



Audit Bureau  
of Circulations

**Audit Report  
Newspaper**

**THE MODESTO BEE**

Modesto (Stanislaus County), California  
52 weeks ended December 30, 2007

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
<b>1. TOTAL AVERAGE PAID CIRCULATION</b>	<b>83,858</b>	<b>78,335</b>	<b>80,450</b>	<b>76,813</b>	<b>76,064</b>	<b>76,290</b>	<b>82,046</b>	<b>87,881</b>
<i>Core Newspaper with replica electronic</i>	83,858	78,335	80,450	76,813	76,064	76,290	82,046	87,881
Core Newspaper	83,830	78,309	80,423	76,787	76,039	76,264	82,020	87,853
Electronic Editions (See Par. 6B)	28	26	27	26	25	26	26	28
Other Unique Editions	0	0	0	0	0	0	0	0
<b>Total Average Paid Circulation</b>	<b>83,858</b>	<b>78,335</b>	<b>80,450</b>	<b>76,813</b>	<b>76,064</b>	<b>76,290</b>	<b>82,046</b>	<b>87,881</b>
<b>1A. AVERAGE PAID CIRCULATION - Core Newspaper Paid for by Individual Recipients (≥50% of basic)</b>								
Home Delivery and Mail	71,453	64,433	68,095	62,826	61,930	62,244	67,062	71,036
Single Copy Sales	10,533	8,884	8,283	9,049	9,121	8,773	9,190	8,451
<b>Subtotal</b>	<b>81,986</b>	<b>73,317</b>	<b>76,378</b>	<b>71,875</b>	<b>71,051</b>	<b>71,017</b>	<b>76,252</b>	<b>79,487</b>
<b>Paid for by Individual Recipients (≥25%, &lt;50% of basic)</b>								
Home Delivery and Mail	56	22	53	1	1	0	55	55
Single Copy Sales	0	0	0	0	0	0	0	0
<b>Subtotal</b>	<b>56</b>	<b>22</b>	<b>53</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>55</b>	<b>55</b>
<b>Total Average Paid by Individual Recipient Circulation - Core Newspaper</b>	<b>82,042</b>	<b>73,339</b>	<b>76,431</b>	<b>71,876</b>	<b>71,052</b>	<b>71,017</b>	<b>76,307</b>	<b>79,542</b>
<b>Other Paid Circulation: (See Par. 6A)</b>								
Single Copy Sales	0	0	0	0	0	0	0	0
Educational Programs	174	3,088	2,251	2,630	3,480	3,455	3,628	27
Employee/Independent Contractor	688	688	688	688	688	687	687	687
Third Party Sales	926	1,194	1,053	1,593	819	1,105	1,398	7,597
Third Party Sales - Payment made with barter	0	0	0	0	0	0	0	0
<b>Subtotal</b>	<b>1,788</b>	<b>4,970</b>	<b>3,992</b>	<b>4,911</b>	<b>4,987</b>	<b>5,247</b>	<b>5,713</b>	<b>8,311</b>
Total Average Paid Circulation - Core Newspaper	83,830	78,309	80,423	76,787	76,039	76,264	82,020	87,853
Total Paid Circulation - Electronic Editions	28	26	27	26	25	26	26	28
Total Paid Circulation - Other Unique Editions	0	0	0	0	0	0	0	0
<b>TOTAL AVERAGE PAID CIRCULATION</b>	<b>83,858</b>	<b>78,335</b>	<b>80,450</b>	<b>76,813</b>	<b>76,064</b>	<b>76,290</b>	<b>82,046</b>	<b>87,881</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 of record		None of record	None of record	None of record	None of record	None of record	None of record

**Audience-FAX**

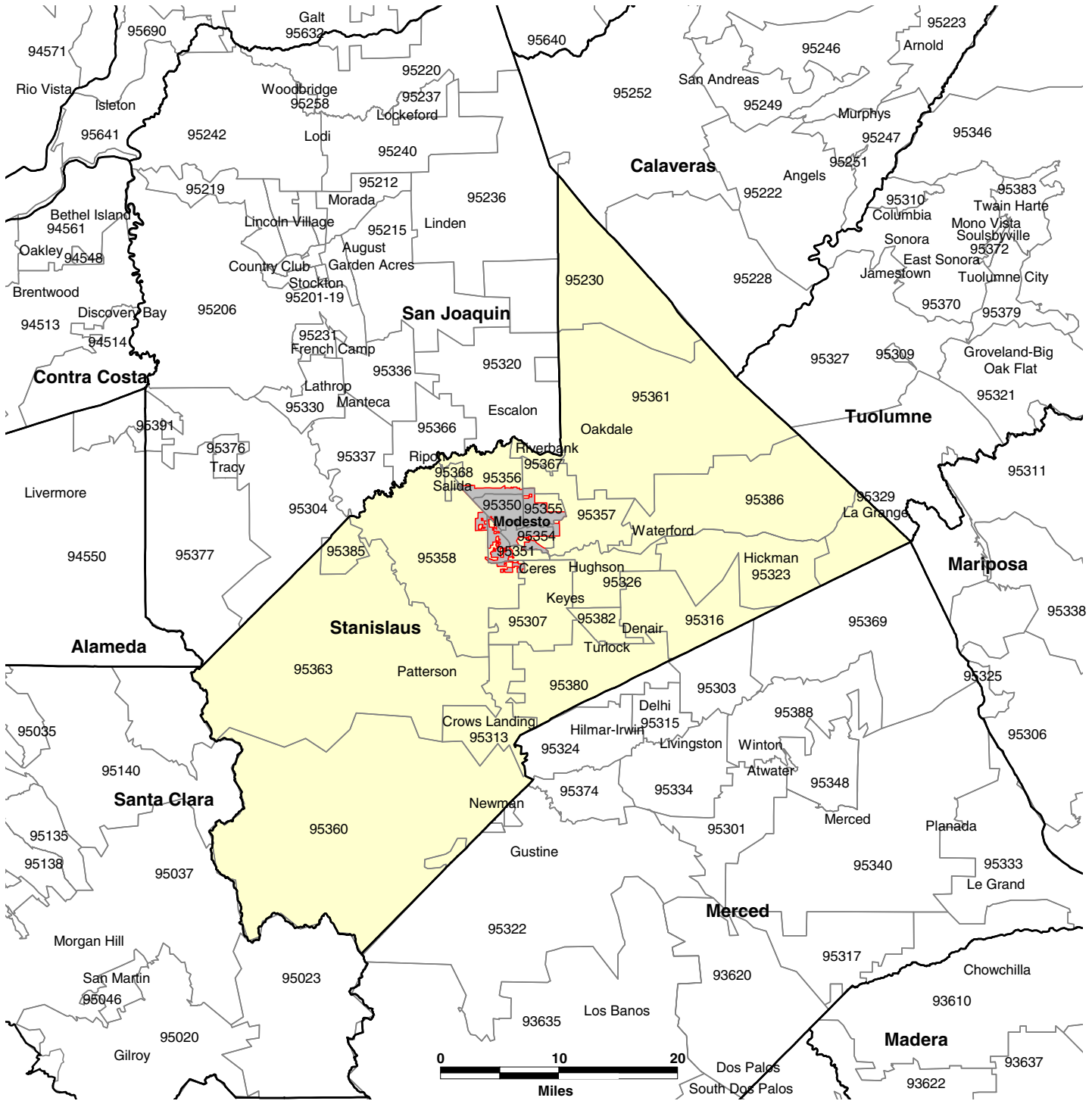
PRINT READERSHIP: In Market				ONLINE READERSHIP: In Market			NET COMBINED AUDIENCE: In Market (unduplicated)			WEB SITE USAGE: Total Activity	
Sun	Weekday	Past 7 Days		Past 7 Days	Past 30 Days		Past 7 Days	Past 30 Days		August 2007	
DMA				DMA			DMA			Total Unique Users/Visitors	427,207
Readers	247,413	189,866	350,520	Readers	62,226	99,641	Audience	368,841	377,091	Page Impressions/Views (optional)	2,735,536
Reach	8.1%	6.2%	11.5%	Reach	2.0%	3.3%	Reach	12.1%	12.3%		
NDM*				NDM*			NDM*				
Readers	231,915	174,259	300,660	Readers	51,296	86,833	Audience	308,214	314,586		
Reach	51.9%	39.0%	67.3%	Reach	11.5%	19.4%	Reach	69.0%	70.4%		

