

**Initial Audit Period: January 1, 2020 – June 30, 2020 \*\***

**D-R Media and Investments, LLC**

200 E. Venice Ave., Suite 333  
Venice, FL 34285  
(863) 385-6155  
(410) 297-0050 FAX

EMAIL: [rob.kearley@highlandsnewssun.com](mailto:rob.kearley@highlandsnewssun.com)  
[www.midfloridanewspapers.com](http://www.midfloridanewspapers.com)

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	118,319	(Print Edition)
--------------------	--------------------------	---------	-----------------

**2. Publication Information**

Number of Editions:	Six
Format / Average Page Count:	Tabloid / 18 Pages
Circulation Cycle:	Weekly
Ownership:	D-R Media & Investments, LLC
Year Established:	1958
Publication Type:	Community Newspaper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	70% Advertising / 30% Editorial
Primary Delivery Methods:	66% Carrier Delivery / 22% Mail
	9% Controlled Bulk / 3% Waiting Room
Insert Zoning Available:	Yes - ZIP Code / County / Route / Zone
CVC Member Number:	15-0920
DMA/MSA/CBSA:	Orlando, FL / Orlando, FL / Orlando-Kissimmee, FL
Audit Funded By:	Community Papers of Florida



[www.cvcaudit.com](http://www.cvcaudit.com)

### 3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2020
Mechanical Data:	Six (6) columns X 12.75" column depth Full page: 10.25" wide X 12.75" depth.
Open Rate:	Local: \$2,019.00 Full Page - \$326.00 1/12 <sup>th</sup> Page National: \$2,019.00 Full Page - \$326.00 1/12 <sup>th</sup> Page
Insert Open Rate:	\$25.00 - \$30.00 per thousand
Classified Rate:	\$18.00 for up to 15 words; \$0.50 each additional word
Deadline Day & Time:	Friday by 5 PM

Additional rates may be available from the publisher.

### 4. Contact Information

Publisher:	Timothy Smolarick	EMAIL: tim.smolarick@highlandnewssun.com
Advertising:	Kim Edwards (Four Corners News – Sun and Winter Haven Sun)	EMAIL: kedwards@d-r.media
Advertising:	Donna Wolk (Clermont News Leader)	EMAIL: dwolk@clermontnewsleader.com
Advertising:	Ann Yager (Triangle News Leader and Sumter News-Sun)	EMAIL: ayager@trianglenewsleader.com
Advertising:	Amanda Young (Highlands Sun)	EMAIL: amanda.young@highlandsnewssun.com
Circulation:	Rob Kearley	EMAIL: rob.kearley@highlandsnewssun.com



[www.cvcaudit.com](http://www.cvcaudit.com)



5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 15-0920 Wednesday – January 1, 2020 – March 31, 2020 D-R Media and Investments, LLC - Consolidated Venice, FL

Audit Period Summary

<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>118,319 **</b>
Average Gross Distribution	(5-F)	120,804 **
Average Net Press Run	(5-A)	120,954 **

Audit Period Detail

A. Average Net Press Run		120,954
B. Office / File		150
C. Controlled Distribution		
1. Carrier Delivery		79,477
2. Bulk Delivery / Demand Distribution		9,911
3. Mail		26,518
4. Requestor Mail		0
5. Waiting Rooms		3,288
6. Hotels		237
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		1,373
Total Average Controlled Distribution		120,804
Controlled Returns		(2,485)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>118,319</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		120,804
G. Total Unclaimed / Returns		(2,485)*
<b>H. Average Net Circulation</b>		<b>118,319</b>

**5A. Audited Circulation, Distribution and Net Press Averages - Print Edition**

CVC Account Number: 15-0571		Thursday – January 1, 2020 – March 31, 2020	Highlands Sun Sebring, FL
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>6,467 **</b>
Average Gross Distribution	(5-F)		7,475 **
Average Net Press Run	(5-A)		7,500 **
<b>Audit Period Detail</b>			
A. Average Net Press Run			7,500
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			704
2. Bulk Delivery / Demand Distribution			4,779
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			1,782
6. Hotels			128
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			82
Total Average Controlled Distribution			7,475
Controlled Returns			(1,008)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>6,467</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>0</b>
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>			<b>0</b>
F. Average Gross Distribution			7,475
G. Total Unclaimed / Returns			(1,008)*
<b>H. Average Net Circulation</b>			<b>6,467</b>



