



**Estimating the Economic Impact
of America's Junior Miss**

CBER Research Report #53

Research Reports

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by

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Executive Summary

This study is intended to estimate the economic impact of America's Junior Miss (AJM), based on the 2002 competition. The economic impact consists of (a) local expenditures of funds raised outside the Mobile area by AJM officials, (b) expenditures made by out-of-town visitors for activities related directly to the AJM competition, and (c) promotional impact of Mobile's tourism through citing of Mobile in nationwide news media reports.

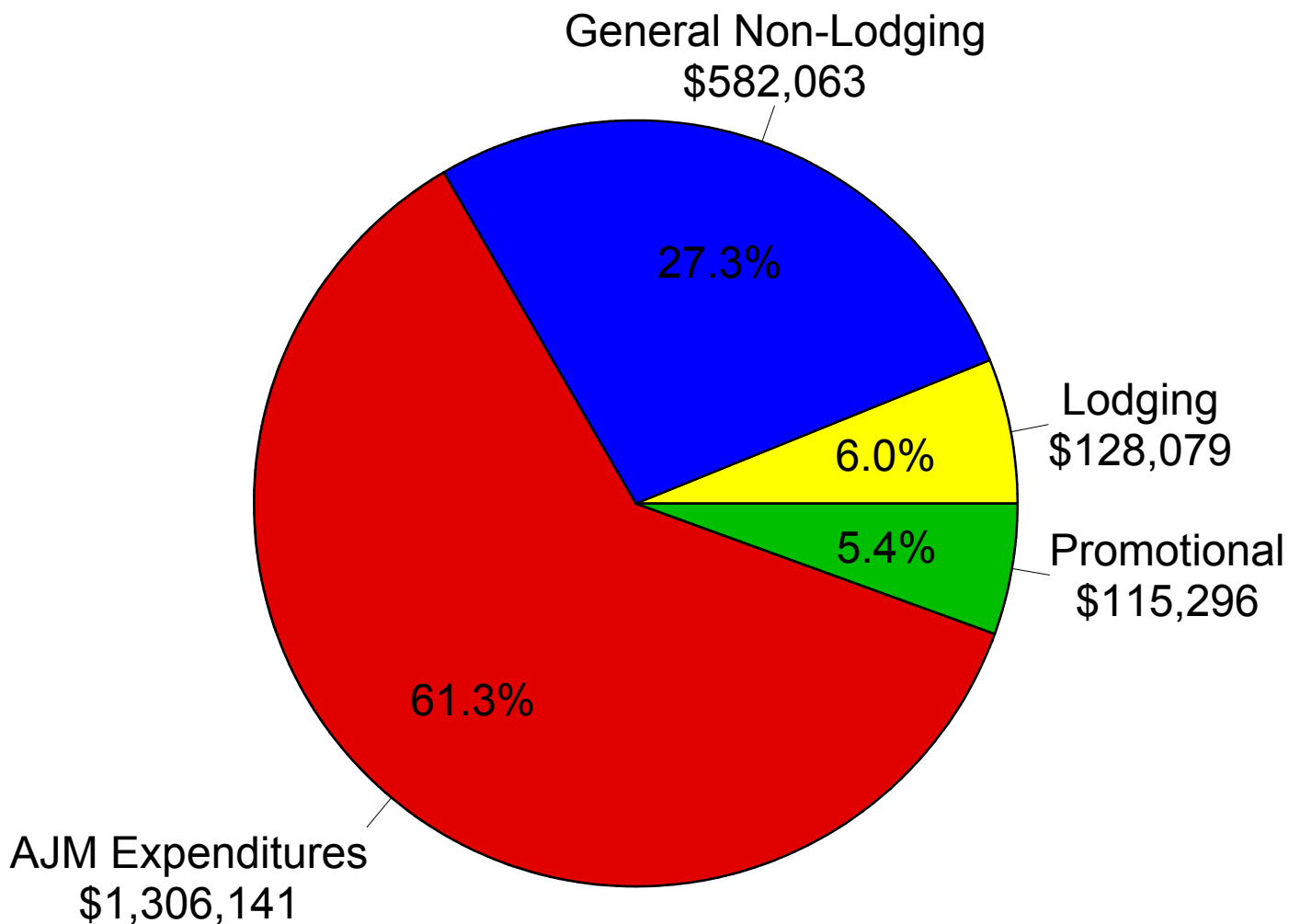
A total of 749 out-of-town visitors attended the 2002 competition. This total includes 407 family members, 217 state and local representatives, and 125 crew members. Note that the 50 contestants are not included in this calculation because AJM pays for all of their expenses. Most, if not all, of these visitors stayed in Mobile for six nights, arriving on June 23 and leaving on June 29. Assuming that two persons shared one hotel room, these visitors generated 2,247 room nights, producing \$128,079 in lodging expenditures.

General expenditures, including multiplier effects, equal to \$1,888,204. Of this total, \$1,306,141 is generated from AJM expenditures and \$582,063 is based on non-lodging visitor expenditures, such as meals and shopping. Total expenditures impact for the 2002 competition, including general expenditures and lodging expenditures is \$2,016,283.

America's Junior Miss also provides a promotional impact on Mobile's tourism by generating national exposure through news media. Based on media impact reports, a total of 27,215 articles mentioning America's Junior Miss were printed nationwide from June 2002 through April 2003 in 596 newspapers and magazines. Promotional impact is based on ad rates for articles, which represent the cost of one column inch for newspapers and one black and white page for magazines. Assuming an average impact of three column inches for newspapers, daily articles generated \$102,117 (24,933 articles in 429 newspapers), and weekly articles generated \$9,786 (2,277 articles in 162 weekly newspapers). Consumer/trade magazines, based on 10% of the ad rate, provided an impact of \$3,393 (5 articles in 5 magazines). The total promotional impact for 2002 is \$115,296.

Economic Impact of America's Junior Miss

Total = \$2,131,579



Estimating the Economic Impact of America's Junior Miss

Introduction

America's Junior Miss, currently in its 46th year, is a scholarship program for high school senior girls from across the United States. The program is distinctive because winners are chosen based on scholastic achievement, participation in extracurricular activities, community involvement, performing talent, and physical fitness. Junior Misses act as positive role models for America's youth and are often asked to make personal appearances for various organizations and schools.

Program Overview

More than 7,000 girls compete at the local, state, and national levels for cash scholarships to be used at the college or university of their choice. Over 500 local or at-large competitions are held across the country throughout the year. Local winners proceed to the state level, where finalists are chosen to represent their state at the national competition. The same judging qualifications are used at all levels of the competition. Participants are judged based on scholastics (20%), interview (25%), talent (25%), poise (15%), and fitness (15%). Each year, the winners from all 50 states travel to Mobile, Alabama, to participate in the National Finals. Instead of staying in hotels, the girls stay with "Host Families" in the Mobile area for two weeks. During that time, the girls visit local tourist attractions, establish new friendships, develop their confidence and self-esteem, and prepare for the final competition. The National Finals take place over a three day period (Jun 25, 26, and 28 in year 2002), ending with a two-hour televised finale in which finalists compete for a share of over \$200,000 in cash scholarships and the title of America's Junior Miss.

Organizational Structure

America's Junior Miss is a nonprofit corporation that is governed by a 43-member board of directors. The board of directors consists of civic, business, and professional leaders. They are supported by a national office, 13 regional coordinators, 50 state chairmen, and 500 local chairmen. Further, there are 16,000 volunteers who help run the hundreds of local Junior Miss competitions across the nation. In 2002, the operating budget for America's Junior Miss was \$494,225, which is comprised of \$108,000 from city, \$85,500 from county, and \$54,375 from state. The national finals budget was \$930,527, which is comprised of scholarships totaling \$254,000 and expenses totaling \$676,527.

There are many sponsors who help ensure the success of America's Junior Miss program. National sponsors include Coca-Cola, ThermaSilk, and Tyson Foods. Other sponsors include The Guardian Life Insurance Company of America, Bally Total Fitness, Terminix, Mobile Gas, the City of Mobile, Mobile County, and the State of Alabama. Additionally, there are people, businesses, and corporations in every America's Junior Miss local, state, and national competition that donate money, services, advertising, technical skills, materials and equipment.