Source: Scarborough, 2007, Release 1, See Explanatory





Source: Omniture SiteCatalyst, See Explanatory

01-0315-0

# CITY ZONE AND BALANCE OF NEWSPAPER DESIGNATED MARKET / MODESTO, CALIFORNIA



## LEGEND

-  COUNTY BOUNDARY
-  ZIP CODE BOUNDARY
-  MODESTO CORPORATE LIMITS AND ABC CITY ZONE
-  BALANCE OF NEWSPAPER DESIGNATED MARKET



Audit Bureau of Circulations  
C646-R04

**2. AVERAGE PAID CIRCULATION By Zones (See Par. 6B for description of area)**

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
<b>City Zone</b>								
Home Delivery and Mail (See Par. 6B)	28,760	27,054	28,320	26,403	26,153	26,231	28,161	28,584
Single Copy Sales (Individual)	3,587	3,353	3,009	3,658	3,443	3,238	3,417	2,940
Educational Programs	81	1,185	824	998	1,289	1,460	1,356	23
Employee/Independent Contractor	580	580	580	580	580	579	579	579
Third Party Sales	487	774	691	1,314	506	615	743	5,823
Electronic Editions	6	5	5	5	5	5	5	6
<b>Total City Zone</b>	<b>33,501</b>	<b>32,951</b>	<b>33,429</b>	<b>32,958</b>	<b>31,976</b>	<b>32,128</b>	<b>34,261</b>	<b>37,955</b>
<b>Balance in Newspaper Designated Market</b>								
Home Delivery and Mail (See Par. 6B)	27,120	25,065	26,435	24,376	24,099	24,195	26,216	26,969
Single Copy Sales (Individual)	3,717	2,798	2,606	2,687	2,897	2,810	2,988	2,804
Educational Programs	60	1,261	845	1,084	1,373	1,371	1,634	1
Employee/Independent Contractor	66	66	66	66	66	66	66	66
Third Party Sales	428	365	346	263	297	423	494	1,494
Electronic Editions	2	2	2	2	2	2	2	2
<b>Total Balance in Newspaper Designated Market</b>	<b>31,393</b>	<b>29,557</b>	<b>30,300</b>	<b>28,478</b>	<b>28,734</b>	<b>28,867</b>	<b>31,400</b>	<b>31,336</b>
<b>Total Newspaper Designated Market</b>	<b>64,894</b>	<b>62,508</b>	<b>63,729</b>	<b>61,436</b>	<b>60,710</b>	<b>60,995</b>	<b>65,661</b>	<b>69,291</b>
<b>Circulation Outside Newspaper Designated Market</b>								
Home Delivery and Mail (See Par. 6B)	15,629	12,336	13,393	12,048	11,679	11,818	12,740	15,538
Single Copy Sales (Individual)	3,229	2,733	2,668	2,704	2,781	2,725	2,785	2,707
Educational Programs	33	642	582	548	818	624	638	3
Employee/Independent Contractor	42	42	42	42	42	42	42	42
Third Party Sales	11	55	16	16	16	67	161	280
Electronic Editions	20	19	20	19	18	19	19	20
<b>Total Circulation Outside Newspaper Designated Market</b>	<b>18,964</b>	<b>15,827</b>	<b>16,721</b>	<b>15,377</b>	<b>15,354</b>	<b>15,295</b>	<b>16,385</b>	<b>18,590</b>
<b>Total Average Paid Circulation</b>	<b>83,858</b>	<b>78,335</b>	<b>80,450</b>	<b>76,813</b>	<b>76,064</b>	<b>76,290</b>	<b>82,046</b>	<b>87,881</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
City Zone	2000 Census	188,856	64,959									
	#1-1-07 Est.	209,162	71,040	33,501	40.0	47.2%	32,951	42.1	46.4%	37,955	43.2	53.4%
Balance in NDM*	2000 Census	258,141	80,187									
	#1-1-07 Est.	311,558	95,432	31,393	37.4	32.9%	29,557	37.7	31.0%	31,336	35.7	32.8%
Total NDM*	2000 Census	446,997	145,146									
	#1-1-07 Est.	520,720	166,472	64,894	77.4	39.0%	62,508	79.8	37.6%	68,291	78.9	41.6%
Outside NDM*				18,964	22.6		15,827	20.2		18,590	21.1	
<b>Total Paid</b>				<b>83,858</b>	<b>100.0%</b>		<b>78,335</b>	<b>100.0%</b>		<b>87,881</b>	<b>100.0%</b>	

#Source: Claritas Inc. (See Par. 6B). \*NDM = Newspaper Designated Market.

**AUDIT STATEMENT**

There was no adjustment made in the average paid circulation as shown in the Publisher's Statements for the period audited.