5A1. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 15-0571	Thursday – April 1, 2020 – June 30, 2020	Highlands Sun Sebring, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>3,767</b>
Average Gross Distribution	(5-F)	3,956
Average Net Press Run	(5-A)	3,981
<b>Audit Period Detail</b>		
A. Average Net Press Run		3,981
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		3,093
2. Bulk Delivery / Demand Distribution		857
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		6
Total Average Controlled Distribution		3,956
Controlled Returns		(189)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>3,767</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		3,956
G. Total Unclaimed / Returns		(189)*
<b>H. Average Net Circulation</b>		<b>3,767</b>

**5B. Audited Circulation, Distribution and Net Press Averages - Print Edition**

CVC Account Number: 15-0012		Wednesday – January 1, 2020 – March 31, 2020	The Clermont News Leader Clermont, FL
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>37,104 **</b>
Average Gross Distribution	(5-F)		37,300 **
Average Net Press Run	(5-A)		37,325 **
<b>Audit Period Detail</b>			
A. Average Net Press Run			37,325
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			24,823
2. Bulk Delivery / Demand Distribution			925
3. Mail			11,082
4. Requestor Mail			0
5. Waiting Rooms			37
6. Hotels			20
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			413
Total Average Controlled Distribution			37,300
Controlled Returns			(196)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>37,104</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>0</b>
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>			<b>0</b>
F. Average Gross Distribution			37,300
G. Total Unclaimed / Returns			(196)*
<b>H. Average Net Circulation</b>			<b>37,104</b>



**5B1. Audited Circulation, Distribution and Net Press Averages - Print Edition**

CVC Account Number: 15-0012	Wednesday – April 1, 2020 – June 30, 2020	The Clermont News Leader Clermont, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>17,913</b>
Average Gross Distribution	(5-F)	18,034
Average Net Press Run	(5-A)	18,123
<b>Audit Period Detail</b>		
A. Average Net Press Run		18,123
B. Office / File		89
C. Controlled Distribution		
1. Carrier Delivery		17,260
2. Bulk Delivery / Demand Distribution		654
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		29
6. Hotels		11
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		80
Total Average Controlled Distribution		18,034
Controlled Returns		(121)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>17,913</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		18,034
G. Total Unclaimed / Returns		(121)*
<b>H. Average Net Circulation</b>		<b>17,913</b>

**5C. Audited Circulation, Distribution and Net Press Averages - Print Edition**

CVC Account Number: 15-0586	Wednesday – January 1, 2020 – March 31, 2020	The Four Corners News-Sun Winter Haven, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>17,404 **</b>
Average Gross Distribution	(5-F)	17,903 **
Average Net Press Run	(5-A)	17,928 **
<b>Audit Period Detail</b>		
A. Average Net Press Run		17,928
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		16,122
2. Bulk Delivery / Demand Distribution		964
3. Mail		520
4. Requestor Mail		0
5. Waiting Rooms		129
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		168
Total Average Controlled Distribution		17,903
Controlled Returns		(499)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>17,404</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		17,903
G. Total Unclaimed / Returns		(499)*
<b>H. Average Net Circulation</b>		<b>17,404</b>





5C1. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 15-0586	Wednesday – April 1, 2020 – June 30, 2020	The Four Corners News-Sun Winter Haven, FL
<b>Audit Period Summary</b>		
Average Net Circulation	(5-H)	11,446
Average Gross Distribution	(5-F)	11,839
Average Net Press Run	(5-A)	12,000
<b>Audit Period Detail</b>		
A. Average Net Press Run		12,000
B. Office / File		161
C. Controlled Distribution		
1. Carrier Delivery		11,130
2. Bulk Delivery / Demand Distribution		607
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		52
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		50
Total Average Controlled Distribution		11,839
Controlled Returns		(393)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>11,446</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		11,839
G. Total Unclaimed / Returns		(393)*
<b>H. Average Net Circulation</b>		<b>11,446</b>

