



# Newspaper Audit Report

AL DIA

Sunday  
PHILADELPHIA (PHILADELPHIA COUNTY) PENNSYLVANIA

## TOTAL AVERAGE CIRCULATION FOR THE TWELVE MONTH PERIOD ENDED MARCH 31, 2010

TYPE OF PUBLICATION: Hispanic Community Newspaper  
 FREQUENCY: Weekly  
 LOCATION: Philadelphia, Pennsylvania  
 PUBLISHED BY: Al Dia, Inc.  
 ESTABLISHED: 1992  
 Email: danielm@aldiainc.com  
 Web: www.pontealdia.com

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 Hernan Guaracao, Publisher  
 Daniel Maldonado-Schullo, Dir. of Operations

## Circulation Data

	Sunday 52,294	%
<b>1. TOTAL AVERAGE DISTRIBUTION</b>	<b>52,294</b>	<b>96.7</b>
<b>A. Paid (&gt;50% of basic price)</b>		
1) Home Delivery	-	-
2) Mail Subscriptions	26	-
3) Single Copy Sales	-	-
4) Employee Copies	-	-
5) Newspaper in Education	-	-
6) Bulk	-	-
<b>Paid Circulation</b>	<b>26</b>	<b>-</b>
<b>B. Other Paid (sold at less than 50%)</b>		
1) Home Delivery	-	-
2) Single Copy Sales	-	-
3) Newspaper in Education	-	-
4) Event Sales	-	-
5) Bulk	-	-
<b>Total Other Paid</b>	<b>-</b>	<b>-</b>
<b>Total Paid</b>	<b>26</b>	<b>-</b>
<b>C. Unpaid Distribution*</b>		
1) Home Delivery	-	-
2) Mail	-	-
3) Residential Bulk	-	-
4) Non-Residential Bulk	52,268	96.7
5) Samples	-	-
<b>Total Unpaid Distribution</b>	<b>52,268</b>	<b>96.7</b>
<b>D. Total Distribution (sum of A,B,C)</b>	<b>52,294</b>	<b>96.7</b>
<b>Returns</b>	<b>1,633</b>	<b>3.0</b>
<b>All Other Copies (Service, Files)</b>	<b>150</b>	<b>0.3</b>
<b>Net Press Run</b>	<b>54,077</b>	<b>100.0</b>

\*See paragraph 4 for distribution explanation

**2B. Average circulation and distribution for the three year period ending with this report.**

<u>Quarter Ended</u>	<u>Paid</u>	<u>Other Paid</u>	<u>Unpaid</u>	<u>Distribution</u>
06-30-2007	37	-	50,831	50,868
09-30-2007	31	-	51,221	51,252
12-31-2007	31	-	53,709	53,740
03-31-2008	24	-	56,229	56,253
06-30-2008	37	-	52,731	52,768
09-30-2008	31	-	54,180	54,211
12-31-2008	20	-	55,539	55,559
03-31-2009	22	-	53,375	53,397
06-30-2009	37	-	53,754	53,791
09-30-2009	31	-	51,167	51,198
12-31-2009	20	-	52,828	52,848
03-31-2010	16	-	51,325	51,341

**3. Publisher's policy, subscription rates, other information concerning report**

Policy is to publish a community newspaper serving the Hispanic community of the tri-state region (Pennsylvania, New Jersey and Delaware).

Subscription Rates:

By mail - \$35.00 for 6 months; \$70.00 for 1 year.

NOTE: There were no adjustments made in the average circulation as shown in the publisher's statements for the period audited.

**4. Explanatory/additional data**

Unpaid non-residential bulk (Item 1C4) - Carrier Delivery of five or more copies placed at transient locations, including stores, restaurants, motels, public buildings, shopping centers and copies placed in street boxes and display racks at high traffic locations. Number of copies is subject to weekly adjustment reflecting seasonal and other changes in demand.