History

The America's Junior Miss program evolved from a program that began in the 1920s in Mobile, Alabama. The program was created by the city's Junior Chamber of Commerce, now known as the Jaycees, as an annual spring event. The program was used to stimulate interest in local beautification projects. After World War II, the Jaycees invited local high school senior girls to compete for small rewards as well as the title of queen of the Azalea Trail Maids. By 1957, the program was attracting participants from Florida, Mississippi, and throughout Alabama.

As a result of its increasing popularity, the program developed into a national scholarship program which enabled high school senior girls from throughout the United States to compete for scholarships. The Jaycees incorporated the program in 1957 and named it the Junior Miss America Pageant. Fifteen states were represented at the first National Final which was held at the Saenger Theater in Mobile, Alabama. By 1963, all fifty states were represented at the America Junior Miss National Finals.

Since its early inception, the program has undergone several name changes. In 1959, the program's name was changed to America's Junior Miss Pageant. In 1989, in an attempt to modernize the program the name was changed to "America's Young Woman of the Year." However, in 1993, it changed back to the more traditional name of "America's Junior Miss."

In 1987, America's Junior Miss implemented the "Be Your Best Self" national outreach program. The "Be Your Best Self" program encourages personal development in all young people by promoting living by moral principles, getting a good education, staying fit, proper nutrition, community service, setting goals, and working to reach them.

Many women have gone on to achieve substantial personal success after participating in America's Junior Miss. Well-known former Junior Misses include ABC's "Good Morning America" co-host Diane Sawyer (AJM 1963); Kim Crosby Westenberg (AJM 1978), a featured soprano soloist with symphony orchestras; Deborah Norville (Georgia's JM 1976), anchor of "Inside Edition;" and Debra Messing (Rhode Island's JM 1986), star on the TV show "Will and Grace." Other participants in America's Junior Miss program, although less well-known, have achieved success in their professional field such as Dr. Linda Rutledge Delbridge (AJM 1973) who is an IBM computer scientist and executive and Angela Moore (North Carolina JM 1973) who is the designer and creator of the New ETQ®.

Television

In 1965, the America's Junior Miss National Final aired on national television for the first time and continued to be televised for 23 consecutive years. After a six-year hiatus in the 1980s, it briefly returned to air in 1994, but was subsequently dropped by network executives the following year. Thanks to the assistance of Dr. David Bronner, chief executive officer of the Retirement Systems of Alabama, and Raycom Media, Inc., the America's Junior Miss Final was syndicated by 50 stations across the nation in 1997 and by more than 177 stations in 1998. From

1999 to 2001, America's Junior Miss partnered with TNN to televise the National Finals. The TNN network reached 78 million households, which was nearly double the size of the potential viewing audience for the 1998 show. Currently the National Finals are aired on the PAX network, which has a potential viewing audience of 87.9 million households

Scholarship Awards

America's Junior Miss scholarship awards have risen dramatically over the years. The first national winner, Phyllis Whitenack from West Virginia, received a \$5,000 scholarship in 1958. Over 40 years later, the 2002 national winner, Oregon's Amy Kerr, accumulated a total of \$76,300 in cash scholarship awards. Since 1958, over three million dollars have been awarded in cash scholarships at the national level and \$83.6 million at the local, state, and national levels. In 2002, national finalists vied for scholarship awards totaling \$225,000. Further, 2002 participants at the local, state, and national levels competed for \$1.8 million in cash scholarships.

In addition to cash scholarships awarded at the local, state, and national levels, more than 200 universities and colleges offered college-granted scholarships in 2002. University and college support of the program is a result of the high quality of the young women who participate in America's Junior Miss. For instance, the average grade point average of girls competing at the 2002 National Final was 3.85 out of 4.0.

Impact Estimation

Impact Overview

The economic impact of the 2002 America's Junior Miss (AJM) competition, held on June 24 through 28, is comprised of (a) local expenditures of funds raised outside the Mobile area by AJM officials, (b) expenditures made by out-of-town visitors for activities related directly to the AJM competition, and (c) promotional impact of Mobile's tourism through citing of Mobile in nationwide news media reports.

Local Expenditures of Outside Funds

The complete income statement of AJM for the period ending on September 30, 2002, indicates total income of \$1,456,919.70 and total expenditures of \$1,414,019.62. Of the total expenditures, \$806,758.25 was identified as local expenditures. Since the amount of local expenditures (\$806,758.25) is smaller than the total income that was raised outside the Mobile area (\$1,064,391.87), the local expenditures represent a pure economic impact of AJM on the Mobile area. All the sources of income, itemized expenditures, and the percentages of local (for expenditures) and out-of-town (for income) shares are summarized in Table 1.

Local expenditures (\$806,758.25) represent the amount spent directly by the AJM host to organize and run the competition during 2002. Adding the multiplier effect, the local expenditures impact is \$1,306,141 as shown in Table 2. These expenditures supported and, as a recurring event, continue to support 33 total jobs including the 6 hired directly by the AJM's Mobile office. After all business taxes and personal income taxes are subtracted, these expenditures added net expenditures of \$437,297 to the retail sector of the local economy. Impacts on individual segments of the local retail industry are summarized in Table 2. The multiplier shown in Table 2 is the RIMS II output multiplier for Mobile County's service sector, developed by the U.S. Department of Commerce, Bureau of Economic Analysis.

Out-of-Town Visitors

Out-of-town visitors belong to one of four groups. The first, and most important, group obviously consists of the 50 contestants, who arrived on June 14 and departed on June 29 in 2002. Expenditures relating to this first group of visitors are all taken care of by AJM and thus are not included in impact estimation. The remaining three groups are family members of the 50 contestants, state and local representatives and volunteers who worked with state contestants, and the crew who handled logistics including TV broadcasting. A total of 407 family members attended events in Mobile, as identified through ticket purchases. In addition, there were 217 state and local representatives and 125 crew members. The total number of visitors for the last three groups is 749. Most, if not all, of these visitors arrived on June 23 and left on June 29, staying six nights in Mobile.

Assuming that two persons shared one hotel room, these visitors generated 2,247 room nights during their stay in Mobile:

$$749 \text{ visitors} \div 2 \text{ persons per room} \times 6 \text{ nights} = 2,247$$

The estimated number of room nights generated by visitors to AJM 2002 appears very reasonable since AJM alone booked 1,854 room nights: 165 at Adam's Mark, 607 at Holiday Inn Express, 674 at Radisson Admiral Semmes, and 408 at Lafayette Plaza.

To estimate expenditures impact of visitors, it is necessary to know how much a typical visitor spends during his or her stay. According to SouthCoast USA, the daily sum of leisure visitor expenditures is \$137. Subtracting the 2002 average daily room rate of \$57 in Mobile from \$137, we obtain \$80 non-lodging daily expenditures. [Semoon Chang, Shelia Canode, & Megan Farrell, "Estimating the Economic Impact of Mobile's Tricentennial Events," University of South Alabama, CBER Research Report #49, p. 14]

Total visitor expenditures are obtained separately for general expenditures, which include meals and shopping, and lodging expenditures. No multiplier effect is assumed for lodging expenditures:

General expenditures:

$$749 \text{ visitors} \times \$80 \text{ per day} \times 6 \text{ full days} \times 1.619 \text{ multiplier} = \$582,062.88$$

Lodging expenditures:

$$2,247 \text{ room nights} \times \$57 \text{ ADR} = \$128,079$$

Summary of Expenditures Impact

Total expenditures impacts, which include direct expenditures by AJM and non-lodging expenditures by visitors to the competition, are summarized below.

General expenditures, including multiplier effects:

expenditures by AJM:	\$1,306,141
expenditures by visitors:	<u>582,063</u>
total:	\$1,888,204

Total expenditures impact is obtained by adding the general expenditures and lodging expenditures on the local lodging industry:

general expenditures:	\$1,888,204
lodging expenditures:	<u>128,079</u>
total	\$2,016,283

As stated earlier, a total of 33 permanent jobs are supported by continuing expenditures by AJM. Additional expenditures made by visitors are not likely to have an impact on employment since the amount can be handled by existing employees.