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

Calendar Quarter Ended	Morning								Morning (Mon.-Sat.)
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat	
March 28, 2004	92,841								86,434
June 27, 2004	91,615								84,332
September 26, 2004	89,873								82,454
December 26, 2004	90,701								86,286
March 27, 2005	90,566								85,560
June 26, 2005	89,455								83,939
September 25, 2005	87,684								81,509
December 25, 2005	88,101								84,383
March 26, 2006	88,698	83,586	84,971	81,670	81,679	80,980	88,632	86,817	
June 25, 2006	87,749	82,144	83,268	83,982	79,142	79,220	85,107	87,506	
September 24, 2006	85,735	77,133	79,205	74,725	75,288	74,509	81,938	87,141	
December 31, 2006	86,151	80,455	82,955	77,401	78,715	79,222	83,980	91,406	
April 1, 2007	85,916	80,682	81,393	78,351	79,109	79,643	84,913	89,656	
July 1, 2007	84,909	79,759	80,642	81,540	77,147	76,394	83,070	89,109	
September 30, 2007	82,402	74,977	77,080	72,692	73,494	73,090	78,531	85,830	
December 30, 2007	82,208	77,914	82,686	74,670	74,510	76,032	81,672	86,934	

**AVERAGE PAID CIRCULATION BY CIRCULATION TYPE** for the previous audits and period covered by this report:

	Year	City Home Delivery & Mail	City Zone Single Copy Sales	City Zone Other Paid	City Zone Electronic and Other Unique Editions	TOTAL City Zone	Balance in	Balance in	Balance in	Balance in	TOTAL Balance in Newspaper Designated Market	TOTAL Average Paid Circulation
							Market Home Delivery & Mail	Designated Newspaper Single Copy Sales	Designated Newspaper Market Other Paid	Market Electronic and Other Unique Editions		
Sun	2007	28,760	3,587	1,148	6	33,501	27,120	3,717	554	2	31,393	83,858
	2006	30,031	3,785	1,589	5	35,410	27,380	3,968	583	1	31,932	87,066
	2005^	30,654	4,145	1,752		36,551	27,302	4,223	546		32,071	88,950
	2004	32,269	4,467	1,125		37,861	27,626	4,112	364		32,102	91,257
	2003	33,585	4,650	1,030		39,265	27,525	4,266	283		32,074	93,180
Cmbd Avg (Mon.-Fri.)	2007	27,054	3,353	2,539	5	32,951	25,065	2,798	1,692	2	29,557	78,335
	2006	28,058	3,325	2,965	6	34,354	25,126	2,816	1,959	1	29,902	80,822
Sat	2007	28,584	2,940	6,425	6	37,955	26,969	2,804	1,561	2	31,336	87,881
	2006	29,318	3,085	5,905	5	38,313	26,700	2,921	3,090	1	32,712	88,278
Morning (Mon.-Sat.)	2005^	28,975	3,550	3,727		36,252	25,511	3,049	1,557		30,117	83,848
	2004	30,408	3,761	2,978		37,147	25,634	2,977	1,252		29,863	84,877
	2003	31,564	4,172	2,562		38,298	25,597	3,145	944		29,686	86,544

^Effective with September 30, 2005 reports, a change was made in the reporting format.

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

Sun, December 9, 2007; Morning, December 10, 2007.

(OH's) Occupied Households - #1-1-07 Claritas Inc.

The listing below gives gross distribution for one day only and is greater or less than the average paid for the period covered by this report by the following percentages:

	Sun	Morning	Cmbd Avg (Mon.-Fri.)
City Zone	3.0% greater	4.5% greater	6.0% greater
Balance in Newspaper Designated Market	3.3% greater	6.7% greater	9.4% greater
Total Newspaper Designated Market	3.1% greater	5.5% greater	7.6% greater
Outside Newspaper Designated Market	2.8% greater	17.8% greater	24.5% greater
GRAND TOTAL	1.9% greater	5.6% greater	7.5% greater

The "Average Projected Paid Circulation" (Avg. Proj. Pd. Circ.) has been arrived at by projecting the averages in Paragraphs 1 and 2 to the appropriate ABC geographic market one day(s) gross distribution figures in this report.

State County	OH's #1-1-07 Estimate	Sun							Avg. Proj. Pd. Circ.*	Hshld. Cov.	Morning							Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.*	Hshld. Cov.		
		Core Newspaper				Total Core Nwsp.	Electronic Editions Actual	Unique Editions Actual			Total Paid Actual	Core Newspaper				Total Core Nwsp. Actual	Electronic Editions Actual			Unique Editions Actual	Total Paid Actual
		Home Delivery & Mail Actual	Single Copy Sales Actual	Other Paid Actual	Other Paid Actual							Home Delivery & Mail Actual	Single Copy Sales Actual	Other Paid Actual	Other Paid Actual						
<b>CALIFORNIA</b>																					
CALAVERAS	19,596	363	93	1	457			457	445	2.3%	360	67	1	428			428	363	344	1.8%	
MARIPOSA	7,192	220	92	1	313			313	304	4.2%	216	92	1	309			309	262	248	3.4%	
MERCED	74,579	6,816	1,283	109	8,208	1		8,209	7,985	10.7%	6,800	1,123	694	8,617	1		8,618	7,316	6,925	9.3%	
SAN JOAQUIN	220,870	5,234	1,036	22	6,292	1		6,293	6,122	2.8%	5,226	894	217	6,337	1		6,338	5,380	5,093	2.3%	
STANISLAUS	166,472	55,488	10,175	1,263	66,926	10		66,936	64,894	39.0%	55,370	8,106	3,770	67,246	10		67,256	63,729	62,508	37.5%	
TUOLUMNE	22,604	2,662	1,448	9	4,119			4,119	4,007	17.7%	2,657	1,143	115	3,915			3,915	3,323	3,146	13.9%	
Miscellaneous Counties		2			2	7		9	9		2			2	7		9	8	7		
<b>TOTAL IN CALIFORNIA</b>		<b>70,785</b>	<b>14,127</b>	<b>1,405</b>	<b>86,317</b>	<b>19</b>		<b>86,336</b>	<b>83,766</b>		<b>70,631</b>	<b>11,425</b>	<b>4,798</b>	<b>86,854</b>	<b>19</b>		<b>86,873</b>	<b>80,381</b>	<b>78,271</b>		
All Other		86			86	9		95	92		71			71	9		80	69	64		
<b>GRAND TOTAL</b>		<b>70,871</b>	<b>14,127</b>	<b>1,405</b>	<b>86,403</b>	<b>28</b>		<b>86,431</b>	<b>83,858</b>		<b>70,702</b>	<b>11,425</b>	<b>4,798</b>	<b>86,925</b>	<b>28</b>		<b>86,953</b>	<b>80,450</b>	<b>78,335</b>		

#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.

\*Arrived at by relating actual gross distribution figures to average paid 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:**

Sun, December 9, 2007; Morning, December 10, 2007.

