

AUDIT REPORT

Newspaper

Audited Every Other Year

THE GAINESVILLE SUN

Gainesville (Alachua County), Florida

24 months ended March 31, 2016

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
EXECUTIVE SUMMARY	33,033	24,849	23,810	23,581	24,150	26,887	25,795	25,105
The Gainesville Sun								
Print (See Par. 1A)	31,820	22,149	21,181	20,835	21,394	24,177	23,143	23,892
Digital Replica (See Par. 1B)	34	1,523	1,449	1,569	1,588	1,531	1,473	34
Digital Nonreplica (See Par. 1C)	1,179	1,177	1,180	1,177	1,168	1,179	1,179	1,179
TOTAL AVERAGE CIRCULATION	33,033	24,849	23,810	23,581	24,150	26,887	25,795	25,105

Audience Snapshot

WEB SITE USAGE: Total Activity

April 2015

Total Unique Browsers 660,573

Page Impressions/Views 5,630,308

Source: Adobe Analytics, See Notes

Note: Publisher also reports additional digital metrics, See Notes

Publishing Plans

The Gainesville
Sun

Frequency: Daily

Delivery Vehicle(s): Print, online, mobile

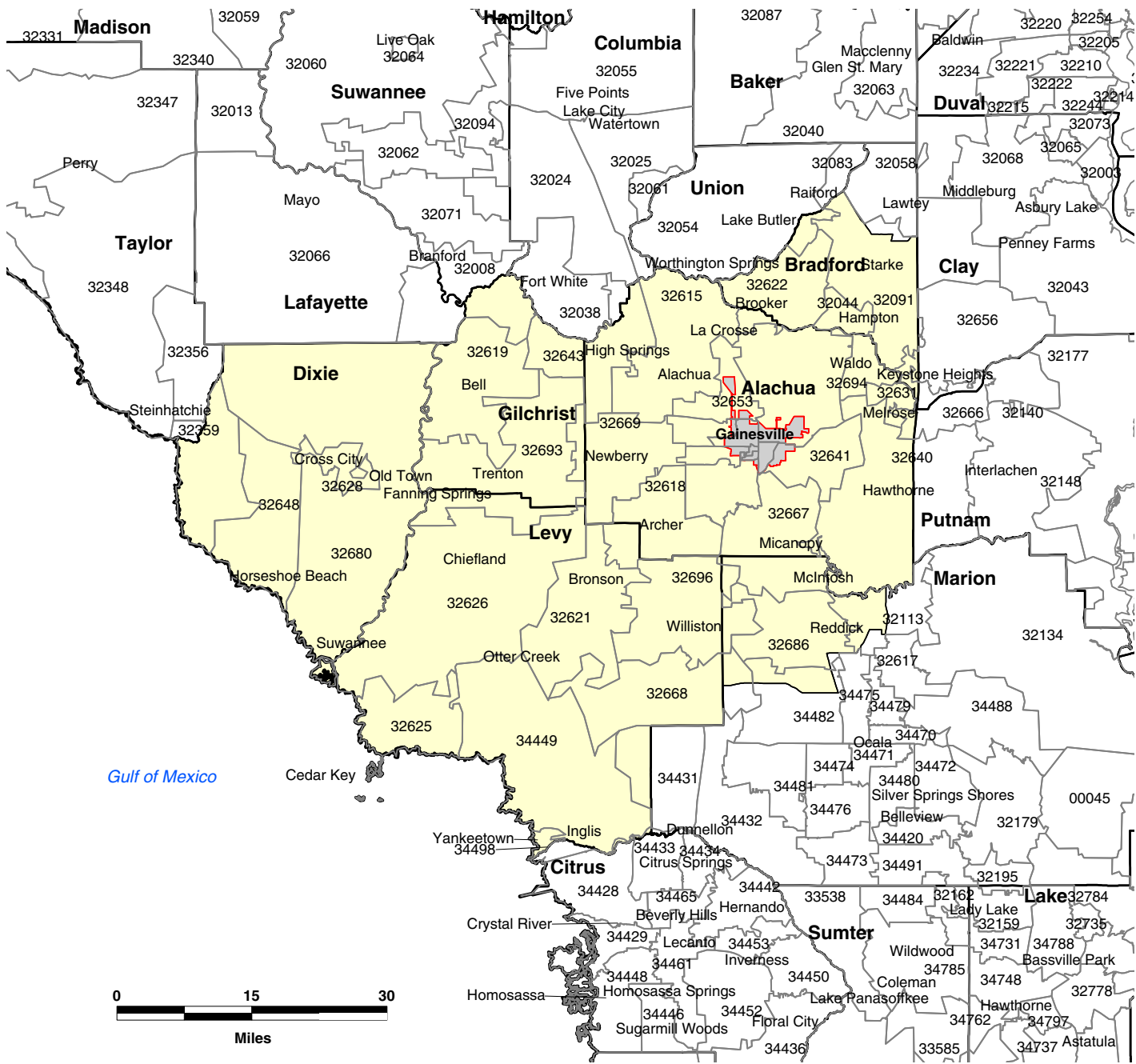
Primary Circulation Classification: Paid