**5D. Audited Circulation, Distribution and Net Press Averages - Print Edition**

CVC Account Number: 15-0587		Wednesday – January 1, 2020 – March 31, 2020	The Sumter News-Sun Mount Dora, FL
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>16,335 **</b>
Average Gross Distribution	(5-F)		16,556 **
Average Net Press Run	(5-A)		16,581 **
<b>Audit Period Detail</b>			
A. Average Net Press Run			16,581
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			500
2. Bulk Delivery / Demand Distribution			800
3. Mail			14,916
4. Requestor Mail			0
5. Waiting Rooms			100
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			240
Total Average Controlled Distribution			16,556
Controlled Returns			(221)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>16,335</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>0</b>
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>			<b>0</b>
F. Average Gross Distribution			16,556
G. Total Unclaimed / Returns			(221)*
<b>H. Average Net Circulation</b>			<b>16,335</b>

**5D1. Audited Circulation, Distribution and Net Press Averages - Print Edition**

CVC Account Number: 15-0587		Wednesday – April 1, 2020 – June 30, 2020	The Sumter News-Sun Mount Dora, FL
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>9,975</b>
Average Gross Distribution	(5-F)		9,975
Average Net Press Run	(5-A)		10,000
<b>Audit Period Detail</b>			
A. Average Net Press Run			10,000
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			0
3. Mail			9,844
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			131
Total Average Controlled Distribution			9,975
Controlled Returns			(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>9,975</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>0</b>
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>			<b>0</b>
F. Average Gross Distribution			9,975
G. Total Unclaimed / Returns			(0)*
<b>H. Average Net Circulation</b>			<b>9,975</b>

**5E. Audited Circulation, Distribution and Net Press Averages - Print Edition**

CVC Account Number: 15-0575	Wednesday – January 1, 2020 – March 31, 2020	The Winter Haven Sun Winter Haven, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>16,022 **</b>
Average Gross Distribution	(5-F)	16,583 **
Average Net Press Run	(5-A)	16,608 **
<b>Audit Period Detail</b>		
A. Average Net Press Run		16,608
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		14,588
2. Bulk Delivery / Demand Distribution		1,423
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		250
6. Hotels		39
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		283
Total Average Controlled Distribution		16,583
Controlled Returns		(561)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>16,022</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		16,583
G. Total Unclaimed / Returns		(561)*
<b>H. Average Net Circulation</b>		<b>16,022</b>

**5E1. Audited Circulation, Distribution and Net Press Averages - Print Edition**

CVC Account Number: 15-0575	Wednesday – April 1, 2020 – June 30, 2020	The Winter Haven Sun Winter Haven, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>11,959</b>
Average Gross Distribution	(5-F)	11,975
Average Net Press Run	(5-A)	12,000
<b>Audit Period Detail</b>		
A. Average Net Press Run		12,000
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		11,723
2. Bulk Delivery / Demand Distribution		228
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		23
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		1
Total Average Controlled Distribution		11,975
Controlled Returns		(16)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>11,959</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		11,975
G. Total Unclaimed / Returns		(16)*
<b>H. Average Net Circulation</b>		<b>11,959</b>

**5F. Audited Circulation, Distribution and Net Press Averages - Print Edition**

CVC Account Number: 15-0070	Wednesday – January 1, 2020 – March 31, 2020	Triangle News Leader Mount Dora, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>24,987 **</b>
Average Gross Distribution	(5-F)	24,987 **
Average Net Press Run	(5-A)	25,012 **
<b>Audit Period Detail</b>		
A. Average Net Press Run		25,012
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		22,740
2. Bulk Delivery / Demand Distribution		1,020
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		990
6. Hotels		50
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		187
Total Average Controlled Distribution		24,987
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>24,987</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		24,987
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>24,987</b>



5F1. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 15-0070		Wednesday – April 1, 2020 – June 30, 2020	Triangle News Leader Mount Dora, FL
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>17,994</b>
Average Gross Distribution	(5-F)		17,994
Average Net Press Run	(5-A)		18,019
<b>Audit Period Detail</b>			
A. Average Net Press Run			18,019
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			17,950
2. Bulk Delivery / Demand Distribution			0
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			44
Total Average Controlled Distribution			17,994
Controlled Returns			(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>17,994</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>0</b>
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>			<b>0</b>
F. Average Gross Distribution			17,994
G. Total Unclaimed / Returns			(0)*
<b>H. Average Net Circulation</b>			<b>17,994</b>

## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**\*\*The averages for the D-R Media and Investments, LLC's initial six months audit is presented in two components. The sub paragraph one (1) for each of the editions is based on the three months April 1, 2020 – June 30, 2020, and represent the continued operations during the period disrupted by the Covid-19 pandemic. The main paragraph Five (5) averages are based on the three months January 1, 2020 – March 31, 2020, prior to the pandemic.**

**AVERAGE NET CIRCULATION:** Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

**AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

**NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

### AUDIT PERIOD DETAIL

**A. 1. NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

**B. 1. OFFICE / FILE:** Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

**C. CONTROLLED DISTRIBUTION (NON-PAID):** Editions distributed by the publisher free of charge.

**1. CARRIER DELIVERY:** Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

**2. CONTROLLED BULK / DEMAND DISTRIBUTION:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

**3. MAIL:** Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

**4. REQUESTOR MAIL:** Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

**5. CONTROLLED WAITING ROOMS:** Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

**6. CONTROLLED HOTELS:** Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

**7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS:** Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

**8. CONTROLLED EDUCATION:** Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

**9. RESTOCK / OFFICE SERVICE:** Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

**CONTROLLED RETURNS:** Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle \*(See paragraph 10 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

**D. PAID DISTRIBUTION:** Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery. See paragraph 11 for paid reporting analysis.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 11 for paid reporting analysis.

**3. MAIL:** See C3 for explanation of mail distribution. See paragraph 11 for paid reporting analysis.

**4. PAID WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. PAID HOTELS:** See C6 for explanation of hotel distribution.

**6. PAID EDUCATION:** See C8 for explanation of educational copy distribution.

**7. RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**PAID RETURNS:** See section C: controlled returns for explanation of returns reporting. \*(See paragraph 10 for CVC return/unclaimed confirmation.)

**E. SPONSORED / VOLUNTARY PAID DISTRIBUTION:** Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

**3. MAIL:** See C3 for explanation of mail distribution.

**SPONSORED RETURNS:** See section C: controlled returns for explanation of returns reporting \*(See paragraph 10 for CVC return/unclaimed confirmation.)

**F. AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

**G. TOTAL UNCLAIMED / RETURNS:** Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. \*(See paragraph 10 for CVC return/unclaimed confirmation.)

**H. AVERAGE NET CIRCULATION:** Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).



**6A. Average Print Circulation History - Highlands Sun**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/20-12/31/20	CVC	6,492	3,767 **	-	-
01/01/19-12/31/19	CVC	9,180	6,953	6,631	6,574
01/01/18-12/31/18	CVC	9,757	7,218	5,746	7,792

**6B. Average Print Circulation History - The Clermont News Leader**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/20-12/31/20	CVC	37,129	17,913 **	-	-

**6C. Average Print Circulation History - The Four Corners News-Sun**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/20-12/31/20	CVC	17,428	11,445 **	-	-

**6D. Average Print Circulation History - The Sumter News-Sun**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/20-12/31/20	CVC	16,360	9,975 **	-	-

**6E. Average Print Circulation History - The Winter Haven Sun**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/20-12/31/20	CVC	16,047	11,959 **	-	-

**6F. Average Print Circulation History - Triangle News Leader**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/20-12/31/20	CVC	24,987	17,994 **	-	-
01/01/19-12/31/19	CVC	28,075	25,025	No Reporting	No Reporting
01/01/18-12/31/18	CVC	28,075	28,075	28,075	28,075
01/01/17-12/31/17	CVC	28,075	28,075	28,075	28,075
01/01/16-12/31/16	CVC	No Reporting	No Reporting	27,854	28,075
01/01/15-12/31/15	No Reporting	No Reporting	No Reporting	No Reporting	No Reporting
01/01/14-12/31/14	CVC	28,075	28,075	No Reporting	No Reporting
01/01/13-12/31/13	CVC	29,675	28,598	28,069	28,075
01/01/12-12/31/12	CVC	29,675	29,675	29,675	29,675