(OH's) Occupied Households - 2000 Census; #1-1-07 Claritas Inc., See Par. 6B.

“BALANCE IN COUNTY” is comprised of the distribution in towns receiving less than 25 copies which is not identified with the towns, townships or minor civil divisions listed.

(MA) designates the Metropolitan Statistical Area as defined by the Office of Management and Budget for Modesto, California. (Stanislaus County)

State County Town	Sun											Morning											
	Core Newspaper						Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Core Newspaper						Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.	Hshld. Cov.
	OH's 2000 Census	OH's #1-1-07 Estimate	Home Delivery & Mail	Single Copy Sales	Other Paid	Total Core Nwsp.						Home Delivery & Mail	Single Copy Sales	Other Paid	Total Core Nwsp.	Electronic Editions	Unique Editions						

**CALIFORNIA**

MODESTO NEWSPAPER DESIGNATED MARKET as described in Par. 6B is the following:

**(MA) STANISLAUS COUNTY**

Modesto ABC City Zone	64,959	71,040	28,369	5,202	942	34,513	8	34,521	33,501	47.2%	28,341	4,373	2,210	34,924	8	34,932	33,429	32,951	46.4%
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BALANCE IN NEWSPAPER  
DESIGNATED MARKET

**(MA) STANISLAUS COUNTY**

145,146	166,472
Less included in ABC City Zone	<u>64,959</u> <u>71,040</u>
BALANCE IN COUNTY	80,187 95,432

Ceres	10,435	12,788	3,259	803	145	4,207		4,207			3,243	638	180	4,061		4,061			
Ceres Rural Routes			263			263		263			263			263		263			
Crows Landing			21	30	1	52		52			21	25	1	47		47			
Crows Landing Rural Routes			108			108		108			108			108		108			
Denair			459	55	1	515		515			459	40	16	515		515			
Denair Rural Routes			342			342		342			343			343		343			
Empire			260	55		315		315			260	50	135	445		445			
Hickman			84		1	85		85			83		1	84		84			
Hickman Rural Routes			65			65		65			63			63		63			
Hughson			562	80	2	644		644			562	72	32	666		666			
Hughson Rural Routes			709			709		709			714			714		714			
Keyes			156	31	31	218		218			162	28	1	191		191			
La Grange			206	123		329		329			204	80		284		284			
Modesto Rural Routes			2,521	14	3	2,538		2,538			2,525	13	3	2,541		2,541			
Newman			579	280	2	861		861			572	200	52	824		824			
Newman Rural Routes			125			125		125			125			125		125			

Oakdale	5,610	7,011	4,019	753	19	4,791		4,791		3,998	564	202	4,764		4,764				
Oakdale Rural Routes			250			250		250		251			251		251				
Patterson	3,146	5,009	1,059	301	3	1,363		1,363		1,049	199	83	1,331		1,331				
Patterson Rural Routes			228			228		228		228			228		228				
Riverbank	4,544	5,865	1,988	453	5	2,446	1	2,447		1,975	321	55	2,351	1	2,352				
Salida			1,270	133	4	1,407		1,407		1,263	134	4	1,401		1,401				
Turlock	18,408	22,682	6,439	1,590	101	8,130	1	8,131		6,404	1,145	792	8,341	1	8,342				
Turlock Rural Routes			1,176			1,176		1,176		1,187			1,187		1,187				
Waterford			822	145	2	969		969		819	125	2	946		946				
Waterford Rural Routes			101	104		205		205		101	73		174		174				
Westley			35	23		58		58		35	26		61		61				
*BALANCE IN COUNTY			13		1	14		14		12		1	13		13				
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TOTAL STANISLAUS COUNTY (EXCLUSIVE OF ABC CITY ZONE)			27,119	4,973	321	32,413	2	32,415	31,393	32.9%	27,029	3,733	1,560	32,322	2	32,324	30,300	29,557	31.0%
TOTAL STANISLAUS COUNTY (NEWSPAPER DESIGNATED MARKET)			55,488	10,175	1,263	66,926	10	66,936	64,894	39.0%	55,370	8,106	3,770	67,246	10	67,256	63,729	62,508	37.5%
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<u>CALAVERAS COUNTY</u>	16,469	19,596																	
Angels Camp			147	13		160		160		143	7		150		150				
Copperopolis			183	80	1	264		264		183	60	1	244		244				
*BALANCE IN COUNTY			33			33		33		34			34		34				
TOTAL CALAVERAS COUNTY			363	93	1	457		457	445	2.3%	360	67	1	428		428	363	344	1.8%
<hr/>																			
<u>MARIPOSA COUNTY</u>	6,613	7,192																	
Coulterville			220	7	1	228		228		216	12	1	229		229				
Mariposa				85		85		85			80		80		80				
TOTAL MARIPOSA COUNTY			220	92	1	313		313	304	4.2%	216	92	1	309		309	262	248	3.4%
<hr/>																			
<u>MERCED COUNTY</u>	63,815	74,579																	
Atwater			998	94	64	1,156		1,156		986	71	29	1,086		1,086				
Atwater Rural Routes			35			35		35		38			38		38				
Ballico			7	20	1	28		28		7	20	1	28		28				
Ballico Rural Routes			72			72		72		72			72		72				
Delhi			343	117	17	477		477		338	78	317	733		733				
Delhi Rural Routes			255			255		255		260			260		260				
Gustine			550		2	552		552		551		12	563		563				
Gustine Rural Routes			139			139		139		137			137		137				
Hilmar			596	92	2	690		690		586	89	47	722		722				
Hilmar Rural Routes			236			236		236		244			244		244				
Livingston			366	42		408		408		358	35		393		393				
Livingston Rural Routes			269			269		269		278			278		278				
Los Banos			508	169	2	679		679		500	239	37	776		776				
Los Banos Rural Routes			135	8		143		143		142	8		150		150				
Merced			1,629	622	20	2,271	1	2,272		1,616	479	75	2,170	1	2,171				