Home delivered print editions are distributed in broadsheet format.

Digital replica subscriptions are sold for display of complete printed newspaper content on personal computers.

Website(s): www.gainesville.com

CITY AND RETAIL TRADING ZONES / GAINESVILLE, FLORIDA



LEGEND

- COUNTY BOUNDARY
- ZIP CODE BOUNDARY
- GAINESVILLE CORPORATE LIMITS AND AAM CITY ZONE
- AAM RETAIL TRADING ZONE

Alliance for Audited Media
C734-R14

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
1A. THE GAINESVILLE SUN - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	20,551	17,602	17,112	16,698	16,728	18,673	18,791	19,344
Single Copy Sales	10,033	3,332	2,849	2,918	3,447	4,296	3,143	3,301
Total Average Individually Paid Circulation	30,584	20,934	19,961	19,616	20,175	22,969	21,934	22,645
Total Average Paid Circulation - Print	30,584	20,934	19,961	19,616	20,175	22,969	21,934	22,645
Qualified Circulation								
Home Delivery								
Targeted	2	1	2	2	2			2
Total Average Home Delivery	2	1	2	2	2			2
Single Copy								
Educational Copies	13	64	65	65	65	65	61	13
Employee/Independent Contractor	521	523	525	525	525	515	525	516
Retail/Business	700	627	628	627	627	628	623	716
Total Average Single Copy	1,234	1,214	1,218	1,217	1,217	1,208	1,209	1,245
Total Average Qualified Circulation - Print	1,236	1,215	1,220	1,219	1,219	1,208	1,209	1,247
Total Average Circulation - Print	31,820	22,149	21,181	20,835	21,394	24,177	23,143	23,892
1B. THE GAINESVILLE SUN - DIGITAL REPLICA								
Paid Circulation								
Subscription	34	35	35	35	34	35	34	34
Total Average Paid Circulation - Digital Replica	34	35	35	35	34	35	34	34
Qualified Circulation: Opt-in								
Educational Copies		1,488	1,414	1,534	1,554	1,496	1,439	
Total Average Qualified Circulation - Digital Replica		1,488	1,414	1,534	1,554	1,496	1,439	
Total Average Circulation - Digital Replica	34	1,523	1,449	1,569	1,588	1,531	1,473	34
Total Average Circulation - Print & Digital Replica	31,854	23,672	22,630	22,404	22,982	25,708	24,616	23,926
1C. THE GAINESVILLE SUN - DIGITAL NONREPLICA								
Paid Circulation								
Restricted Access Website	1,179	1,177	1,180	1,177	1,168	1,179	1,179	1,179
Total Average Paid Circulation - Digital Nonreplica	1,179	1,177	1,180	1,177	1,168	1,179	1,179	1,179
Total Average Circulation - Digital Nonreplica	1,179	1,177	1,180	1,177	1,168	1,179	1,179	1,179
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NONREPLICA	33,033	24,849	23,810	23,581	24,150	26,887	25,795	25,105