**5. Field verification of publisher's delivery system**

CAC's bylaws do not require verification of carrier delivery by field verification for this paper since unpaid and/or voluntary/optional paid carrier single copies are less than 10% of the total circulation.

NOTE: To test the non-residential bulk delivery, a total of 100 various drop locations were tested to assure that the publication is being delivered.

NOTE: The verification of carrier delivery in section 5 of this report pertains to home delivery.

We have examined the records of the publication(s) for the period stated. Our examination was made in accordance with the Corporation's bylaws, rules and regulations, and auditing standards, and accordingly, include such tests of the accounting and circulation records and such auditing procedures as we considered necessary in the circumstances. In our opinion, this report presents fairly the circulation of the publication(s) for the period indicated.

6. One day distribution in county, town and zip code, including occupied households, for the single issue of SUNDAY, MARCH 28, 2010

<b>New Castle County, DE</b>	<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>
Bear	19701	425	-	220	220	210	49.41
New Castle	19720	1,317	-	340	340	324	24.60
Newark	19711	861	-	290	290	276	32.06
Wilmington	19804	326	-	265	265	253	77.61
Wilmington	19805	2,223	-	2,067	2,067	1,971	88.66
Wilmington	19808	565	-	280	280	267	47.26
<b>Total New Castle County, DE</b>		<b>5,717</b>	<b>-</b>	<b>3,462</b>	<b>3,462</b>	<b>3,301</b>	<b>57.74</b>

<b>Atlantic County, NJ</b>	<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>
Atlantic City	08401	2,925	-	655	655	624	21.33
Pleasantville	08232	2,133	-	345	345	329	15.42
<b>Total Atlantic County, NJ</b>		<b>5,058</b>	<b>-</b>	<b>1,000</b>	<b>1,000</b>	<b>953</b>	<b>18.84</b>

<b>Burlington County, NJ</b>	<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>
Beverly	08010	183	-	45	45	43	23.50
Willingboro	08046	530	-	50	50	48	9.06
<b>Total Burlington County, NJ</b>		<b>713</b>	<b>-</b>	<b>95</b>	<b>95</b>	<b>91</b>	<b>12.76</b>

<b>Camden County, NJ</b>	<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>
Bellmawr	08031	119	-	50	50	48	40.34
Berlin	08009	132	-	125	125	119	90.15
Camden	08102	1,325	-	520	520	496	37.43
Camden	08103	1,061	-	867	867	827	77.95
Camden	08104	1,519	-	512	512	488	32.13
Camden	08105	3,908	-	2,965	2,965	2,827	72.34
Cherry Hill	08002	211	-	100	100	95	45.02
Clementon	08021	655	-	100	100	95	14.50
Merchantville	08109	542	-	520	520	496	91.51
Pennsauken	08110	1,161	-	340	340	324	27.91
Voorhees	08043	218	-	70	70	67	30.73
<b>Total Camden County, NJ</b>		<b>10,851</b>	<b>-</b>	<b>6,169</b>	<b>6,169</b>	<b>5,882</b>	<b>55.59</b>

<b>Cumberland County, NJ</b>	<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>
Bridgeton	08302	1,701	-	725	725	691	40.62
Vineland	08360	3,713	-	275	275	262	7.06
<b>Total Cumberland County, NJ</b>		<b>5,414</b>	<b>-</b>	<b>1,000</b>	<b>1,000</b>	<b>953</b>	<b>17.60</b>

<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>	
<b>Mercer County, NJ</b>							
Ewing	08618	707	-	160	160	153	21.64
Ewing	08638	235	-	235	235	224	95.32
Hightstown	08520	1,341	-	195	195	186	13.87
Trenton	08608	118	-	260	260	248	>100.00
Trenton	08609	888	-	730	730	696	78.38
Trenton	08610	684	-	390	390	372	54.39
Trenton	08611	2,734	-	2,210	2,210	2,107	77.07
Trenton	08619	242	-	45	45	43	17.70
Trenton	08629	625	-	180	180	172	27.52
<b>Total Mercer County, NJ</b>		<b>7,574</b>	<b>-</b>	<b>4,405</b>	<b>4,405</b>	<b>4,200</b>	<b>55.45</b>