State County Town	Sun											Morning									
	Core Newspaper											Core Newspaper									
	OH's 2000 Census	OH's #1-1-07 Estimate	Individually Paid			Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Individually Paid			Total Core Nwsp.	Electronic Editions	Unique Editions	Total Paid	Mon Avg. Proj. Pd. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.	Hshld. Cov.
<b>CALIFORNIA (Cont'd)</b>																					
<b>MERCED COUNTY</b>																					
Merced Rural Routes			171			171			171			176			176			176			
Santa Nella				89		89			89				74		74			74			
Snelling			49	9		58			58			48	9		57			57			
Stevinson Rural Routes			123	13	1	137			137			122	13	61	196			196			
Winton			317	2		319			319			318	2	115	435			435			
*BALANCE IN COUNTY			18	6		24			24			23	6		29			29			
<b>TOTAL MERCED COUNTY</b>			<b>6,816</b>	<b>1,283</b>	<b>109</b>	<b>8,208</b>	<b>1</b>		<b>8,209</b>	<b>7,985</b>	<b>10.7%</b>	<b>6,800</b>	<b>1,123</b>	<b>694</b>	<b>8,617</b>	<b>1</b>		<b>8,618</b>	<b>7,316</b>	<b>6,925</b>	<b>9.3%</b>
<b>SAN JOAQUIN COUNTY</b> 181,629 220,870																					
Escalon			899	163	7	1,069			1,069			894	107	87	1,088			1,088			
Escalon Rural Routes			698			698			698			701			701			701			
Lathrop			34		1	35	1		36			32		1	33	1		34			
Manteca			1,039	423	3	1,465			1,465			1,041	353	53	1,447			1,447			
Manteca Rural Routes			315			315			315			315			315			315			
Ripon			1,954	228	11	2,193			2,193			1,949	183	76	2,208			2,208			
Ripon Rural Routes			206			206			206			206			206			206			
Stockton			30	12		42			42			30	14		44			44			
Tracy			18	195		213			213			17	226		243			243			
*BALANCE IN COUNTY			41	15		56			56			41	11		52			52			
<b>TOTAL SAN JOAQUIN COUNTY</b>			<b>5,234</b>	<b>1,036</b>	<b>22</b>	<b>6,292</b>	<b>1</b>		<b>6,293</b>	<b>6,122</b>	<b>2.8%</b>	<b>5,226</b>	<b>894</b>	<b>217</b>	<b>6,337</b>	<b>1</b>		<b>6,338</b>	<b>5,380</b>	<b>5,093</b>	<b>2.3%</b>
<b>TUOLUMNE COUNTY</b> 21,004 22,604																					
Columbia			38	39	1	78			78			39	31	11	81			81			
Columbia Rural Routes			90			90			90			94			94			94			
Groveland			280	60		340			340			279	36		315			315			
Jamestown			161	686	1	848			848			162	539	1	702			702			
Jamestown Rural Routes			124			124			124			121			121			121			
Mi Wuk Village			36	19		55			55			35	15		50			50			
Sonora			612	468	6	1,086			1,086			612	412	102	1,126			1,126			
Sonora Rural Routes			866	66		932			932			858	37		895			895			
Soulsbyville			88	14		102			102			91	8		99			99			
Tuolumne City			50	50		100			100			50	30		80			80			
Tuolumne City Rural Routes			50			50			50			50			50			50			
Twain Harte			65	37		102			102			63	30		93			93			
Twain Harte Rural Routes			181			181			181			183			183			183			
*BALANCE IN COUNTY			21	9	1	31			31			20	5	1	26			26			
<b>TOTAL TUOLUMNE COUNTY</b>			<b>2,662</b>	<b>1,448</b>	<b>9</b>	<b>4,119</b>			<b>4,119</b>	<b>4,007</b>	<b>17.7%</b>	<b>2,657</b>	<b>1,143</b>	<b>115</b>	<b>3,915</b>			<b>3,915</b>	<b>3,323</b>	<b>3,146</b>	<b>13.9%</b>

MISCELLANEOUS COUNTIES

UNDER 25 COPIES

2 2 7 9 9 2 2 7 9 8 7

TOTAL IN CALIFORNIA

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70,785 14,127 1,405 86,317 19 86,336 83,766 70,631 11,425 4,798 86,854 19 86,873 80,381 78,271

ALL OTHER STATES

MISCELLANEOUS COUNTIES

UNDER 25 COPIES

86 86 9 95 92 71 71 9 80 69 64

SUMMARY

TOTAL CALIFORNIA

70,785 14,127 1,405 86,317 19 86,336 70,631 11,425 4,798 86,854 19 86,873

" ALL OTHER STATES

86 86 9 95 71 71 9 80

GRAND TOTAL

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70,871 14,127 1,405 86,403 28 86,431 83,858 70,702 11,425 4,798 86,925 28 86,953 80,450 78,335

**3B. DISTRIBUTION BY ZIP CODES RECEIVING 25 OR MORE COPIES:**

SOURCE - U.S. ZIP Code Directory, #1-1-07 Claritas Inc., See Par. 6B.

STATE ZIP Code	Sun										Morning										
	Core Newspaper					Electronic Editions	Unique Editions	Total Paid	Avg. Proj. Pd. Circ.	Hshld. Cov.	Core Newspaper					Electronic Editions	Unique Editions	Total Paid	Mon Avg. Proj. Pd. Circ.	Cmbd Avg (Mon.-Fri.) Avg. Proj. Pd. Circ.	Hshld. Cov.
	OH's #1-1-07 Estimate	Home Delivery & Mail	Single Copy Sales	Other Paid	Total Core Nwsp.						Home Delivery & Mail	Single Copy Sales	Other Paid	Total Core Nwsp.							
<b>CALIFORNIA</b>																					
93635	Los Banos	11,487	643	262	2	907			907	880	7.7%	642	317	37	996			996	922	897	7.8%
95215	Stockton	6,420	31	12	1	44			44	43	0.7%	31	14	1	46			46	43	41	0.6%
95222	Angels Camp	2,303	77	13		90			90	87	3.8%	77	7		84			84	78	76	3.3%
95223	Arnold	3,020	45			45			45	44	1.5%	44			44			44	41	40	1.3%
95228	Copperopolis	1,383	183	80	1	264			264	256	18.5%	183	60	1	244			244	226	220	15.9%
95230	Farmington	326	26			26			26	25	7.7%	25			25			25	23	23	7.1%
95247	Murphys	2,270	56			56			56	54	2.4%	54			54			54	50	49	2.2%
95301	Atwater	9,938	1,141	94	64	1,299			1,299	1,260	12.7%	1,142	71	29	1,242			1,242	1,149	1,119	11.3%
95303	Ballico	303	79	20	1	100			100	97	32.0%	80	20	1	101			101	93	91	30.0%
95307	Ceres	12,924	3,522	809	145	4,476			4,476	4,343	33.6%	3,506	646	180	4,332			4,332	4,008	3,903	30.2%
95310	Columbia	705	125	39	1	165			165	160	22.7%	129	31	11	171			171	158	154	21.8%
95311	Coulterville	1,023	219	7	1	227			227	220	21.5%	215	12	1	228			228	211	205	20.0%
95313	Crows Landing	437	130	30	1	161			161	156	35.7%	130	25	1	156			156	144	141	32.3%
95315	Delhi	3,073	598	117	17	732			732	710	23.1%	598	78	317	993			993	919	895	29.1%
95316	Denair	1,952	801	55	1	857			857	831	42.6%	803	40	16	859			859	795	774	39.7%
95319	Empire													135	135			135	125	122	
95320	Escalon	4,116	1,600	174	8	1,782			1,782	1,729	42.0%	1,598	112	88	1,798			1,798	1,664	1,620	39.4%
95321	Groveland	1,776	280	60		340			340	330	18.6%	279	36		315			315	291	284	16.0%
95322	Gustine	3,211	689	4	2	695			695	674	21.0%	688	4	37	729			729	674	657	20.5%
95323	Hickman	311	147		1	148			148	144	46.3%	146		1	147			147	136	132	42.4%
95324	Hilmar	2,402	832	92	2	926			926	898	37.4%	830	89	47	966			966	894	870	36.2%
95326	Hughson	3,124	1,271	80	2	1,353			1,353	1,313	42.0%	1,276	72	32	1,380			1,380	1,277	1,243	39.8%
95327	Jamestown	2,230	281	686	1	968			968	939	42.1%	280	539	1	820			820	759	739	33.1%
95328	Keyes		156	31	31	218			218	212		162	28	1	191			191	177	172	
95329	La Grange	907	206	122		328			328	318	35.1%	204	79		283			283	262	255	28.1%
95330	Lathrop	4,028	34		1	35			35	34	0.8%	33		1	34			34	31	31	0.8%
95334	Livingston	3,930	620	42		662			662	642	16.3%	612	35		647			647	599	583	14.8%
95336	Manteca	14,957	818	293	2	1,113	1		1,114	1,081	7.2%	817	247	47	1,111	1		1,112	1,029	1,002	6.7%
95337	Manteca	9,444	537	128	2	667			667	647	6.9%	539	105	7	651			651	602	586	6.2%
95338	Mariposa	4,368		85		85			85	82	1.9%		80		80			80	74	72	1.6%
95340	Merced	21,665	1,437	357	5	1,799			1,799	1,745	8.1%	1,427	291	60	1,778			1,778	1,645	1,602	7.4%
95341	Merced			128		128			128	124			97		97			97	90	87	
95346	Mi Wuk Village	490	59	19		78			78	76	15.5%	58	15		73			73	68	66	13.5%
95348	Merced	9,569	279	137	15	431			431	418	4.4%	274	91	15	380			380	352	342	3.6%