2. TOTAL AVERAGE CIRCULATION By Market (See Par. 5 for description of area):

	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
CITY ZONE - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	10,343	9,187	8,917	8,739	8,812	9,714	9,749	9,988
Single Copy Sales	3,083	1,370	1,081	1,137	1,373	1,989	1,265	1,374
City Zone - Total Average Individually Paid Circulation	13,426	10,557	9,998	9,876	10,185	11,703	11,014	11,362
City Zone - Total Average Paid Circulation - Print	13,426	10,557	9,998	9,876	10,185	11,703	11,014	11,362
Qualified Circulation								
Home Delivery								
Targeted	2	1	2	2	2			2
City Zone - Total Average Home Delivery	2	1	2	2	2			2
Single Copy								
Educational Copies	13	34	35	35	35	35	31	13
Employee/Independent Contractor	490	499	499	499	499	499	499	490
Retail/Business	700	627	628	627	627	628	623	716
City Zone - Total Average Single Copy	1,203	1,160	1,162	1,161	1,161	1,162	1,153	1,219
City Zone - Total Average Qualified Circulation - Print	1,205	1,161	1,164	1,163	1,163	1,162	1,153	1,221
City Zone - Total Average Circulation - Print	14,631	11,718	11,162	11,039	11,348	12,865	12,167	12,583
RETAIL TRADING ZONE - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	8,169	6,776	6,592	6,406	6,360	7,229	7,291	7,532
Single Copy Sales	4,230	1,326	1,168	1,184	1,401	1,622	1,255	1,302
Retail Trading Zone - Total Average Individually Paid Circulation	12,399	8,102	7,760	7,590	7,761	8,851	8,546	8,834
Retail Trading Zone - Total Average Paid Circulation - Print	12,399	8,102	7,760	7,590	7,761	8,851	8,546	8,834
Qualified Circulation								
Single Copy								
Educational Copies		30	30	30	30	30	30	
Employee/Independent Contractor	16	16	16	16	16	16	16	16
Retail Trading Zone - Total Average Single Copy	16	46	46	46	46	46	46	16
Retail Trading Zone - Total Average Qualified Circulation - Print	16	46	46	46	46	46	46	16
Retail Trading Zone - Total Average Circulation - Print	12,415	8,148	7,806	7,636	7,807	8,897	8,592	8,850
ALL OTHER - PRINT								
Paid Circulation								
Individually Paid Circulation								
Home Delivery and Mail	2,039	1,639	1,603	1,553	1,556	1,730	1,751	1,824
Single Copy Sales	2,720	636	600	597	673	685	623	625
All Other - Total Average Individually Paid Circulation	4,759	2,275	2,203	2,150	2,229	2,415	2,374	2,449
All Other - Total Average Paid Circulation - Print	4,759	2,275	2,203	2,150	2,229	2,415	2,374	2,449
Qualified Circulation								
Single Copy								
Employee/Independent Contractor	15	8	10	10	10		10	10
All Other - Total Average Single Copy	15	8	10	10	10		10	10
All Other - Total Average Qualified Circulation - Print	15	8	10	10	10		10	10
All Other - Total Average Circulation - Print	4,774	2,283	2,213	2,160	2,239	2,415	2,384	2,459
Total Average Circulation - Print	31,820	22,149	21,181	20,835	21,394	24,177	23,143	23,892
Total Digital Replica	34	1,523	1,449	1,569	1,588	1,531	1,473	34
Total Digital Nonreplica	1,179	1,177	1,180	1,177	1,168	1,179	1,179	1,179
TOTAL AVERAGE CIRCULATION	33,033	24,849	23,810	23,581	24,150	26,887	25,795	25,105