Table 1. AJM Income Statement for 12 Months Ending September 30, 2002

	Month	YTD	Out-of-town sources	Out-of-town share
Income				
National Sponsors	\$0.00	\$10,000.00	\$10,000.00	100%
AJM Network Sponsors	0.00	948,000.00	948,000.00	100%
Local Sponsors	(4,716.67)	74,624.00	0.00	0%
City of Mobile	33,750.00	135,000.00	0.00	0%
County of Mobile	0.00	95,000.00	0.00	0%
State of Alabama	4,530.47	56,875.00	56,875.00	100%
Other Sponsorship Income	0.00	2,000.00	0.00	0%
Fund Raising (Net)	(300.00)	10,954.28	0.00	0%
Ticket Sales (Net)	0.00	64,658.86	0.00	0%
Program Sales	0.00	8,059.95	0.00	0%
State Franchise Fees	0.00	23,500.00	23,500.00	100%
Promotional Goods (Net)	(2,529.45)	10,392.15	10,392.15	100%
Promotional Materials (Net)	1,025.00	15,624.72	15,624.72	100%
Interest Income	144.40	2,050.49	0.00	0%
Misc. Income	0.00	180.25	0.00	0%
Total Income	\$31,903.75	\$1,456,919.70	\$1,064,391.87	
Expenses				
			Local expense	Local share
National Finals Expense				
Production Expense	\$42,817.25	\$561,341.21	\$196,469.42	35%
Personal Services	(22.00)	11,840.85	11,840.85	100%
Preliminary	0.00	13,643.59	13,643.59	100%
Operations	0.00	11,968.86	11,968.86	100%
Civic Center	0.00	14,870.74	14,870.74	100%
Insurance	0.00	6,762.00	6,762.00	100%
Judges Expense	0.00	5,385.73	5,385.73	100%
Transportation	825.29	42,385.23	42,385.23	100%
Meals	0.00	1,848.60	1,848.60	100%
National Parties	(15.00)	19,336.57	19,336.57	100%
Promotional	0.00	8,761.79	8,761.79	100%
Misc. National Finals	(102.26)	2,842.25	2,842.25	100%
Scholarships	168,000.00	168,000.00	0.00	0%
Total Finals Expense	\$211,503.28	\$868,987.42	\$336,115.63	
Promotion Expense				
Publicity	\$542.93	\$8,516.15	\$8,516.15	100%
Appearances	0.00	14,857.90	742.90	5%
Sponsor Presentations	1,538.98	19,929.01	5,978.70	30%
Advertising	0.00	1,101.58	1,101.58	100%
Printing	559.93	25,512.41	25,512.41	100%
Photography	35.81	662.26	662.26	100%
Public Relations Firm Expense	5,507.81	31,791.75	31,791.75	100%
Advisory Board Expense	0.00	1,666.53	1,666.53	100%
Program Book	2,900.00	22,954.90	22,954.90	100%
Other Promotional Expense	0.00	130.00	130.00	100%
Total Promotional Expense	\$11,085.46	\$127,122.49	\$99,057.18	
Regional/State Expense				
Grants to States	\$0.00	\$25,000.00	\$0.00	0%
Guidebooks	0.00	2,029.52	2,029.52	100%
Workshops	0.00	21,528.00	21,528.00	100%
Lodging/Meals	0.00	116.99	116.99	100%
Other Regional/State Expense	500.00	10,081.35	0.00	0%
Total Regional/State Expense	\$500.00	\$58,755.86	\$23,674.51	
Personnel Expense				
Office Salaries	\$15,343.93	\$197,455.44	\$197,455.44	100%
Employer Payroll Taxes	1,168.15	15,113.30	15,113.30	100%
Health/Dental Insurance	1,277.00	15,204.00	15,204.00	100%
Other Employee Expense	142.95	1,794.63	1,794.63	100%
Total Personnel Expense	\$17,932.03	\$229,567.37	\$229,567.37	
Operating Expense				
Travel/Entertainment	(\$49.00)	\$11,242.92	\$0.00	0%
Printing	16,988.74	17,468.34	17,468.34	100%
Insurance	(149.45)	12,182.30	12,182.30	100%
Flowers/Gifts	83.91	2,353.67	2,353.67	100%
Telephone	1,038.22	9,939.30	9,939.30	100%
Shipping (Net)	712.39	9,817.93	9,817.93	100%
Office Supplies	210.36	5,151.92	5,151.92	100%
Machine Rentals/Maintenance	848.13	12,085.60	12,085.60	100%
Computer/Systems Expense	85.72	3,174.83	3,174.83	100%
Dues	(70.00)	3,791.22	3,791.22	100%
Postage	77.46	8,992.26	8,992.26	100%
Office/Yard Maintenance	183.50	4,865.15	4,865.15	100%
Utilities	1,627.59	8,181.82	8,181.82	100%
Rent	100.00	3,988.14	3,988.14	100%
Board/Committee Expense	847.72	(4,325.13)	(4,325.13)	100%
Service/Check Charges	58.33	1,751.15	1,751.15	100%
Accounting/Bookkeeping	800.00	9,815.45	9,815.45	100%
Depreciation Expense	67.85	882.05	882.05	100%
Legal Expense	1,286.86	8,085.32	8,085.32	100%
Other Operating Expense	0.00	142.24	142.24	100%
Total Operating Expense	\$24,748.33	\$129,586.48	\$118,343.56	
Total Expense	\$265,769.10	\$1,414,019.62	\$1,495,172.94	

Table 2. After-Tax Expenditures Impact of the AJM Host 2002

	Direct Impact	Total Impact
expenditures in \$millions>	\$0.806758	\$1.306141
to household earnings>	0.3735	(multiplier
to after-tax earnings>	0.90298	= 1.619)
after-tax earnings in dollars>	\$272,090	
jobs created>	20	33
(1)	(2)	(3)
Food	\$39,072	\$63,258
Food at home	23,862	38,633
Food away from home	15,210	24,625
Alcoholic beverages	\$2,013	3,260
Housing	\$81,518	\$131,978
Shelter	42,174	68,280
Utilities, fuels, & public services	20,597	33,347
Household operations	4,517	7,313
Housekeeping supplies	3,700	5,991
Household furnishings & equip.	10,530	17,048
Apparel and services	\$14,502	\$23,479
Transportation	\$50,092	\$81,098
Vehicle purchases	22,393	36,254
Gasoline and motor oil	9,523	15,418
Other vehicle: maint/repair/ins etc	16,135	26,122
Public transportation	2,068	3,348
Health care	\$17,931	\$29,030
Entertainment	\$15,400	\$24,933
Personal care/read/ed/smoking etc	\$17,822	\$28,854
Personal care products & services	3,401	5,506
Reading	1,333	2,159
Education	3,836	6,211
Tobacco & smoking supplies	2,585	4,185
Miscellaneous	6,666	10,793
Cash contributions	\$8,435	\$13,656
Personal ins/pension/social security	\$25,332	\$41,012
total local expenditures		\$437,297

Promotional Impact

Because AJM does not pay for any advertising, the program gains exposure through the media. According to reports prepared for AJM by Bacon's Information, Inc., from June 2002 to April 2003, a total of 596 newspapers and magazines nationwide printed 27,215 articles that mentioned America's Junior Miss. This includes 24,933 articles in 429 daily newspapers; 2,277 articles in 162 weekly newspapers; and 5 articles in 5 consumer/trade magazines. A list of the aforementioned newspapers and magazines is shown in Table 3 (daily newspapers), Table 4 (weekly newspapers), and Table 5 (consumer/trade magazines).

These articles provide a promotional impact on Mobile's tourism by generating national exposure for the AJM program and by mentioning Mobile, Alabama, as AJM headquarters and host of the National Finals. Advertising rates are used as a basis for estimation. These rates represent the price per column inch for newspapers and the price per page (black & white) for magazines. Since it is impossible to determine the number of times that Mobile is mentioned in all of the articles, we assume an impact of three column inches for newspapers and one-tenth of page for magazines. It should be noted that the impact for magazine articles is much higher than that of newspaper articles because people are more likely to keep magazines and/or clip the articles.

Table 3 shows the estimated promotional impact from daily newspapers. The impact for each newspaper is equal to the number of articles that contain the phrase "America's Junior Miss" multiplied by the ad rate times three (newspaper impact = # of articles \times ad rate \times 3). Table 4 shows the same calculation for weekly newspapers. The impact from consumer/trade magazines, as shown in Table 5, is calculated by multiplying the number of articles by 10% of the ad rate.

Table 6 shows a summary of the promotional impact of media articles. The total promotional impact is \$115,296 (\$102,117 for daily newspapers; \$9,786 for weekly newspapers; and \$3,393 for consumer/trade magazines).