<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>	
<b>Salem County, NJ</b>							
Penns Grove	08069	333	-	385	385	367	>100.00
Pennsville	08070	60	-	175	175	167	>100.00
<b>Total Salem County, NJ</b>		<b>393</b>	<b>-</b>	<b>560</b>	<b>560</b>	<b>534</b>	<b>&gt;100.00</b>

<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>	
<b>Warren County, NJ</b>							
Phillipsburg	08865	326	-	250	250	238	73.00
<b>Total Warren County, NJ</b>		<b>326</b>	<b>-</b>	<b>250</b>	<b>250</b>	<b>238</b>	<b>73.00</b>

<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>	
<b>Berks County, PA</b>							
Reading	19601	3,902	-	585	585	558	14.30
Reading	19602	2,147	-	670	670	639	29.76
Reading	19604	2,256	-	25	25	24	1.06
Reading	19610	70	-	35	35	33	47.14
<b>Total Berks County, PA</b>		<b>8,375</b>	<b>-</b>	<b>1,315</b>	<b>1,315</b>	<b>1,254</b>	<b>14.97</b>

<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>	
<b>Bucks County, PA</b>							
Bensalem	19020	688	-	180	180	172	25.00
Bristol	19007	512	-	230	230	219	42.77
Morrisville	19067	350	-	160	160	153	43.71
Warminster	18974	410	-	235	235	224	54.63
<b>Total Bucks County, PA</b>		<b>1,960</b>	<b>-</b>	<b>805</b>	<b>805</b>	<b>767</b>	<b>39.13</b>

<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>	
<b>Chester County, PA</b>							
Avondale	19311	489	-	215	215	205	41.92
Coatesville	19320	597	-	190	190	181	30.32
Kennett Square	19348	879	-	210	210	200	22.75
West Chester	19380	480	-	310	310	296	61.67
<b>Total Chester County, PA</b>		<b>2,445</b>	<b>-</b>	<b>925</b>	<b>925</b>	<b>882</b>	<b>36.07</b>

<b>Dauphin County, PA</b>	<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>
Harrisburg	17104	1,034	-	360	360	343	32.21
Harrisburg	17111	281	-	11	11	10	3.56
<b>Total Dauphin County, PA</b>		<b>1,315</b>	<b>-</b>	<b>371</b>	<b>371</b>	<b>354</b>	<b>26.92</b>

<b>DE County, PA</b>	<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>
Chester	19013	472	-	920	920	877	>100.00
Crum Lynne	19022	29	-	85	85	81	>100.00
Upper Darby	19082	256	-	630	630	601	>100.00
<b>Total DE County, PA</b>		<b>757</b>	<b>-</b>	<b>1,635</b>	<b>1,635</b>	<b>1,559</b>	<b>&gt;100.00</b>

<b>Lancaster County, PA</b>	<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>
Lancaster	17602	3,330	-	565	565	539	15.71
Lancaster	17603	2,418	-	155	155	148	5.91
<b>Total Lancaster County, PA</b>		<b>5,748</b>	<b>-</b>	<b>720</b>	<b>720</b>	<b>686</b>	<b>11.93</b>

<b>Lehigh County, PA</b>	<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>
Allentown	18101	476	-	255	255	243	49.58
Allentown	18102	4,469	-	920	920	877	19.06
<b>Total Lehigh County, PA</b>		<b>4,945</b>	<b>-</b>	<b>1,175</b>	<b>1,175</b>	<b>1,120</b>	<b>22.65</b>

<b>Montgomery County, PA</b>	<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>
Abington	19001	96	-	20	20	19	19.79
Jenkintown	19046	54	-	40	40	38	68.52
Norristown	19401	506	-	1,253	1,253	1,195	>100.00
<b>Total Montgomery County, PA</b>		<b>656</b>	<b>-</b>	<b>1,313</b>	<b>1,313</b>	<b>1,252</b>	<b>&gt;100.00</b>