AUDIT STATEMENT

	Sun			Avg Mon-Fri			Mon			Tue		
	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference
The Gainesville Sun	33,033	33,033		24,849	24,849		23,810	23,810		23,581	23,581	
Total Average Circulation	33,033	33,033		24,849	24,849		23,810	23,810		23,581	23,581	

	Wed			Thu			Fri			Sat		
	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference	Audited Circulation	Publisher's Claim	Difference
The Gainesville Sun	24,150	24,150		26,887	26,887		25,795	25,795		25,105	25,105	
Total Average Circulation	24,150	24,150		26,887	26,887		25,795	25,795		25,105	25,105	

AVERAGE CIRCULATION BY QUARTERS for the previous audits and period covered by this report:

Calendar Quarter Ended	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat
	Total	Total	Total	Total	Total	Total	Total	Total
	Avg. Circ.	Avg. Circ.	Avg. Circ.	Avg. Circ.	Avg. Circ.	Avg. Circ.	Avg. Circ.	Avg. Circ.
June 26, 2011	41,237	30,151	29,257	28,458	29,514	32,224	31,304	30,346
September 25, 2011	41,730	27,893	26,270	26,374	27,445	30,072	29,304	29,653
December 25, 2011	43,043	29,675	28,365	28,000	28,976	32,343	30,689	30,564
March 31, 2012	42,338	29,493	29,039	28,137	28,698	31,326	30,266	29,782
June 30, 2012	38,864	27,443	26,071	26,001	26,653	29,304	29,188	27,827
September 30, 2012	37,599	26,094	24,844	25,128	25,794	27,866	26,836	26,943
December 31, 2012	37,733	27,564	26,322	26,422	26,984	29,797	28,388	27,521
March 31, 2013	36,823	27,162	26,692	25,984	26,336	28,676	28,084	26,778
June 30, 2013	35,007	25,673	24,742	24,554	25,020	27,332	26,716	25,598
September 30, 2013	34,687	24,678	23,676	23,420	24,388	26,603	25,381	25,340
December 31, 2013	36,168	26,394	25,402	25,250	26,043	28,646	26,715	26,087
March 31, 2014	36,871	26,561	25,874	25,203	25,960	28,307	27,358	26,273
June 30, 2014	35,237	25,366	23,985	24,164	24,796	27,382	26,505	25,299
September 30, 2014	35,817	24,584	23,626	23,279	23,774	26,766	25,577	25,155
December 31, 2014	37,228	27,489	26,272	26,359	26,855	30,105	27,904	27,316
March 29, 2015	35,356	25,947	25,219	24,539	25,085	27,889	26,774	25,747
June 28, 2015	29,917	24,342	23,135	23,164	23,680	26,162	25,567	26,755
September 27, 2015	30,662	22,603	21,471	21,465	21,938	24,425	23,715	23,392
December 27, 2015	30,533	24,511	23,445	23,155	23,887	26,560	25,506	23,560
March 27, 2016	29,454	23,894	23,390	22,572	23,010	25,748	24,751	23,565

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

Sun, December 20, 2015; Thu, December 17, 2015.

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

The "Average Projected Circulation" (Avg. Proj. Circ.) has been arrived at by projecting the audit period averages to the one day distribution figures in this report.