95350	Modesto	19,485	7,963	1,545	293	9,801		9,801	9,509	48.8%	7,963	1,182	265	9,410		9,410	8,706	8,477	43.5%
95351	Modesto	12,923	2,848	930	10	3,788		3,788	3,675	28.4%	2,855	892	493	4,240		4,240	3,923	3,820	29.6%
95353	Modesto												32	32		32	30	29	
95354	Modesto	9,514	2,991	640	492	4,123	2	4,125	4,002	42.1%	3,015	732	632	4,379	2	4,381	4,053	3,947	41.5%
95355	Modesto	20,838	8,387	1,276	66	9,729	3	9,732	9,442	45.3%	8,348	947	361	9,656	3	9,659	8,937	8,702	41.8%
95356	Modesto	11,838	4,680	611	44	5,335	1	5,336	5,177	43.7%	4,680	405	94	5,179	1	5,180	4,793	4,667	39.4%
95357	Modesto	4,635	1,628	188	34	1,850		1,850	1,795	38.7%	1,620	144	264	2,028		2,028	1,876	1,827	39.4%
95358	Modesto	8,875	2,650	81	6	2,737	2	2,739	2,657	29.9%	2,645	134	72	2,851	2	2,853	2,640	2,570	29.0%
95360	Newman	3,514	703	280	2	985		985	956	27.2%	696	200	52	948		948	877	854	24.3%
95361	Oakdale	10,772	4,281	753	19	5,053		5,053	4,903	45.5%	4,260	564	202	5,026		5,026	4,650	4,528	42.0%
95363	Patterson	5,933	1,287	301	2	1,590		1,590	1,543	26.0%	1,277	199	82	1,558		1,558	1,441	1,404	23.7%
95366	Ripon	5,834	2,170	228	10	2,408		2,408	2,336	40.0%	2,165	183	75	2,423		2,423	2,242	2,183	37.4%
95367	Riverbank	6,169	1,979	453	4	2,436	1	2,437	2,364	38.3%	1,967	321	54	2,342	1	2,343	2,168	2,111	34.2%
95368	Salida	4,114	1,273	133	4	1,410		1,410	1,368	33.3%	1,263	134	4	1,401		1,401	1,296	1,262	30.7%
95369	Snelling	412	45	15		60		60	58	14.1%	43	15		58		58	54	52	12.6%
95370	Sonora	11,705	1,478	523	7	2,008		2,008	1,948	16.6%	1,469	435	103	2,007		2,007	1,857	1,808	15.4%
95372	Soulsbyville	722	88	19		107		107	104	14.4%	91	14		105		105	97	95	13.2%
95374	Stevinson	533	123	13	1	137		137	133	25.0%	122	13	61	196		196	181	177	33.2%
95376	Tracy	19,334	4	201		205		205	199	1.0%	3	233		236		236	218	213	1.1%
95379	Tuolumne City	1,587	110	50		160		160	155	9.8%	110	30		140		140	130	126	7.9%
95380	Turlock	14,494	3,556	1,075	41	4,672		4,672	4,533	31.3%	3,540	826	611	4,977		4,977	4,605	4,484	30.9%
95382	Turlock	11,652	4,059	505	60	4,624	1	4,625	4,487	38.5%	4,051	309	170	4,530	1	4,531	4,192	4,082	35.0%
95383	Twain Harte	2,628	229	37		266		266	258	9.8%	229	30		259		259	240	233	8.9%
95386	Waterford	3,235	925	250	2	1,177		1,177	1,142	35.3%	920	199	2	1,121		1,121	1,037	1,010	31.2%
95387	Westley		35	23		58		58	56		35	26		61		61	56	55	
95388	Winton	3,484	321	2		323		323	313	9.0%	330	2	90	422		422	390	380	10.9%
Miscellaneous ZIP Codes			137	19		156	17	173	173		124	26		150	16	166	152	146	
GRAND TOTAL			70,872	14,127	1,404	86,403	28	86,431	83,858		70,703	11,436	4,786	86,925	27	86,952	80,450	78,335	

**ANALYSIS OF HOME DELIVERY & MAIL SUBSCRIPTION SALES (New & Renewal)**

**4. PREMIUM, COMBINATION, SPECIAL OFFERS, CLUBS AND INSURANCE:**

	Term Ordered				Misc. Periods
	4 Wks.	13 Wks.	26 Wks.	52 Wks.	
(c) With premiums & special offers, See Par. 6B . . . . . M & S		35			
(e) Special reduced prices, See Par. 5(b) . . . . . M & S	11	895		736	24,661
Cmbd Avg (Mon.-Fri.)					3,088*
Sat					27*
S					174*

\*This figure does not represent the total number of subscriptions received, but represents the average number of copies served during this report period on Newspapers in Education sold at the price(s) shown in Par. 5(b).