**7A. Distribution by Zip Code (2/13/2020 Edition) Thursday - Highlands Sun**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33825	Avon Park	Highlands	FL	0	739	62	0	801
33852	Lake Placid	Highlands	FL	485	1,232	461	0	2,178
33870	Sebring	Highlands	FL	0	2,047	792	100	2,939
33872	Sebring	Highlands	FL	0	441	120	0	561
33875	Sebring	Highlands	FL	0	11	10	0	21
33876	Sebring	Highlands	FL	0	183	39	0	222
<b>TOTAL</b>				<b>485</b>	<b>4,653</b>	<b>1,484</b>	<b>100</b>	<b>6,722</b>



www.cvcaudit.com



**7B. Distribution by Zip Code (2/5/2020 Edition) Wednesday - The Clermont News Leader**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34711	Clermont	Lake	FL	11,825	170	5,418	441	17,854
34714	Clermont	Lake	FL	0	98	2,879	0	2,977
34715	Clermont	Lake	FL	4,575	199	0	0	4,774
34729	Ferndale	Lake	FL	0	19	0	0	19
34736	Groveland	Lake	FL	3,425	200	0	0	3,625
34753	Mascotte	Lake	FL	1,350	28	0	0	1,378
34756	Montverde	Lake	FL	1,175	17	0	0	1,192
34760	Oakland	Orange	FL	0	25	0	0	25
34787	Winter Garden	Orange	FL	4,695	11	0	0	4,706
<b>TOTAL</b>				<b>27,045</b>	<b>767</b>	<b>8,297</b>	<b>441</b>	<b>36,550</b>

**7C. Distribution by Zip Code (2/5/2020 Edition) Wednesday - The Four Corners News-Sun**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33837	Davenport	Polk	FL	5,665	114	28	0	5,807
33844	Haines City	Polk	FL	1,020	32	50	0	1,102
33881	Winter Haven	Polk	FL	0	0	0	90	90
33896	Davenport	Polk	FL	1,850	66	0	0	1,916
33897	Davenport	Polk	FL	3,500	27	20	0	3,547
34714	Clermont	Lake	FL	0	275	5	0	280
34747	Kissimmee	Osceola	FL	2,225	52	0	0	2,277
<b>TOTAL</b>				<b>14,260</b>	<b>566</b>	<b>103</b>	<b>90</b>	<b>15,019</b>

**7D. Distribution by Zip Code (2/12/2020 Edition) Wednesday - The Sumter News-Sun**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33513	Bushnell	Sumter	FL	0	168	5,049	0	5,217
33538	Lake Panasoffkee	Sumter	FL	0	104	2,526	0	2,630
33597	Webster	Sumter	FL	0	203	0	0	203
34484	Oxford	Sumter	FL	0	0	2,857	0	2,857
34785	Wildwood	Sumter	FL	500	209	4,572	0	5,281
Misc.	Assorted	Assorted	-	0	0	0	404	404
<b>TOTAL</b>				<b>500</b>	<b>684</b>	<b>15,004</b>	<b>404</b>	<b>16,592</b>

**7E. Distribution by Zip Code (2/12/2020 Edition) Wednesday - The Winter Haven Sun**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33823	Auburndale	Polk	FL	2,050	76	0	0	2,126
33838	Dundee	Polk	FL	0	20	10	0	30
33839	Eagle Lake	Polk	FL	0	21	0	0	21
33850	Lake Alfred	Polk	FL	0	68	0	0	68
33880	Winter Haven	Polk	FL	1,700	372	95	0	2,167
33881	Winter Haven	Polk	FL	7,030	267	40	300	7,637
33884	Winter Haven	Polk	FL	2,250	293	32	0	2,575
<b>TOTAL</b>				<b>13,030</b>	<b>1,117</b>	<b>177</b>	<b>300</b>	<b>14,624</b>