State County	OH's #1-1-15 Estimate	Sun										Thu									
		The Gainesville Sun						Sun				The Gainesville Sun						Thu			
		Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Avg. Proj. Circ.*	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Avg. Proj. Circ.*	Hshld. Cov.				
FLORIDA																					
ALACHUA	104,459	14,496	5,311		19,807	1,224	21,031	21,612	20.7%	13,590	3,256		16,846	1,212	18,058	18,241	17.5%				
BRADFORD	9,181	401	518		919		919	944	10.3%	351	194		545		545	551	6.0%				
CLAY	71,818	352	305		657		657	675	0.9%	286	94		380		380	384	0.5%				
COLUMBIA	25,014	734	1,150		1,884		1,884	1,936	7.7%	610	275		885		885	894	3.6%				
DIXIE	6,180	354	345		699		699	718	11.6%	304	158		462		462	467	7.6%				
GLCHRIST	6,172	513	330		843		843	866	14.0%	463	120		583		583	589	9.5%				
LAFAETTE	2,715	68	70		138		138	142	5.2%	66	25		91		91	92	3.4%				
LEVY	16,064	916	827		1,743		1,743	1,791	11.1%	801	326		1,127		1,127	1,138	7.1%				
PUTNAM	28,513	366	160		526		526	541	1.9%	315	38		353		353	357	1.3%				
SUWANNEE	16,516	542	580		1,122		1,122	1,153	7.0%	437	163		600		600	606	3.7%				
TAYLOR	8,083	37	200		237		237	244	3.0%	33	100		133		133	134	1.7%				
UNION	3,999	230	195		425		425	437	10.9%	210	109		319		319	322	8.1%				
Miscellaneous Counties		238	498		736		736	761		240	153		393		393	402					
TOTAL PRINT CIRCULATION		19,247	10,489		29,736	1,224	30,960	31,820		17,706	5,011		22,717	1,212	23,929	24,177					
DIGITAL REPLICA CIRCULATION		44			44		44	34		44			44	2,001	2,045	1,531					
DIGITAL NONREPLICA CIRCULATION		1,060			1,060		1,060	1,179		1,057			1,057		1,057	1,179					
TOTAL AVERAGE CIRCULATION		20,351	10,489		30,840	1,224	32,064	33,033		18,807	5,011		23,818	3,213	27,031	26,887					
#County population and occupied household estimates appearing in AAM reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for AAM defined newspaper markets and areas below the county level are projections based upon The Nielsen Company (U.S.), Inc. estimates. 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.																					

#County population and occupied household estimates appearing in AAM reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for AAM defined newspaper markets and areas below the county level are projections based upon The Nielsen Company (U.S.), Inc. estimates. 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. 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:

Analysis optional and not made.

3B. DISTRIBUTION 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. 5.