5A. BASIC PRICES:	By Mail				By Home Delivery				
	52 Wks.	26 Wks.	13 Wks.	4 Wks.	52 Wks.	26 Wks.	13 Wks.	4 Wks.	1 Wk.
<b>NEWSPAPER DESIGNATED MARKET:</b>									
M & S* . . . . .									
to 03/04/07 . . . . .	\$192.00	\$ 96.00	\$48.00	\$16.00	\$119.60	\$81.90	\$40.95	\$12.60	\$3.15
since 03/04/07 . . . . .	240.00	120.00	60.00	20.00	119.60	81.90	40.95	12.60	3.15
M (Mon.-Fri.) Business only					60.00	30.00	15.00	5.00	
Wknd Plus# . . . . .					93.60	55.90	27.95	8.60	2.15
Sat & S** . . . . .									
to 03/04/07 . . . . .	156.00	72.00	36.00	12.00	72.80	41.60	20.80	6.40	1.60
since 03/04/07 . . . . .	192.00	96.00	48.00	16.00	72.80	41.60	20.80	6.40	1.60
<b>OUTSIDE NEWSPAPER DESIGNATED MARKET**:</b>									
M & S* . . . . .									
to 03/04/07 . . . . .	\$228.00	\$114.00	\$57.00	\$19.00	\$119.60	\$81.90	\$40.95	\$12.60	\$3.15
since 03/04/07 . . . . .	288.00	144.00	72.00	24.00	119.60	81.90	40.95	12.60	3.15
Sat & S . . . . .									
to 03/04/07 . . . . .	156.00	78.00	39.00	13.00	40.00	20.00			
since 03/04/07 . . . . .	192.00	96.00	48.00	16.00	40.00	20.00			

\*Applicable sales tax included.

#Includes Friday, Saturdat, Sunday & Monday issues.

\*\*Frequency changed to Saturdat, Sunday & Monday on 10/22/07.

	By Motor Route					Single Copy
	52 Wks.	26 Wks.	13 Wks.	4 Wks.	1 Wk.	
<b>NEWSPAPER DESIGNATED MARKET &amp; OUTSIDE NEWSPAPER DESIGNATED MARKET:</b>						
M & S . . . . .	\$119.60	\$81.90	\$40.95	\$12.60	\$3.15	(a-b)
M only . . . . .						50¢
Wknd Plus* . . . . .	93.60	55.90	27.95	8.60	2.15	
Sat & S^ . . . . .	40.00	20.00				
S only . . . . .						
to 04/08/07 . . . . .						\$1.25
since 04/08/07 . . . . .						\$1.50

\*Wknd Plus package (Friday, Saturday, Sunday & Monday) for Home Delivery subscribers only.

(a) Newspaper Designated Market; (b) Outside Newspaper Designated Market.

5(b). Special Reduced Prices: By Home Delivery to new subscribers for Morning and Sunday, \$0.36, \$0.50, \$0.85, \$1.15, \$1.50, \$1.57, \$1.58, \$1.65, \$2.00, \$2.30, \$2.65 discount from basic prices per week; 4 wks. for \$6.82. Weekend Plus Delivery, \$0.25, \$0.35, \$0.55, \$1.07, \$1.08, \$1.60, \$1.80, \$1.90 discount from basic prices per week. Saturday and Sunday, \$0.20, \$0.60, \$1.00, \$1.25, \$1.40, \$1.65 discount from basic prices per week; 4 wks. \$6.85; 1 yr. \$20.00. Morning and Sunday, \$0.27, \$0.50, \$0.85, \$1.00, \$1.57, \$1.60, \$2.00 discount from basic prices per week. Weekend Plus Delivery, \$0.25, \$0.50, \$1.07 discount from basic prices per week. Saturday and Sunday, \$0.20, \$0.35, \$0.60 discount from basic prices per week; 1 yr. \$20.00. Morning and Sunday, 16 days \$3.41; 5 wks. \$9.00, \$11.50; 6 wks. \$18.90; 13 wks. \$14.95, \$27.95; 15 wks. \$23.70. Wknd Plus, 26 wks. \$41.60. Sat/Sun/Mon, 20 wks. \$20.00. Fri/Sat/Sun, 10 wks. \$16.00; 1 yr. \$20.00. Fri/Sat/Sun/Mon, 13 wks. \$22.75; 25 wks. \$27.00. Morning & Sunday: 1 mo. \$13.65, 2 mos. \$27.30; 3 mos. \$40.20; 6 mos. \$78.90. Fri/Sat/Sun, 3 mos. \$26.70. Newspapers in Education for classroom use, Morning only 25% of Morning and Sunday. Sunday only, 25% of Sunday only.

5(c). Lower Than Basic Prices: \$1.15 per week in ZIP Code 95351. \$4.68 per week in Newspapers in Education Home Delivery.

**6A. ADDITIONAL ANALYSIS OF OTHER PAID CIRCULATION - CORE NEWSPAPER:**

	Morning							
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
<b>Other Paid Circulation - Core Newspaper</b>								
Educational Programs								
Newspapers in Education	150	3,079	2,227	2,630	3,480	3,455	3,604	4
Newspapers in Education - Home Delivered	24	9	24				24	23
Employee/Independent Contractor	688	688	688	688	688	687	687	687
Third Party Sales								
Businesses - Available for employees	136	227	198	219	241	242	236	134
Home Delivered	338	309	297	117	138	391	605	7,097
Hospitals and Nursing Homes - Available for patients/hospital staff	123	314	315	312	313	313	315	146
Hotels, Motels - Available for guests	316	135	204	87	88	89	204	204
Other	13	209	39	858	39	70	38	16
<b>Total Other Paid Circulation - Core Newspaper</b>	<b>1,788</b>	<b>4,970</b>	<b>3,992</b>	<b>4,911</b>	<b>4,987</b>	<b>5,247</b>	<b>5,713</b>	<b>8,311</b>

**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:**

CITY ZONE is the corporate limits of Modesto, in Stanislaus County, California.

BALANCE IN NEWSPAPER DESIGNATED MARKET is, with exception of City Zone, Stanislaus County, California.

DESCRIPTION OF ELECTRONIC - The Electronic Edition (replica) has the same content and advertising as the print edition. The Electronic Edition is located at www.modbee.com. Electronic Editions include the following distribution methods: Home Delivery and Mail.

