

# **SNYDER & UNION COUNTY TIMES vs THE DAILY ITEM**

## **DISTRIBUTION BY ZIP CODE COMPARISON**

| <u><b>ZIP</b></u>           | <u><b>SC TIMES</b></u> | <u><b>UC TIMES</b></u> | <u><b>DAILY ITEM</b></u> |
|-----------------------------|------------------------|------------------------|--------------------------|
| 17812<br>Beaver Springs     | 690                    |                        | 144                      |
| 17813<br>Beavertown         | 740                    |                        | 251                      |
| 17827<br>Freeburg           | 326                    |                        | 143                      |
| 17831<br>Hummels Wharf      | 220                    |                        | 35                       |
| 17833<br>Kreamer            | 208                    |                        | 78                       |
| 17841<br>McClure            | 1,716                  |                        | 112                      |
| 17842<br>Middleburg         | 3,070                  |                        | 1,020                    |
| 17853<br>Mt. Pleasant Mills | 1,168                  |                        | 355                      |
| 17861<br>Paxtonville        | 92                     |                        | 34                       |
| 17862<br>Penns Creek        | 246                    |                        | 63                       |
| 17864<br>Port Trevorton     | 785                    |                        | 271                      |
| 17086<br>Richfield          | 879                    |                        | 174                      |
| 17870<br>Selinsgrove        | 5,493                  |                        | 2,595                    |
| 17876<br>Shamokin Dam       | 302                    |                        | 85                       |
| 17882<br>Troxelville        | 49                     |                        | 11                       |
| <b>TOTAL</b>                | <b>15,984</b>          |                        | <b>5,371</b>             |

| <u>ZIP</u>           | <u>SC TIMES</u> | <u>UC TIMES</u> | <u>DAILY ITEM</u> |
|----------------------|-----------------|-----------------|-------------------|
| 17829<br>Hartleton   |                 | 72              | - 0 -             |
| 17835<br>Laurelton   |                 | 145             | 79                |
| 17837<br>Lewisburg   |                 | 3,553           | 2,640             |
| 17844<br>Mifflinburg |                 | 3,892           | 1,331             |
| 17845<br>Millmont    |                 | 806             | 235               |
| 17855<br>New Berlin  |                 | 463             | 338               |
| 17880<br>Swengel     |                 | 26              | - 0 -             |
| 17883<br>Vicksburg   |                 | 48              | - 0 -             |
| 17885<br>Weikert     |                 | 50              | - 0 -             |
| 17889<br>Winfield    |                 | 507             | 469               |
| <b>TOTAL</b>         |                 | <b>9,562</b>    | <b>5,089</b>      |
| <b>GRAND TOTAL</b>   | <b>25,546</b>   |                 | <b>10,460</b>     |

*(Difference of 15,086)*

*Individual numbers were filed December 28, 2003. However, The Publisher's Statement filed by the Daily Items states the total average paid circulation for 7 counties is 24,518 as of March 27, 2004.*