STATE ZIP Code		Sun										Thu									
		The Gainesville Sun										The Gainesville Sun									
		OH's #1-1-15 Estimate	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Sun Avg. Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/ Traveler	Total Paid	Qualified	Total	Thu Avg. Proj. Circ.	Hshld. Cov.			
FLORIDA																					
32008	Branford	2,222	136	75		211		211	217	9.8%	119	20		139		139	140	6.3%			
32024	Lake City	7,123	186	110		296		296	304	4.3%	144	22		166		166	168	2.4%			
32025	Lake City	7,604	210	80		290		290	298	3.9%	180	16		196		196	198	2.6%			
32038	Fort White	3,707	199	165		364		364	374	10.1%	178	52		230		230	232	6.3%			
32044	Hampton	691	55	408		463		463	476	68.9%	44	149		193		193	195	28.2%			
32054	Lake Butler	3,656	230	195		425		425	437	12.0%	210	109		319		319	322	8.8%			
32055	Lake City	6,167	139	795		934		934	960	15.6%	108	185		293		293	296	4.8%			
32058	Lawley	1,287	19	50		69		69	71	5.5%	18	17		35		35	35	2.7%			
32060	Live Oak	8,067	196	445		641		641	659	8.2%	157	123		280		280	283	3.5%			
32062	Mc Alpin	1,050	36	60		96		96	99	9.4%	31	20		51		51	52	5.0%			
32064	Live Oak	3,176	100			100		100	103	3.2%	87			87		87	88	2.8%			
32066	Mayo	2,130	68	70		138		138	142	6.7%	66	25		91		91	92	4.3%			
32071	O Brien	1,515	48			48		48	49	3.2%	43			43		43	43	2.8%			
32091	Starke	5,822	265	20		285		285	293	5.0%	238	8		246		246	248	4.3%			
32094	Wellborn	937	26			26		26	27	2.9%											
32148	Interlachen	4,853	65			65		65	67	1.4%	48			48		48	48	1.0%			
32347	Perry	3,272		200		200		200	206	6.3%		100		100		100	101	3.1%			
32359	Steinhatchee	853	37			37		37	38	4.5%	33			33		33	33	3.9%			
32603	Gainesville	8,946	421	220		641		641	659	7.4%	433	200		633		633	639	7.1%			
32605	Gainesville	1,883	89	2		91		91	94	5.0%	91	2		93		93	94	5.0%			
32606	Gainesville	10,025	2,373	637		3,010		3,010	3,093	30.9%	2,303	445		2,748		2,748	2,776	27.7%			
32606	Gainesville	10,356	2,212	585		2,797		2,797	2,874	27.8%	2,086	320		2,406		2,406	2,430	23.5%			
32607	Gainesville	13,623	1,290			1,290		1,290	1,326	9.7%	1,224			1,224		1,224	1,236	9.1%			
32608	Gainesville	20,287	2,313	1,217		3,530	1,224	4,754	4,885	24.1%	2,177	447		2,624	1,212	3,836	3,875	19.1%			
32609	Gainesville	7,350	592	237		829		829	852	11.6%	562	305		867		867	876	11.9%			
32610	Gainesville											110		110		110	111				
32615	Alachua	6,619	916	482		1,398		1,398	1,437	21.7%	826	265		1,091		1,091	1,102	16.6%			

		Sun										Thu									
		The Gainesville Sun										The Gainesville Sun									
STATE	ZIP Code	OH's #1-1-15 Estimate	Home Delivery & Mail	Single Copy Sales	Business/Traveler	Total Paid	Verified	Total	Sun Avg Proj. Circ.	Hshld. Cov.	Home Delivery & Mail	Single Copy Sales	Business/Traveler	Total Paid	Verified	Total	Thu Avg Proj. Circ.				
FLORIDA (Cont'd)																					
32618	Archer	2,862	346	156		502		502	516	18.0%	308	76		384		384	388	13.6%			
32619	Bell	1,817	143	150		293		293	301	16.6%	130	60		190		190	192	10.6%			
32621	Bronson	1,972	138	190		328		328	337	17.1%	106	80		186		186	188	9.5%			
32622	Brooker	605	62	40		102		102	105	17.4%	51	20		71		71	72	11.9%			
32625	Cedar Key	828	77	50		127		127	131	15.8%	74	25		99		99	100	12.1%			
32626	Chiefland	3,388	319	280		599		599	616	18.2%	292	116		408		408	412	12.2%			
32628	Cross City	1,347	99	150		249		249	256	19.0%	92	50		142		142	143	10.6%			
32631	Earleton	193	66			66		66	68	35.2%	56			56		56	57	29.5%			
32640	Hawthorne	4,332	397	430		827		827	850	19.6%	341	250		591		591	597	13.8%			
32641	Gainesville	4,865	420	390		810		810	832	17.1%	395	448		843		843	852	17.5%			
32643	High Springs	4,275	507	450		957		957	983	23.0%	442	140		582		582	588	13.8%			
32653	Gainesville	5,752	1,288			1,288		1,288	1,324	23.0%	1,212			1,212		1,212	1,224	21.3%			
32656	Keystone Heights	5,557	352	305		657		657	675	12.1%	286	94		380		380	384	6.9%			
32658	La Crosse		20	35		55		55	57		17	25		42		42	42				
32666	Metrose	2,517	301	160		461		461	474	18.8%	267	38		305		305	308	12.2%			
32667	Micanopy	1,942	246	95		341		341	350	18.0%	226	73		299		299	302	15.6%			
32669	Newberry	5,107	913	375		1,288		1,288	1,324	25.9%	810	150		960		960	970	19.0%			
32680	Old Town	4,344	231	85		316		316	325	7.5%	189	48		237		237	239	5.5%			
32692	Suwannee		24	110		134		134	138		23	60		83		83	84				
32693	Trenton	4,199	370	180		550		550	565	13.5%	333	60		393		393	397	9.5%			
32694	Waldo	921	87			87		87	89	9.7%	81			81		81	82	8.9%			
32696	Williston	4,609	382	307		689		689	708	15.4%	329	105		434		434	438	9.5%			
Miscellaneous ZIP Codes			238	498		736		736	756		240	153		393		393	405				
TOTAL PRINT CIRCULATION		19,247	10,489			29,736	1,224	30,960	31,820		17,706	5,011		22,717	1,212	23,929	24,177				
DIGITAL REPLICA CIRCULATION			44			44		44	34		44			44	2,001	2,045	1,531				
DIGITAL NONREPLICA CIRCULATION			1,060			1,060		1,060	1,179		1,057			1,057		1,057	1,179				
TOTAL AVERAGE CIRCULATION		20,351	10,489			30,840	1,224	32,064	33,033		18,807	5,011		23,818	3,213	27,031	26,887				