It should also be noted that America's Junior Miss requires that an ad or insert be included in all program books. State program books include a national insert, which provides general information about the AJM program, scholarship awards, and previous AJM winners. Mobile is mentioned several times throughout this insert and pictures taken around the Mobile area are also included. All local program books that do not use the national insert are required to display an ad listing the sponsors, the official AJM web site address, and the official seals of Mobile County, the City of Mobile, and the State of Alabama. During the 2002 competition, 19,400 state program books and 118,879 local program books were printed. The placement of these ads and inserts within the program books certainly provides a positive impact on Mobile's tourism. However, due the uncertainty of the dollar value for this impact, no estimations are made in this study.

Table 3. Promotional Impact - Daily Newspapers

Source Name	Origin	Circulation	Ad Rate	# Articles	Impact
Anchorage Daily News	Anchorage, AK	69,990	\$77	1	\$231
Peninsula Clarion	Kenai, AK	6,731	\$16	3	\$144
Ketchikan Daily News	Ketchikan, AK	4,650	\$14	1	\$42
Alexander City Outlook	Alexander City, AL	6,413	\$10	1	\$30
Andalusia Star News	Andalusia, AL	4,500	\$9	1	\$27
Anniston Star	Anniston, AL	27,416	\$29	1	\$87
The News Courier	Athens, AL	8,305	\$8	1	\$24
Birmingham Post-Herald	Birmingham, AL	149,586	\$67	1	\$201
The Birmingham News	Birmingham, AL	154,538	\$101	2	\$606
The Decatur Daily	Decatur, AL	26,255	\$16	3	\$144
The Dothan Eagle	Dothan, AL	38,422	\$35	2	\$210
Times Daily	Florence, AL	33,249	\$35	1	\$105
The Huntsville Times	Huntsville, AL	80,560	\$50	3	\$450
Daily Mountain Eagle	Jasper, AL	12,406	\$15	2	\$90
Mobile Register	Mobile, AL	114,826	\$92	21	\$5,796
Montgomery Advertiser	Montgomery, AL	70,276	\$90	3	\$810
Opelika-Auburn News	Opelika, AL	14,803	\$15	1	\$45
Troy Messenger	Troy, AL	3,700	\$9	1	\$27
The Tuscaloosa News	Tuscaloosa, AL	37,445	\$35	2	\$210
Log Cabin Democrat	Conway, AR	9,854	\$10	1	\$30
Jonesboro Sun	Jonesboro, AR	28,248	\$18	1	\$54
Pine Bluff Commercial	Pine Bluff, AR	19,279	\$15	1	\$45
Scottsdale Tribune	Mesa, AZ	18,500	\$20	1	\$60
North County Times - Escondido	Escondido, CA	91,110	\$71	1	\$213
Times-Standard	Eureka, CA	20,749	\$23	1	\$69
The Fresno Bee	Fresno, CA	162,628	\$76	1	\$228
The Union	Grass Valley, CA	15,942	\$20	2	\$120
Los Angeles Times - City Edition	Los Angeles, CA	1,379,564	\$695	1	\$2,085
Los Angeles Times - National Edition	Los Angeles, CA	1,369,066	\$695	1	\$2,085
Los Angeles Times - Orange Co.	Los Angeles, CA	1,379,564	\$695	1	\$2,085
Los Angeles Times - Valley Edition	Los Angeles, CA	1,379,564	\$695	1	\$2,085
Los Angeles Times - Ventura Edition	Los Angeles, CA	1,379,564	\$695	1	\$2,085
Merced Sun Star	Merced, CA	16,949	\$21	1	\$63
The Desert Sun	Palm Springs, CA	46,949	\$50	1	\$150
Antelope Valley Press	Palmdale, CA	52,034	\$44	2	\$264
Valley Times	Pleasanton, CA	41,000	\$125	1	\$375
The Press-Enterprise	Riverside, CA	173,132	\$140	3	\$1,260
Sacramento Bee	Sacramento, CA	296,482	\$218	1	\$654
The Californian	Salinas, CA	19,566	\$27	1	\$81
The San Diego Union-Tribune	San Diego, CA	374,856	\$296	1	\$888
The Tribune	San Luis Obispo, CA	38,317	\$36	1	\$108
Santa Maria Times	Santa Maria, CA	19,555	\$19	1	\$57
The Press Democrat	Santa Rosa, CA	92,470	\$88	2	\$528
The Record	Stockton, CA	72,238	\$52	1	\$156
Tulare Advance-Register	Tulare, CA	8,185	\$13	1	\$39
Turlock Journal	Turlock, CA	6,850	\$13	1	\$39
The Signal & Saugus Enterprise	Valencia, CA	14,000	\$26	1	\$78
Simi Valley Star	Ventura, CA	10,420	\$81	1	\$243
Visalia Times-Delta	Visalia, CA	21,797	\$31	1	\$93
Contra Costa Times	Walnut Creek, CA	184,305	\$194	1	\$582
Daily Camera	Boulder, CO	41,518	\$37	2	\$222
Rocky Mountain News	Denver, CO	323,000	\$585	1	\$1,755
Fort Collins Coloradoan	Fort Collins, CO	29,050	\$49	1	\$147
The Bristol Press	Bristol, CT	12,067	\$32	1	\$96
The News-Times	Danbury, CT	33,115	\$42	1	\$126
The Hartford Courant	Hartford, CT	202,914	\$229	1	\$687
Record-Journal	Meriden, CT	26,977	\$26	1	\$78
The Herald	New Britain, CT	17,779	\$25	1	\$75
The Hour	Norwalk, CT	16,225	\$27	1	\$81
Norwich Bulletin	Norwich, CT	29,402	\$35	1	\$105
The Register Citizen	Torrington, CT	11,351	\$19	1	\$57
Washington Post - City Edition	Washington, DC	877,702	\$588	1	\$1,764
Washington Post - Regional Edition	Washington, DC	187,309	\$588	1	\$1,764
Boca Raton News	Boca Raton, FL	13,469	\$27	1	\$81
Bradenton Herald	Bradenton, FL	47,578	\$43	2	\$258
Citrus County Chronicle	Crystal River, FL	24,666	\$20	1	\$60
The News-Journal	Daytona Beach, FL	105,350	\$60	1	\$180
South Florida Sun-Sentinel	Fort Lauderdale, FL	267,677	\$352	1	\$1,056
Fort Pierce Tribune	Fort Pierce, FL	27,654	\$51	1	\$153
Northwest Florida Daily News	Fort Walton Beach, FL	38,162	\$20	1	\$60
The Gainesville Sun	Gainesville, FL	50,804	\$62	2	\$372
The Florida Times-Union	Jacksonville, FL	172,176	\$210	1	\$630
The Citizen	Key West, FL	9,549	\$14	1	\$42
The Ledger	Lakeland, FL	73,645	\$85	2	\$510
The News Herald	Panama City, FL	32,407	\$36	1	\$108
Pensacola News Journal	Pensacola, FL	63,005	\$120	5	\$1,800
Stuart News	Stuart, FL	37,204	\$51	1	\$153
The Tampa Tribune	Tampa, FL	224,921	\$320	1	\$960
The Palm Beach Post	West Palm Beach, FL	185,314	\$172	3	\$1,548
News Chief	Winter Haven, FL	9,619	\$18	1	\$54
The Albany Herald	Albany, GA	30,481	\$38	2	\$228
Cherokee Tribune	Canton, GA	12,000	\$12	3	\$108
Columbus Ledger-Enquirer	Columbus, GA	49,132	\$50	2	\$300
Rockdale Citizen	Conyers, GA	10,537	\$12	1	\$36
Marietta Daily Journal	Marietta, GA	20,102	\$20	1	\$60