(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:

	City Zone	Balance in Newspaper Designated Market	Outside Newspaper Designated Market
Sun	574	542	312
Cmbd Avg (Mon.-Fri.) & Sat	573	530	261

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.

**6B. EXPLANATORY - OTHER:** (Continued)

(c) Records show the following premiums and special offers were offered during this report period

A Save Mart gift card, with a value of \$10.00, and a MODESTO BEE umbrella, with a value of \$10.00, were offered with 13 week pre-paid Morning and Sunday subscription at \$26.50 and 13 week prepaid Weekend Plus Monday and Holidays subscription at \$24.70.

A Life Platinum Anniversary Book, with a value of \$29.95, was offered for 20 weeks at basic prices.

**PUBLISHER'S RETURN POLICY:** Fully returnable to certain accounts in the Newspaper Designated Market and non-returnable to other accounts in the Newspaper Designated Market and Outside Newspaper Designated Market. Non-returnable accounts unsold determined by survey. Survey returns deducted, so only paid is shown in Par. 1.

The allowances for returns, undelivered, leftover and unsold copies for the period covered by this report were found to have been:

	City Zone	Balance in Newspaper Designated Market	Outside Newspaper Designated Market
Sun	4.2%	3.8%	4.7%
Cmbd Avg (Mon.-Fri.)	3.8%	3.4%	4.7%
Sat	3.2%	3.2%	4.2%

These percentages are based on the gross figures and have been deducted, leaving paid circulation shown in Pars. 1 & 2.

All editions carry all advertising scheduled for the day. Preprinted advertising supplements are accepted for zoned distribution if requested by advertiser.

ABC Interactive Definitions:

**Page Impressions:** The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

**Unique Users:**

This site uses the cookie -based method to measure unique users. If cookies are not accepted, then the IP address & user-agent in combination based method to measure unique users.

**Note:** The Total number of Unique Users is adjusted to remove duplicate visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique User for the period. The Daily average represents the number of Unique Users that visited the site each day added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily average but limited to weekdays and weekends respectively.

Average Unpaid Distribution:	Sun	Morning						
		Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri	Sat
Arrears								
Advertisers, Agencies								
Complimentary, Sample, Service	1,442	1,606	1,460	1,583	1,653	1,709	1,623	1,544
<b>Total</b>	<b>1,442</b>	<b>1,606</b>	<b>1,460</b>	<b>1,583</b>	<b>1,653</b>	<b>1,709</b>	<b>1,623</b>	<b>1,544</b>

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**6C. AUDIENCE FAX - EXPLANATORY:**

**Print/Online Readership Explanatory:**

DMA Area: See Individual Publisher's Statements

NDM\* Area: See Individual Publisher's Statements

Online Readership and Net Combined Audience reports on the following URL Address(s):

Modbee.com

**Web Site Usage Explanatory:**

There was an adjustment of -1.8% to Total Unique Users/Visitors.

There was an adjustment of -2.6% to Page Impressions/Views.

**Scope of Verification:**

We have performed sufficient tests of the readership study (print, online and net unduplicated) to be satisfied that the study was conducted in accord with Audit Bureau of Circulations Reader Profile Standards. These standards can be found at <http://www.accessabc.com/pdfs/telephonestandards.pdf>. Verification of the Web Site Usage data included a review of the domains represented to be associated with the member newspaper's website and, for server based measurements, such other tests as deemed appropriate to confirm compliance to ABCi definitions and standards. This verification does not include ABC participation in the publisher's choice of data provider for web site usage statistics nor should it be construed as an endorsement by ABC of the methodology or technologies used by the data providers.

**Web Site Usage Definitions:**

Total Unique Users/Visitors: This site uses the cookie-based method to measure unique users/visitors. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique users/visitors.

Page Impressions/Views: The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

Web Site Usage reports on the following URL Address(s):

dwb.modbee.com  
forums.modbee.com  
localsearch.modbee.com  
losbanosenterprise.com  
modbee.mycapture.com  
pennibancpost.blogs.com

personals.modbee.com  
registration.modbee.com  
search.losbanosenterprise.com  
search.modbee.com  
search2.modbee.com  
wearher.modbee.com

www.apartments.com/\*part-  
ner=modbee\*  
www.careerbuilder.com/  
\*siteid=mc\_th003\*  
www.cars.com/\*aff=modbee  
www.gadzoo.com/\*mobe\*

/www.legacy.com/HeraldOnline  
www.losbanosenterprise.com  
www.modbee.com:80  
www.modestofamous.com

**Tim Ritchey, V.P. of Advertising**  
**Telephone (209) 578-2040 - FAX (209) 578-2046**  
**1325 H Street, P.O. Box 3928**  
**Modesto, CA 95352**  
**e-mail: tritchey@modbee.com**

To Members of the Audit Bureau of Circulations:

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 Bureau'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 paid 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 paid circulation.

**Audit Bureau of Circulations**

THE MODESTO BEE, published by McClatchy Company, 1325 H Street, P.O. Box 3928, Modesto, CA 95352  
The Modesto Bee (Morning & Sunday), Modesto, CA, Page #15 - #216651 - 657 - 601

May, 2008

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01-0315-0

Morning

Calendar Quarter Ended	Morning															Morning (Mon.-Sat.)	Days	
	Sun	Days	Cmbd Avg (Mon.-Fri.)	Days	Mon	Days	Tue	Days	Wed	Days	Thu	Days	Fri	Days	Sat			Days
March 28, 2004	92,841																86,434	
June 27, 2004	91,615																84,332	
September 26, 2004	89,873																82,454	
December 26, 2004	90,701																86,286	
March 27, 2005	90,566																85,560	
June 26, 2005	89,455																83,939	
September 25, 2005	87,684																81,509	
December 25, 2005	88,101																84,383	
March 26, 2006	88,698		83,586		84,971		81,670		81,679		80,980		88,632		86,817			
June 25, 2006	87,749		82,144		83,268		83,982		79,142		79,220		85,107		87,506			
September 24, 2006	85,735		77,133		79,205		74,725		75,288		74,509		81,938		87,141			
December 31, 2006	86,151		80,455		82,955		77,401		78,715		79,222		83,980		91,406			
April 1, 2007	85,916	13	80,682	65	81,393	13	78,351	13	79,109	13	79,643	13	84,913	13	89,656	13		
July 1, 2007	84,909	13	79,759	65	80,642	13	81,540	13	77,147	13	76,394	13	83,070	13	89,109	13		
September 30, 2007	82,402	13	74,977	65	77,080	13	72,692	13	73,494	13	73,090	13	78,531	13	85,830	13		
December 30, 2007	82,208	13	77,914	65	82,686	13	74,670	13	74,510	13	76,032	13	81,672	13	86,934	13		