<b>Northampton County, PA</b>	<b>Zip Code</b>	<b>Hispanic Occupied Households</b>	<b>Paid</b>	<b>Unpaid</b>	<b>Total Circ.</b>	<b>Proj. Circ.</b>	<b>% Coverage</b>
Bethlehem	18015	2,135	-	175	175	167	7.59
Bethlehem	18017	1,166	-	60	60	57	4.80
Easton	18042	844	-	150	150	143	16.50
<b>Total Northampton County, PA</b>		<b>4,145</b>	<b>-</b>	<b>385</b>	<b>385</b>	<b>367</b>	<b>8.85</b>

Philadelphia County, PA	Zip Code	Hispanic Occupied Households	Paid	Unpaid	Total Circ.	Proj. Circ.	% Coverage
Philadelphia	19102	44	-	295	295	281	>100.00
Philadelphia	19103	218	-	220	220	210	96.33
Philadelphia	19104	419	-	250	250	238	56.80
Philadelphia	19106	77	-	353	353	337	>100.00
Philadelphia	19107	160	-	335	335	319	>100.00
Philadelphia	19111	1,145	-	702	702	669	58.43
Philadelphia	19114	334	-	40	40	38	11.38
Philadelphia	19115	324	-	60	60	57	17.59
Philadelphia	19116	349	-	220	220	210	60.17
Philadelphia	19120	4,209	-	4,886	4,886	4,658	>100.00
Philadelphia	19121	131	-	50	50	48	36.64
Philadelphia	19122	1,569	-	1,790	1,790	1,707	>100.00
Philadelphia	19123	284	-	180	180	172	60.56
Philadelphia	19124	3,354	-	1,585	1,585	1,511	45.05
Philadelphia	19125	774	-	370	370	353	45.61
Philadelphia	19126	125	-	110	110	105	84.00
Philadelphia	19130	494	-	25	25	24	4.86
Philadelphia	19131	216	-	50	50	48	22.22
Philadelphia	19133	3,580	-	2,689	2,689	2,564	71.62
Philadelphia	19134	5,246	-	4,795	4,795	4,572	87.15
Philadelphia	19135	372	-	100	100	95	25.54
Philadelphia	19139	130	-	30	30	29	22.31
Philadelphia	19140	4,826	-	4,120	4,120	3,928	81.14
Philadelphia	19141	261	-	20	20	19	72.80
Philadelphia	19142	183	-	90	90	86	47.00
Philadelphia	19145	253	-	620	620	591	>100.00
Philadelphia	19146	289	-	650	650	620	>100.00
Philadelphia	19147	477	-	1,305	1,305	1,244	>100.00
Philadelphia	19148	735	-	1,070	1,070	1,020	>100.00
Philadelphia	19149	1,127	-	730	730	696	61.76
Philadelphia	19151	166	-	50	50	48	28.92
Philadelphia	19152	331	-	205	205	195	58.91
<b>Total Philadelphia County, PA</b>		<b>32,202</b>	<b>-</b>	<b>27,995</b>	<b>27,995</b>	<b>26,690</b>	<b>82.88</b>

Miscellaneous County, ZZ	Zip Code	Hispanic Occupied Households	Paid	Unpaid	Total Circ.	Proj. Circ.	% Coverage
Various	99999	0	-	1,270	1,270	1,211	0.00
<b>Total Miscellaneous County, ZZ</b>			<b>-</b>	<b>1,270</b>	<b>1,270</b>	<b>1,211</b>	

<b>Total Circulation</b>	<b>-</b>	<b>54,850</b>	<b>54,850</b>	<b>52,294</b>
		Miscellaneous	0	0
		All Other Copies	150	1,783
		Net Press Run	55,000	54,077

Circulation analysis by zip code reflects gross figures  
Source: Hispanic Households: ESRI Business Information Solutions