Union-Recorder	Milledgeville, GA	7,832	\$13	3	\$117
The Newnan Times-Herald	Newnan, GA	10,150	\$13	2	\$78
Rome News-Tribune	Rome, GA	16,906	\$17	2	\$102
Thomasville Times-Enterprise	Thomasville, GA	10,011	\$15	4	\$180
The Daily Sun	Warner Robins, GA	76,634	\$10	1	\$30
Honolulu Advertiser	Honolulu, HI	151,188	\$176	2	\$1,056
West Hawaii Today	Kailua-Kona, HI	11,254	\$14	1	\$42
The Maui News	Wailuku, HI	17,940	\$28	1	\$84
The Hawk Eye	Burlington, IA	19,665	\$14	1	\$42
The Daily Nonpareil	Council Bluffs, IA	21,841	\$21	1	\$63
Globe-Gazette	Mason City, IA	19,304	\$24	1	\$72
Ottumwa Courier	Ottumwa, IA	17,412	\$22	1	\$66
The Sioux City Journal	Sioux City, IA	48,175	\$34	1	\$102
The Morning News	Blackfoot, ID	4,580	\$12	2	\$72
South Idaho Press	Burley, ID	4,974	\$10	1	\$30
Coeur d'Alene Press	Coeur D Alene, ID	16,806	\$17	3	\$153
Post Register	Idaho Falls, ID	25,423	\$21	1	\$63
Lewiston Morning Tribune	Lewiston, ID	27,657	\$22	4	\$264
Moscow Pullman Daily News	Moscow, ID	8,676	\$14	4	\$168
Idaho Press-Tribune	Nampa, ID	19,909	\$15	1	\$45
Idaho State Journal	Pocatello, ID	17,105	\$19	1	\$57
Bonner County Daily Bee	Sandpoint, ID	5,489	\$9	3	\$81
The Telegraph	Alton, IL	27,622	\$30	1	\$90
Addison Daily Herald	Arlington Heights, IL	1,700	\$8	1	\$24
Algonquin/Lake in the Hills Daily Herald	Arlington Heights, IL	2,179	\$6	1	\$18
Arlington Heights Daily Herald	Arlington Heights, IL	13,575	\$21	1	\$63
Barrington Daily Herald	Arlington Heights, IL	3,085	\$17	1	\$51
Batavia Daily Herald	Arlington Heights, IL	1,634	\$11	1	\$33
Buffalo Grove Daily Herald	Arlington Heights, IL	4,717	\$11	1	\$33
Carol Stream Daily Herald	Arlington Heights, IL	4,030	\$16	1	\$48
Carpentersville/Dundee Daily Herald	Arlington Heights, IL	2,711	\$6	1	\$18
Cary Daily Herald	Arlington Heights, IL	1,622	\$6	1	\$18
Des Plaines Daily Herald	Arlington Heights, IL	5,158	\$23	1	\$69
Elgin Daily Herald	Arlington Heights, IL	6,088	\$11	1	\$33
Elk Grove Daily Herald	Arlington Heights, IL	5,318	\$23	2	\$138
Geneva Daily Herald	Arlington Heights, IL	1,439	\$11	1	\$33
Glen Ellyn Daily Herald	Arlington Heights, IL	2,344	\$16	1	\$48
Glendale Heights Daily Herald	Arlington Heights, IL	1,614	\$16	1	\$48
Grayslake/Gurnee Daily Herald	Arlington Heights, IL	4,901	\$8	1	\$24
Hanover Park Daily Herald	Arlington Heights, IL	8,581	\$12	1	\$36
Hoffman Estates/Schaumburg Daily Herald	Arlington Heights, IL	14,855	\$18	1	\$54
Itasca/Wood Dale Daily Herald	Arlington Heights, IL	2,589	\$9	1	\$27
Libertyville/Mundelein/Vernon	Arlington Heights, IL	5,914	\$13	1	\$39
Lisle Daily Herald	Arlington Heights, IL	1,437	\$11	1	\$33
Lombard Daily Herald	Arlington Heights, IL	1,834	\$8	1	\$24
Mount Prospect/Prospect Height	Arlington Heights, IL	8,066	\$23	1	\$69
Naperville Daily Herald	Arlington Heights, IL	6,029	\$11	1	\$33
Palatine Daily Herald	Arlington Heights, IL	10,169	\$17	1	\$51
Rolling Meadows Daily Herald	Arlington Heights, IL	3,293	\$21	1	\$63
Roselle/Medinah Daily Herald	Arlington Heights, IL	3,899	\$9	1	\$27
Round Lake Daily Herald	Arlington Heights, IL	2,193	\$8	1	\$24
St. Charles Daily Herald	Arlington Heights, IL	3,945	\$11	1	\$33
Villa Park/Oak Brook Daily Herald	Arlington Heights, IL	1,205	\$8	1	\$24
West Chicago/Winfield Daily Herald	Arlington Heights, IL	2,387	\$16	1	\$48
Wheaton Daily Herald	Arlington Heights, IL	4,234	\$16	1	\$48
Wheeling Daily Herald	Arlington Heights, IL	3,002	\$11	1	\$33
The Pantagraph	Bloomington, IL	49,202	\$40	1	\$120
Southern Illinoisian	Carbondale, IL	26,169	\$33	1	\$99
Jacksonville Journal-Courier	Jacksonville, IL	15,578	\$16	1	\$48
The Herald-News	Joliet, IL	37,732	\$39	2	\$234
The Dispatch	Moline, IL	27,289	\$29	1	\$87
The Rock Island Argus	Rock Island, IL	13,333	\$25	1	\$75
Daily Southtown	Tinley Park, IL	51,333	\$55	1	\$165
The Daily American	West Frankfort, IL	3,625	\$8	1	\$24
The Times-Mail	Bedford, IN	14,036	\$13	1	\$39
Columbia City Post & Mail	Columbia City, IN	4,800	\$7	1	\$21
Connorsville News-Examiner	Connorsville, IN	8,275	\$16	1	\$48
Decatur Daily Democrat	Decatur, IN	5,292	\$9	1	\$27
Daily Journal	Franklin, IN	18,730	\$20	1	\$60
The Goshen News	Goshen, IN	17,894	\$12	2	\$72
Hartford City News-Times	Hartford City, IN	2,198	\$6	1	\$18
The Herald	Jasper, IN	12,800	\$12	1	\$36
Kokomo Tribune	Kokomo, IN	25,500	\$25	2	\$150
Journal & Courier	Lafayette, IN	38,000	\$53	1	\$159
Chronicle Tribune	Marion, IN	20,224	\$31	1	\$93
Post-Tribune	Merrillville, IN	67,744	\$67	1	\$201
The News-Dispatch	Michigan City, IN	12,773	\$15	1	\$45
The Star Press	Muncie, IN	36,888	\$27	2	\$162
Peru Daily Tribune	Peru, IN	6,946	\$12	2	\$72
Pilot-News	Plymouth, IN	7,250	\$8	3	\$72
Rochester Sentinel	Rochester, IN	4,698	\$7	1	\$21
The Tribune	Seymour, IN	10,482	\$13	2	\$78
Parsons Sun	Parsons, KS	6,865	\$9	1	\$27
The Morning Sun	Pittsburg, KS	11,288	\$8	1	\$24
Topeka Capital-Journal	Topeka, KS	59,869	\$67	1	\$201
Wellington Daily News	Wellington, KS	3,298	\$7	1	\$21
Daily News	Bowling Green, KY	20,438	\$15	2	\$90
The State Journal	Frankfort, KY	10,264	\$8	1	\$24