4. BASIC PRICES as of March 31, 2016 (subscription sales based on 52 weeks/1 year)

Frequency	Print	Home Delivery	Digital Nonreplica	Single Copy	Mail
		Digital Replica		Print	Print
Mon-Sat & Sun	\$259.06	\$101.42	\$119.40		\$395.21
Mon-Sat				\$1.00	
Mon-Fri	\$132.29				
Thu, Fri, Sat & Sun	\$192.92				\$340.09
Sat & Sun	\$137.80				
Sun	\$110.24			\$2.00	\$284.97

5. NOTES:

REPORT ENDING DATE

March 27, 2016

CREDIT AND ARREARS ALLOWANCE

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

	Total
Sun	258
Daily	160

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.

PUBLISHER'S RETURN POLICY

Fully Returnable

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.

MARKET DESCRIPTION

Zone Reporting for this newspaper is defined as:

CITY ZONE is the corporate limits of Gainesville, in Alachua County, Florida.

RETAIL TRADING ZONE includes, with exception of with exception of City Zone, Alachua County plus counties of Dixie, Gilchrist and Levy; plus in BRADFORD County, Census County Divisions of Brooker, Hampton and Starke; and in MARION County, division of Reddick-McIntosh, all in Florida.

MARKET PENETRATION

County population and occupied household estimates appearing in AAM reports are obtained from The Nielsen Company (U.S.), Inc. Estimates for AAM defined newspaper markets and areas below the county level are projections based upon The Nielsen Company (U.S.), Inc. estimates. 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.

PRINT ADVERTISING POLICY

Publisher's declared policy is that all advertising appears in all editions scheduled for the day.

5. NOTES: (Continued)

CROSS-MEDIA Explanatory:

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

As Reported on the September 30, 2014 Publisher's Statement: (September 2014)

	Per Claims	Per Audit	Difference
Unique Browsers	720,249	712,805	-1.0%
Page Impressions/ Views	7,072,563	7,035,229	-0.5%

Domains included in Website Usage:

Adobe Analytics: local-jobs.monster.com/*ch=NEWSGAIN*, mugshotsgainesville.com, www.coupons.com/*p=gvs*, www.gadzoo.com/*gainesville*, www.gainesville.com, www.gainesvillemoms.com, www.legacy.com/*gainesville*

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'd 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.

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.

Susan Leitgeb, Advertising Director
Telephone (352) 374-5015 - FAX (352) 387-8131
2700 SW 13th Street
Gainesville, FL 32600
e-mail: susan.leitgeb@gvillesun.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 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