>	<u>FREE + PAID = TOTAL</u>		
94501	ALAMEDA							
	POPULATION/HOUSEHOLDS	64,585 / 26,642			27,788 c	17,587	287	17,874
	AVERAGE HOUSEHOLD SIZE	2.40	88.9%	92.3%				75.4%
	MEDIAN HOUSEHOLD INCOME	\$75,218	96.8%	181.8%		Carrier	16,289	
	RACE***	48%-W	6%-B	33%-A	13%-O	Target (Bulk)	1,585	
	HISPANIC ORIGIN***	HO: 12%						67%/64%
94502	ALAMEDA							
	POPULATION/HOUSEHOLDS	14,424 / 5,355			5,328 c	5,710	64	5,774
	AVERAGE HOUSEHOLD SIZE	2.70	100.0%	103.8%				24.4%
	MEDIAN HOUSEHOLD INCOME	\$120,549	155.1%	291.4%		Carrier	5,700	
	RACE***	41%-W	2%-B	48%-A	8%-O	Target (Bulk)	74	
	HISPANIC ORIGIN***	HO: 7%						100+%/100+%
	MISCELLANEOUS						63	
	<u>TOTAL GROSS DISTRIBUTION</u>							<u>23,711</u>
						Carrier	22,024	
						Mail	10	
						Target (Bulk)	1,677	
	LESS TARGET (BULK) RETURNS							(74)
	<u>TOTAL QUALIFIED CIRCULATION</u>							<u>23,637</u>

\* The zip code percentage for the variable compared to the county or national percentage for the variable.  
 \*\* C-Postal Home Deliveries, PO-Post Office Boxes (may include non-rented boxes), B-Postal Business Deliveries.  
 \*\*\* Race: W = White, B = Black, A = Asian, O = Other, HO = Hispanic Origin (rounding error may occur).

Source for demographic data: ESRI Business Information Solutions, (2017) (1-800-795-7483).  
 April 2019 USPS Zip update



**FACEBOOK ACTIVITY**

VISITOR ACTIVITY	
Total Lifetime Likes	1,841

Information for Facebook activity was obtained by a review of publisher's Facebook likes on March 31, 2019. The review was done independently. In Verified's opinion, the Facebook activity is fairly stated in this report.

Definitions: Lifetime Likes –The total number of Likes a Facebook Page received, as of the end of a specified date range.



**TWITTER ACTIVITY**

ACTIVITY	
Tweets	4,835
Followers	1,755

Information for Twitter activity was obtained by a review of publisher's Twitter handle (@Alameda\_Sun) as of March 31, 2019. The review was done independently. In Verified's opinion, the Twitter activity is fairly stated in this report.