The Gleaner	Henderson, KY	11,392	\$88	2	\$528
Lexington Herald-Leader	Lexington, KY	111,168	\$113	1	\$339
The Courier-Journal	Louisville, KY	228,809	\$238	1	\$714
Mayfield Messenger	Mayfield, KY	6,789	\$7	1	\$21
The Ledger-Independent	Maysville, KY	9,697	\$10	1	\$30
Owensboro Messenger-Inquirer	Owensboro, KY	34,315	\$33	1	\$99
Richmond Register	Richmond, KY	7,895	\$11	1	\$33
Winchester Sun	Winchester, KY	7,280	\$11	1	\$33
Alexandria Daily Town Talk	Alexandria, LA	37,815	\$21	2	\$126
The Advocate	Baton Rouge, LA	118,000	\$54	1	\$162
The Daily Advertiser	Lafayette, LA	42,571	\$54	1	\$162
Lake Charles American Press	Lake Charles, LA	41,599	\$27	1	\$81
The Times-Picayune	New Orleans, LA	309,274	\$155	2	\$930
The Times	Shreveport, LA	73,372	\$117	1	\$351
The Herald News	Fall River, MA	25,714	\$37	1	\$111
MetroWest Daily News	Framingham, MA	45,765	\$31	2	\$186
Daily Item	Lynn, MA	20,021	\$27	2	\$162
Malden Evening News	Malden, MA	11,392	\$12	1	\$36
Medford Daily Mercury	Malden, MA	4,177	\$12	1	\$36
Milford Daily News	Milford, MA	12,679	\$15	3	\$135
The Standard-Times	New Bedford, MA	40,700	\$30	2	\$180
The Eagle-Tribune	North Andover, MA	54,256	\$39	1	\$117
Daily Hampshire Gazette	Northampton, MA	19,597	\$19	2	\$114
Daily Times Chronicle	Reading, MA	4,100	\$10	1	\$30
Springfield Union-News	Springfield, MA	92,496	\$67	1	\$201
Daily Times Chronicle	Woburn, MA	11,900	\$17	1	\$51
The Capital	Annapolis, MD	46,766	\$54	1	\$162
The Baltimore Sun	Baltimore, MD	310,743	\$304	1	\$912
The Star-Democrat	Easton, MD	16,355	\$18	1	\$54
The Frederick News-Post	Frederick, MD	31,729	\$34	2	\$204
The Morning Herald	Hagerstown, MD	21,175	\$33	1	\$99
The Daily Times	Salisbury, MD	27,904	\$24	1	\$72
Carroll County Times	Westminister, MD	22,941	\$20	2	\$120
Bangor Daily News	Bangor, ME	65,782	\$62	1	\$186
The Alpena News	Alpena, MI	11,440	\$16	4	\$192
The Ann Arbor News	Ann Arbor, MI	57,802	\$34	1	\$102
Battle Creek Enquirer	Battle Creek, MI	35,579	\$49	1	\$147
Bay City Times	Bay City, MI	36,698	\$38	1	\$114
The Daily Reporter	Coldwater, MI	5,596	\$14	2	\$84
Flint Journal	Flint, MI	91,725	\$56	2	\$336
Grand Haven Tribune	Grand Haven, MI	10,357	\$13	1	\$39
Livingston County Daily Press	Howell, MI	20,823	\$29	1	\$87
The Jackson Citizen Patriot	Jackson MI	35,507	\$35	1	\$105
Lansing State Journal	Lansing, MI	70,226	\$85	2	\$510
The Macomb Daily	Mount Clemens, MI	53,246	\$64	1	\$192
The Muskegon Chronicle	Muskegon, MI	47,578	\$33	1	\$99
Times Herald	Port Huron, MI	31,194	\$41	1	\$123
The Saginaw News	Saginaw, MI	48,176	\$39	1	\$117
Traverse City Record-Eagle	Traverse City, MI	29,636	\$27	1	\$81
Daily Journal	Fergus Falls, MN	9,018	\$14	1	\$42
The Free Press	Mankato, MN	27,000	\$20	1	\$60
Owatonna People's Press	Owatonna, MN	7,294	\$13	3	\$117
St. Cloud Times	Saint Cloud, MN	28,303	\$40	1	\$120
St. Paul Pioneer Press	Saint Paul, MN	201,583	\$82	1	\$246
West Central Tribune	Willmar, MN	17,500	\$18	2	\$108
Chillicothe Constitution-Tribu	Chillicothe, MO	3,754	\$6	1	\$18
Columbia Missourian	Columbia, MO	6,105	\$6	1	\$18
The Joplin Globe	Joplin, MO	35,216	\$37	1	\$111
The Kansas City Star	Kansas City, MO	395,214	\$423	1	\$1,269
Macon Chronicle-Herald	Macon, MO	2,924	\$7	1	\$21
St. Joseph News-Press	Saint Joseph, MO	41,817	\$44	1	\$132
St. Louis Post-Dispatch	Saint Louis, MO	301,718	\$355	1	\$1,065
Brookhaven Daily Ledger	Brookhaven, MS	6,881	\$9	1	\$27
Commercial Dispatch	Columbus, MS	14,804	\$11	1	\$33
Daily Corinthian	Corinth, MS	7,611	\$16	1	\$48
Greenwood Commonwealth	Greenwood, MS	8,545	\$11	1	\$33
The Sun Herald	Gulfport, MS	49,200	\$41	3	\$369
Hattiesburg American	Hattiesburg, MS	24,044	\$35	6	\$630
The Clarion-Ledger	Jackson, MS	120,978	\$136	4	\$1,632
Laurel Leader-Call	Laurel, MS	7,254	\$11	1	\$33
Meridian Star	Meridian, MS	20,603	\$18	4	\$216
Mississippi Press	Pascagoula, MS	21,479	\$26	4	\$312
Picayune Item	Picayune, MS	6,582	\$11	3	\$99
Starkville Daily News	Starkville, MS	5,824	\$10	3	\$90
Billings Gazette	Billings, MT	48,163	\$51	1	\$153
Independent Record	Helena, MT	14,200	\$30	1	\$90
The Daily Inter Lake	Kalispell, MT	16,386	\$16	3	\$144
The Enterprise	Livingston, MT	3,289	\$5	1	\$15
Asheville Citizen-Times	Asheville, NC	56,533	\$78	2	\$468
Times-News	Burlington, NC	27,850	\$20	1	\$60
The Charlotte Observer	Charlotte, NC	294,666	\$185	2	\$1,110
The Herald-Sun	Durham, NC	51,831	\$48	1	\$144
Fayetteville Observer-Times	Fayetteville, NC	65,065	\$54	1	\$162
The Daily Courier	Forest City, NC	12,401	\$11	1	\$33
Gaston Gazette	Gastonia, NC	37,575	\$33	1	\$99
Daily Reflector	Greenville, NC	19,819	\$13	2	\$78
High Point Enterprise	High Point, NC	29,966	\$25	1	\$75
The Free Press	Kinston, NC	14,167	\$14	7	\$294