**7F. Distribution by Zip Code (2/12/2020 Edition) Wednesday - Triangle News Leader**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32726	Eustis	Lake	FL	3,715	155	180	0	4,050
32735	Grand Island	Lake	FL	2,500	50	0	0	2,550
32736	Eustis	Lake	FL	1,625	0	175	0	1,800
32757	Mount Dora	Lake	FL	4,955	95	0	200	5,250
32776	Sorrento	Lake	FL	1,900	0	0	0	1,900
32778	Tavares	Lake	FL	3,865	250	35	0	4,150
32784	Umatilla	Lake	FL	1,475	75	100	0	1,650
34731	Fruitland Park	Lake	FL	0	25	50	0	75
34748	Leesburg	Lake	FL	1,260	165	300	0	1,725
34788	Leesburg	Lake	FL	1,445	255	150	0	1,850
<b>TOTAL</b>				<b>22,740</b>	<b>1,070</b>	<b>990</b>	<b>200</b>	<b>25,000</b>

**8A. Distribution by County (2/13/2020 Edition) Thursday - Highlands Sun**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Highlands	Avon Park Lake Placid Sebring	FL	485	4,653	1,484	100	6,722
<b>TOTAL</b>			<b>485</b>	<b>4,653</b>	<b>1,484</b>	<b>100</b>	<b>6,722</b>

**8B. Distribution by County (2/5/2020 Edition) Wednesday - The Clermont News Leader**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Lake	Clermont Ferndale Groveland Mascotte Montverde	FL	22,350	731	8,297	441	31,819
Orange	Oakland Winter Garden	FL	4,695	36	0	0	4,731
<b>TOTAL</b>			<b>27,045</b>	<b>767</b>	<b>8,297</b>	<b>441</b>	<b>36,550</b>

**8C. Distribution by County (2/5/2020 Edition) Wednesday - The Four Corners News-Sun**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Lake	Clermont	FL	0	275	5	0	280
Osceola	Kissimmee	FL	2,225	52	0	0	2,277
Polk	Davenport Haines City Winter Haven	FL	12,035	239	98	90	12,462
<b>TOTAL</b>			<b>14,260</b>	<b>566</b>	<b>103</b>	<b>90</b>	<b>15,019</b>



www.cvcaudit.com

**8D. Distribution by County (2/12/2020 Edition) Wednesday - The Sumter News-Sun**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sumter	Bushnell Lake Panasoffkee Oxford Webster Wildwood	FL	500	684	15,004	0	16,188
Misc.	Assorted	FL	0	0	0	404	404
<b>TOTAL</b>			<b>500</b>	<b>684</b>	<b>15,004</b>	<b>404</b>	<b>16,592</b>

**8E. Distribution by County (2/12/2020 Edition) Wednesday - The Winter Haven Sun**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Polk	Auburndale Dundee Eagle Lake Lake Alfred Winter Haven	FL	13,030	1,117	177	300	14,624
<b>TOTAL</b>			<b>13,030</b>	<b>1,117</b>	<b>177</b>	<b>300</b>	<b>14,624</b>

**8F. Distribution by County (2/12/2020 Edition) Wednesday - Triangle News Leader**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Lake	Eustis Fruitland Park Grand Island Leesburg Mount Dora Sorrento Tavares Umatilla	FL	22,740	1,070	990	200	25,000
<b>TOTAL</b>			<b>22,740</b>	<b>1,070</b>	<b>990</b>	<b>200</b>	<b>25,000</b>

**9. Verification of Distribution – Mail and Carrier Delivery Distribution**

D-R Media and Investments, LLC reported an average mail distribution of 26,518 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. DR Media Group reported an average carrier delivery distribution of 79,477 during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases.

**CVC review indicates that a sufficient number of individuals reported that they receive the (appropriate D-R Media and Investments, LLC publication) on a regular basis to substantiate the publisher’s distribution claims.**

**CVC verification confirms that 503 of 776 or 64.8% report they regularly read or look through the (appropriate D-R Media and Investments, LLC publication).**

\*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-4%.

**10. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy**

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication's delivery list(s).

**CVC verification substantiates D-R Media and Investments, LLC's claim of 2,485 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.**

**11. Paid Reporting Analysis – Not Applicable****12. Optional Digital Reporting – Not Reported****13. Council Audit Statement**

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



[www.cvcaudit.com](http://www.cvcaudit.com)

**The current status of this report expires June 30, 2022.**

If this report is presented after June 30, 2022 please call the toll-free number listed below.