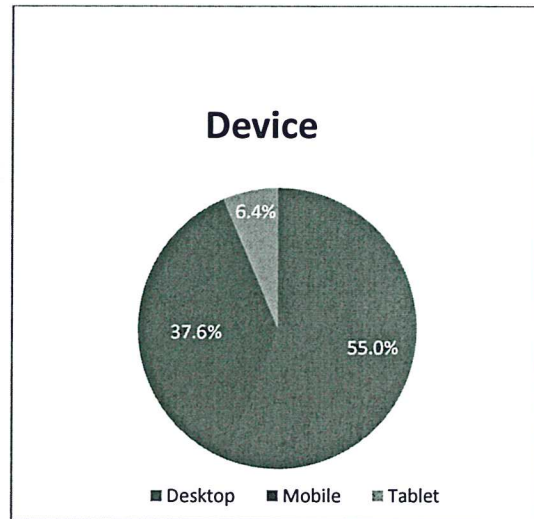
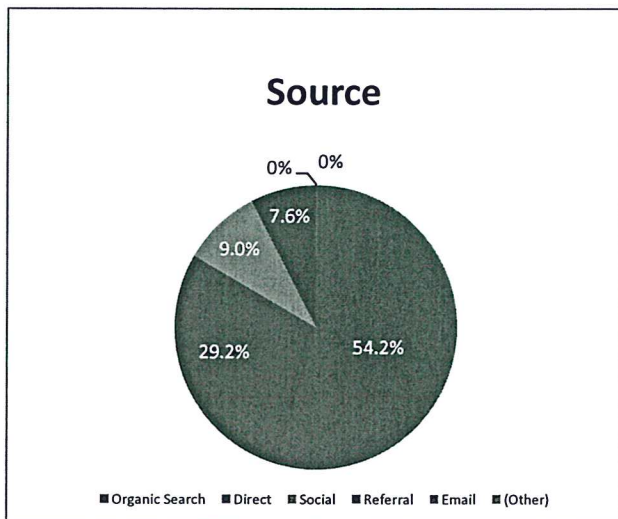
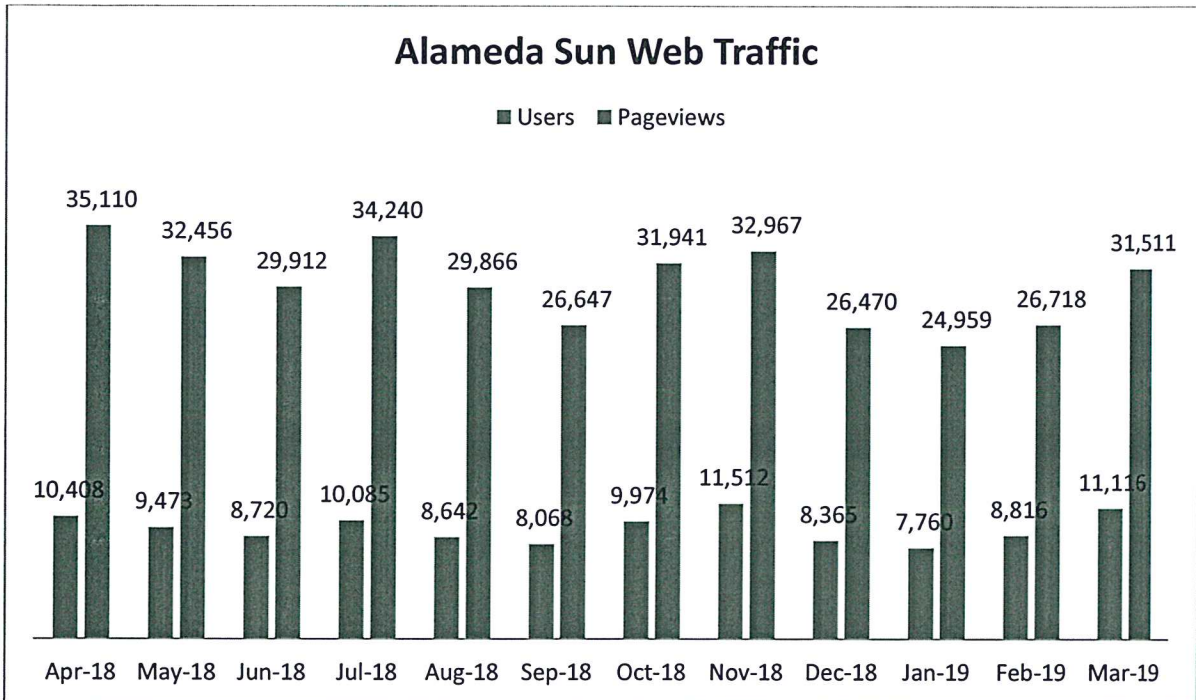
Definitions: Tweets – A message posted via Twitter containing 140 characters or fewer.

Follower – A follower is another Twitter user who has opted in to receive Tweets from the publisher's Twitter account.