The News & Observer	Raleigh, NC	162,869	\$131	1	\$393
Rocky Mount Telegram	Rocky Mount, NC	16,548	\$18	1	\$54
Winston-Salem Journal	Winston-Salem, NC	87,175	\$46	2	\$276
The Forum	Fargo, ND	54,500	\$45	2	\$270
The Jamestown Sun	Jamestown, ND	7,105	\$11	1	\$33
The Grand Island Independent	Grand Island, NE	23,905	\$17	1	\$51
Star-Herald	Scottsbluff, NE	15,939	\$16	1	\$48
Eagle Times	Claremont, NH	8,608	\$11	1	\$33
Concord Monitor	Concord, NH	22,500	\$13	1	\$39
The Telegraph	Hudson, NH	28,645	\$32	1	\$96
The Citizen	Laconia, NH	10,136	\$13	2	\$78
The Union Leader	Manchester, NH	62,229	\$45	2	\$270
Portsmouth Herald	Portsmouth, NH	15,266	\$19	1	\$57
Bridgeton News	Bridgeton, NJ	9,271	\$15	1	\$45
Home News Tribune	East Brunswick, NJ	71,909	\$53	1	\$159
Asbury Park Press	Neptune, NJ	161,929	\$172	1	\$516
The Star-Ledger	Newark, NJ	406,717	\$343	1	\$1,029
Daily Record	Parsippany, NJ	48,751	\$65	1	\$195
Ocean County Observer	Toms River, NJ	14,205	\$29	1	\$87
The Times	Trenton, NJ	77,238	\$48	1	\$144
The Daily Journal	Vineland, NJ	17,268	\$39	1	\$117
North Jersey Herald & News	West Paterson, NJ	48,890	\$98	1	\$294
Burlington County Times	Willingboro, NJ	39,255	\$192	1	\$576
Albuquerque Journal	Albuquerque, NM	129,190	\$86	1	\$258
Roswell Daily Record	Roswell, NM	13,108	\$14	1	\$42
The Santa Fe New Mexican	Santa Fe, NM	24,453	\$35	1	\$105
Times Union	Albany, NY	101,197	\$216	1	\$648
The Daily News	Batavia, NY	15,678	\$20	1	\$60
The Buffalo News	Buffalo, NY	232,926	\$224	4	\$2,688
The Daily Messenger	Canandaigua, NY	15,097	\$17	1	\$51
Evening Observer	Dunkirk, NY	13,528	\$12	1	\$36
Lockport Union-Sun & Journal	Lockport, NY	17,036	\$19	1	\$57
Journal-Register	Medina, NY	4,504	\$9	1	\$27
Times Herald	Middletown, NY	83,148	\$57	1	\$171
New York Post	New York, NY	562,639	\$357	1	\$1,071
Niagara Gazette	Niagara Falls, NY	25,729	\$33	1	\$99
The Saratogian	Saratoga Springs, NY	11,582	\$31	1	\$93
The Daily Gazette	Schenectady, NY	56,646	\$37	1	\$111
The Record	Troy, NY	25,002	\$37	1	\$111
Observer-Dispatch	Utica, NY	49,324	\$88	1	\$264
Press & Sun-Bulletin	Vestal, NY	61,719	\$104	2	\$624
Watertown Daily Times	Watertown, NY	35,866	\$33	1	\$99
The Journal News - Central Wes	White Plains, NY	50,772	\$202	1	\$606
Akron Beacon Journal	Akron, OH	142,941	\$120	1	\$360
The Athens Messenger	Athens, OH	12,101	\$16	1	\$48
Sentinel-Tribune	Bowling Green, OH	12,839	\$12	1	\$36
Chillicothe Gazette	Chillicothe, OH	16,243	\$23	2	\$138
The Columbus Dispatch	Columbus, OH	372,935	\$196	2	\$1,176
Dayton Daily News	Dayton, OH	137,533	\$149	1	\$447
The Crescent-News	Defiance, OH	17,819	\$17	1	\$51
The Review	East Liverpool, OH	10,785	\$18	1	\$54
The Chronicle-Telegram	Elyria, OH	29,670	\$25	1	\$75
Galion Inquirer	Galion, OH	4,556	\$9	1	\$27
Journal-News	Hamilton, OH	46,849	\$42	1	\$126
The Lima News	Lima, OH	35,643	\$35	2	\$210
The Morning Journal	Lorain, OH	36,412	\$24	1	\$72
News Journal	Mansfield, OH	44,258	\$33	3	\$297
The Times Leader	Martins Ferry, OH	22,368	\$11	2	\$66
The Independent	Massillon, OH	14,323	\$17	1	\$51
The Medina County Gazette	Medina, OH	15,356	\$15	1	\$45
The Middletown Journal	Middletown, OH	23,000	\$19	1	\$57
Mount Vernon News	Mount Vernon, OH	9,915	\$12	1	\$36
Norwalk Reflector	Norwalk, OH	8,856	\$12	1	\$36
Portsmouth Daily Times	Portsmouth, OH	15,064	\$20	2	\$126
Springfield News-Sun	Springfield, OH	33,575	\$42	1	\$126
The Vindicator	Youngstown, OH	110,537	\$56	1	\$168
Alva Review-Courier	Alva, OK	2,300	\$4	1	\$12
Bartlesville Examiner-Enterpri	Bartlesville, OK	11,188	\$14	1	\$42
Cushing Daily Citizen	Cushing, OK	2,913	\$6	1	\$18
The Lawton Constitution	Lawton, OK	24,011	\$16	1	\$48
The Norman Transcript	Norman, OK	15,143	\$14	1	\$42
The Ponca City News	Ponca City, OK	10,711	\$10	1	\$30
The News Press	Stillwater, OK	9,776	\$11	3	\$99
Albany Democrat-Herald	Albany, OR	22,208	\$19	2	\$114
Ashland Daily Tidings	Ashland, OR	5,066	\$9	1	\$27
The Bulletin	Bend, OR	27,622	\$21	2	\$126
The Register-Guard	Eugene, OR	81,640	\$66	2	\$396
Grants Pass Daily Courier	Grants Pass, OR	17,584	\$10	1	\$30
Klamath Falls Herald and News	Klamath Falls, OR	17,166	\$14	2	\$84
The Observer	La Grande, OR	7,317	\$9	1	\$27
Mail Tribune	Medford, OR	26,410	\$35	1	\$105
East Oregonian	Pendleton, OR	12,600	\$16	1	\$48
The News-Review	Roseburg, OR	19,890	\$16	2	\$96
Statesman Journal	Salem, OR	60,785	\$71	5	\$1,065
The Dalles Chronicle	The Dalles, OR	5,365	\$12	4	\$144
Press-Enterprise	Bloomsburg, PA	20,794	\$17	1	\$51
Erie Times-News	Erie, PA	63,982	\$59	1	\$177
Standard-Speaker	Hazleton, PA	22,067	\$23	1	\$69

Lancaster New Era	Lancaster, PA	45,019	\$66	1	\$198
The Reporter	Lansdale, PA	19,088	\$32	1	\$96
The Sentinel	Lewistown, PA	12,975	\$17	1	\$51
New Castle News	New Castle, PA	18,855	\$26	1	\$78
The Phoenix	Phoenixville, PA	4,032	\$13	1	\$39
Delaware County Daily Times	Primos, PA	49,666	\$53	1	\$159
The Scranton Times-Tribune	Scranton, PA	35,752	\$69	2	\$414
The Herald	Sharon, PA	23,371	\$28	1	\$84
Centre Daily Times	State College, PA	25,969	\$26	1	\$78
The Daily Item	Sunbury, PA	26,002	\$28	4	\$336
Williamsport Sun-Gazette	Williamsport, PA	37,638	\$56	4	\$672
The York Dispatch	York, PA	40,416	\$63	2	\$378
York Daily Record	York, PA	43,009	\$58	1	\$174
The Providence Journal	Providence, RI	160,610	\$182	1	\$546
The Kent County Daily Times	West Warwick, RI	5,502	\$12	2	\$72
The Call	Woonsocket, RI	17,774	\$24	1	\$72
Anderson Independent-Mail	Anderson, SC	40,197	\$51	1	\$153
The Beaufort Gazette	Beaufort, SC	11,317	\$18	1	\$54
The Post and Courier	Charleston, SC	107,434	\$28	1	\$84
The State	Columbia, SC	120,458	\$119	1	\$357
The Index-Journal	Greenwood, SC	15,357	\$20	3	\$180
Spartanburg Herald-Journal	Spartanburg, SC	53,271	\$63	1	\$189
The Item	Sumter, SC	20,421	\$17	1	\$51
Argus Leader	Sioux Falls, SD	52,851	\$37	2	\$222
The Chattanooga Times & Free P	Chattanooga, TN	98,879	\$65	3	\$585
Cleveland Daily Banner	Cleveland, TN	16,853	\$9	2	\$54
Review Appeal	Franklin, TN	10,700	\$11	1	\$33
Johnson City Press	Johnson City, TN	30,201	\$20	1	\$60
Kingsport Times-News	Kingsport, TN	49,661	\$34	1	\$102
The Daily Times	Maryville, TN	21,330	\$19	1	\$57
The Commercial Appeal	Memphis, TN	164,793	\$228	1	\$684
The Tennessean	Nashville, TN	181,702	\$209	1	\$627
Amarillo Globe-News	Amarillo, TX	42,821	\$51	1	\$153
Austin American-Statesman	Austin, TX	190,986	\$210	1	\$630
The Dallas Morning News	Dallas, TX	545,548	\$485	1	\$1,455
Herald Democrat	Denison, TX	26,816	\$21	1	\$63
Focus Daily News	Desoto, TX	26,374	\$30	1	\$90
Fort Worth Star-Telegram	Fort Worth, TX	230,918	\$265	1	\$795
Killeen Daily Herald	Killeen, TX	16,620	\$17	1	\$51
Marshall News Messenger	Marshall, TX	7,572	\$17	1	\$51
The Monitor	McAllen, TX	48,732	\$31	1	\$93
Midland Reporter-Telegram	Midland, TX	20,979	\$24	1	\$72
Daily Sentinel	Nacogdoches, TX	9,300	\$14	1	\$42
New Braunfels Herald Zeitung	New Braunfels, TX	10,850	\$12	2	\$72
San Angelo Standard-Times	San Angelo, TX	31,178	\$28	1	\$84
Victoria Advocate	Victoria, TX	38,313	\$24	1	\$72
Waco Tribune-Herald	Waco, TX	41,433	\$67	1	\$201
Standard-Examiner	Ogden, UT	62,157	\$44	1	\$132
The Daily Spectrum	Saint George, UT	19,884	\$14	1	\$42
Daily News-Record	Harrisonburg, VA	32,384	\$20	1	\$60
Hopewell News	Hopewell, VA	6,000	\$7	2	\$42
Manassas Journal Messenger	Manassas, VA	6,300	\$34	1	\$102
The Virginian-Pilot	Norfolk, VA	196,945	\$183	1	\$549
The Daily News Leader	Staunton, VA	21,798	\$23	2	\$138
Northern Virginia Daily	Strasburg, VA	14,961	\$12	1	\$36
Potomac News	Woodbridge, VA	19,500	\$34	1	\$102
Bennington Banner	Bennington, VT	7,788	\$14	1	\$42
The Burlington Free Press	Burlington, VT	50,585	\$61	2	\$366
Newport Daily Express	Newport, VT	3,990	\$9	1	\$27
Eastside Journal	Bellevue, WA	28,443	\$61	1	\$183
The Daily News	Longview, WA	24,848	\$19	1	\$57
Columbia Basin Herald	Moses Lake, WA	9,450	\$13	3	\$117
Peninsula Daily News	Port Angeles, WA	15,018	\$25	1	\$75
Seattle Post-Intelligencer	Seattle, WA	169,105	\$232	1	\$696
The News Tribune	Tacoma, WA	127,629	\$108	1	\$324
Wenatchee World	Wenatchee, WA	26,962	\$28	1	\$84
Yakima Herald-Republic	Yakima, WA	39,825	\$35	1	\$105
The Janesville Gazette	Janesville, WI	26,682	\$32	1	\$96
Kenosha News	Kenosha, WI	26,383	\$29	1	\$87
La Crosse Tribune	La Crosse, WI	32,662	\$30	1	\$90
Marshfield News-Herald	Marshfield, WI	14,592	\$20	2	\$120
The Journal Times	Racine, WI	34,030	\$36	1	\$108
Stevens Point Journal	Stevens Point, WI	14,181	\$16	1	\$48
The Daily Tribune	Wisconsin Rapids, WI	14,109	\$18	1	\$54
The Herald-Dispatch	Huntington, WV	38,305	\$57	1	\$171
Mineral Daily News-Tribune	Keyser, WV	4,556	\$6	1	\$18
The Intelligencer	Wheeling, WV	44,000	\$45	2	\$270
Wheeling News-Register	Wheeling, WV	18,500	\$50	1	\$150
Casper Star-Tribune	Casper, WY	31,319	\$33	1	\$99
Wyoming Tribune-Eagle	Cheyenne, WY	18,891	\$17	2	\$102
				total # magazines:	429
				total # articles:	24,933
				total impact:	\$102,117