WEB VISITOR ACTIVITY – alamedasun.com

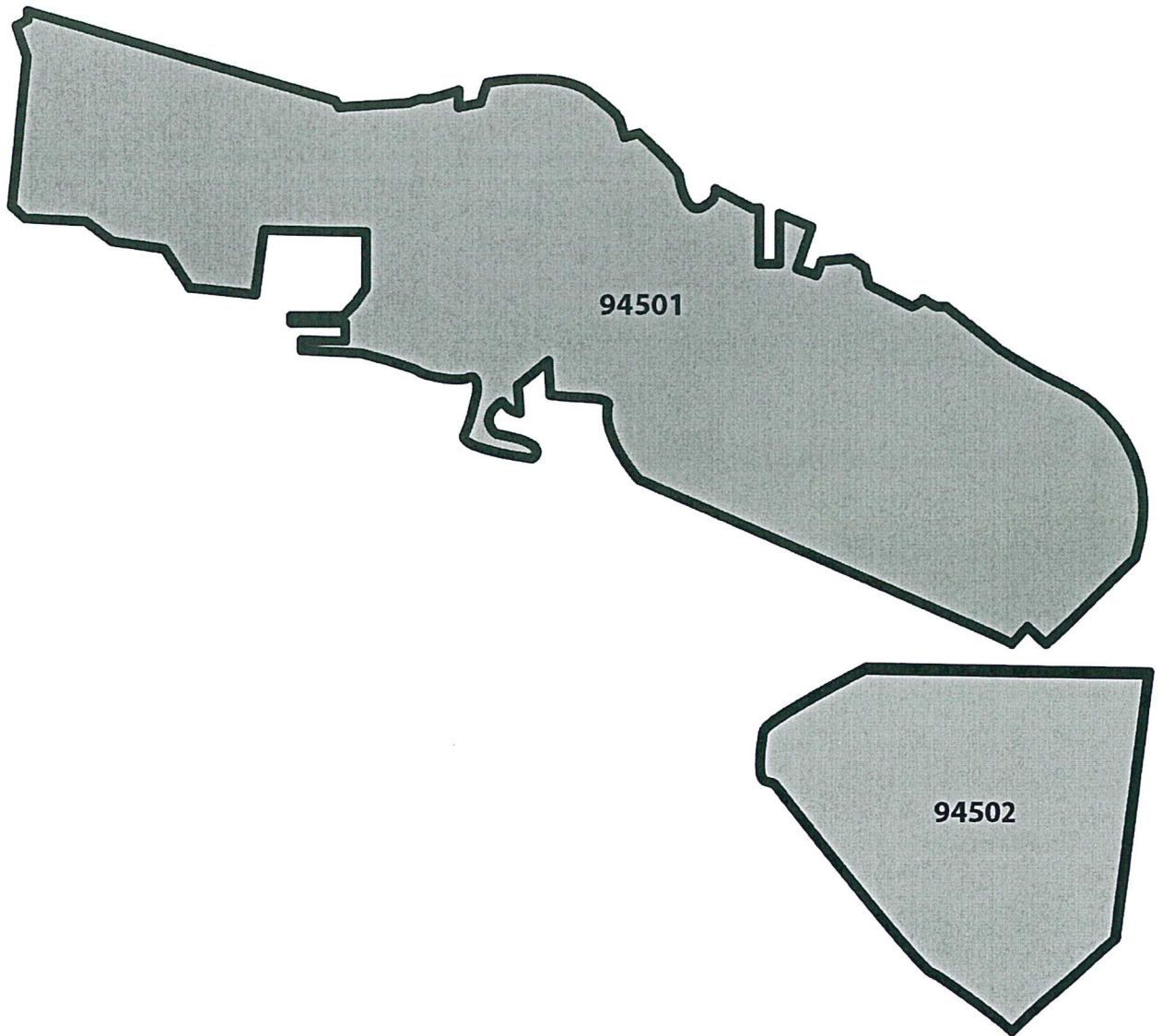
VISITOR ACTIVITY	
Sessions	148,870
Users	100,975
Total Pageviews	362,797
Average Pages per Session	2.44
Average Session Duration	00:01:36

Information for web visitor activity was obtained by a review of publisher's Google Analytics for the period October 1, 2016 – March 31, 2017. The review was done independently. In Verified's opinion, the web visitor activity is fairly stated in this report.



CIRCULATION AREA MAP

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### **Verification of Distribution**

VERIFIED conducted a field verification survey to provide standard, objective measure of the receipt of **Alameda Sun** within its stated delivery area.

Enough locations were successfully confirmed to have received the publication to establish regular receipt of the **Alameda Sun**.

### **Methodology**

On April 05, 2019 VERIFIED conducted a random, representative field verification of households within the block groups throughout the circulation area of **Alameda Sun**.

The surveyors were instructed to confirm the delivery of **Alameda Sun** by examining a minimum of 5 addresses per street inside the survey area.

The survey was conducted throughout the stated delivery window of the publication.

### **Audit of Records & Affidavit**

Verified has conducted an audit of printing, distribution, and financial records, as well as other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and 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.  
May 13, 2019