Source: Bacon's Media Impact Reports, created for America's Junior Miss.

Note: The Ad Rate for newspapers is the price per column inch. For impact estimation, we use three column inches. Impact equals to the number of articles multiplied by the ad rate times 3.

Table 4. Promotional Impact - Weekly Newspapers

Source Name	Origin	Circulation	Ad Rate	# Articles	Impact
Abbeville Herald	Abbeville, AL	2,150	\$6	1	\$18
Brewton Standard	Brewton, AL	3,100	\$11	1	\$33
Wilcox Progressive Era	Camden, AL	3,110	\$5	1	\$15
Centreville Press	Centreville, AL	4,200	\$6	2	\$36
Eufaula Tribune	Eufaula, AL	6,350	\$8	1	\$24
The Fairhope Courier	Fairhope, AL	4,740	\$10	1	\$30
Florala News	Florala, AL	2,200	\$6	1	\$18
Geneva County Reaper	Geneva, AL	2,000	\$5	1	\$15
Greenville Advocate	Greenville, AL	13,200	\$9	2	\$54
The Advertiser Gleam	Guntersville, AL	11,368	\$6	1	\$18
The Democrat-Reporter	Linden, AL	7,125	\$8	4	\$96
Luverne Journal & News	Luverne, AL	9,350	\$7	3	\$63
The Monroe Journal	Monroeville, AL	7,700	\$6	1	\$18
Moulton Advertiser	Moulton, AL	14,100	\$10	1	\$30
The Blount Countian	Oneonta, AL	6,800	\$7	1	\$21
Prattville Progress	Prattville, AL	6,000	\$8	2	\$48
The Weekly Post	Rainsville, AL	5,000	\$7	1	\$21
The Randolph Leader	Roanoke, AL	6,100	\$6	1	\$18
The Franklin County Times	Russellville, AL	5,000	\$12	2	\$72
Bald Knob Banner	Bald Knob, AR	1,750	\$7	1	\$21
The Brinkley Argus	Brinkley, AR	2,400	\$6	1	\$18
The White Hall Progress	Pine Bluff, AR	4,985	\$6	1	\$18
The Humboldt Beacon	Fortuna, CA	5,500	\$13	2	\$78
Valley Voice	Goleta, CA	15,000	\$15	1	\$45
Napa Sentinel	Napa, CA	15,000	\$7	1	\$21
San Marino Tribune	San Marino, CA	16,800	\$6	1	\$18
Orland Press-Register	Willows, CA	1,117	\$10	1	\$30
Willows Journal	Willows, CA	1,360	\$10	1	\$30
Hispania News	Colorado Springs, CO	25,000	\$20	1	\$60
The Old Berthoud Recorder	Lyons, CO	3,600	\$12	1	\$36
Pictorial Gazette	Old Saybrook, CT	6,500	\$10	1	\$30
Delaware Wave	Bethany Beach, DE	11,500	\$13	4	\$156
Dover Post	Dover, DE	26,000	\$14	1	\$42
Harrington Journal	Harrington, DE	6,000	\$8	1	\$24
Smyrna/Clayton Sun-Times	Smyrna, DE	2,950	\$8	1	\$24
Perry News-Herald	Perry, FL	5,100	\$7	2	\$42
Rockdale Neighbor	Conyers, GA	16,000	\$16	1	\$48
The Herald-Ledger	Fitzgerald, GA	5,400	\$5	1	\$15
Lee County Ledger	Leesburg, GA	2,500	\$3	2	\$18
Thomaston Times	Thomaston, GA	6,500	\$8	1	\$24
The Monroe County News	Albia, IA	6,200	\$6	1	\$18
Sigourney News Review	Sigourney, IA	3,000	\$5	1	\$15
Latah Eagle	Moscow, ID	2,200	\$5	2	\$30
Fremont County Herald-Chronicl	Rexburg, ID	2,100	\$10	3	\$90
Rexburg Standard Journal	Rexburg, ID	4,200	\$10	3	\$90
Schaumburg Review	Arlington Heights, IL	6,077	\$47	1	\$141
El Conquistador - Northwest/Au	Aurora, IL	10,000	\$12	1	\$36
Bunker Hill Gazette-News	Bunker Hill, IL	1,625	\$5	1	\$15
Lisle Reporter	Downers Grove, IL	9,200	\$15	1	\$45
Naperville Reporter	Downers Grove, IL	9,200	\$15	1	\$45
The Weekly Doings	Hinsdale, IL	3,608	\$16	1	\$48
Murphysboro American	Murphysboro, IL	10,750	\$10	1	\$30
Bolingbrook/Romeoville Star	Tinley Park, IL	276	\$79	4	\$948
Chicago Heights Star	Tinley Park, IL	10,627	\$79	1	\$237
Country Club Hills/Hazel Crest	Tinley Park, IL	2,537	\$79	1	\$237
Crete/University Park Star	Tinley Park, IL	3,536	\$79	1	\$237
Homer Township Star	Tinley Park, IL	1,434	\$79	1	\$237
Homewood/Flossmoor Star	Tinley Park, IL	6,061	\$79	1	\$237
Joliet Star	Tinley Park, IL	358	\$79	3	\$711
Matteson/Richton Park Star	Tinley Park, IL	3,656	\$79	1	\$237
Park Forest Star	Tinley Park, IL	4,806	\$79	1	\$237
Plainfield/Shorewood Star	Tinley Park, IL	180	\$79	2	\$474
Times-Tribune	Troy, IL	3,350	\$5	1	\$15
The Jackson County Banner	Brownstown, IN	4,150	\$8	3	\$72
The Weekly	Crawfordsville, IN	5,000	\$8	1	\$24
Oak Hill Times	Gas City, IN	1,500	\$5	1	\$15
Cedar Lake Journal	Lowell, IN	1,455	\$6	1	\$18

Lowell Tribune	Lowell, IN	4,650	\$6	1	\$18
The Hendricks County Flyer	Plainfield, IN	32,000	\$16	1	\$48
Bird City Times	Bird City, KS	583	\$4	1	\$12
The Kentucky Standard	Bardstown, KY	9,000	\$9	6	\$162
Central Kentucky News-Journal	Campbellsville, KY	7,256	\$6	3	\$54
Franklin Favorite	Franklin, KY	6,500	\$5	2	\$30
The Georgetown News-Graphic	Georgetown, KY	5,500	\$7	1	\$21
The Hazard Herald	Hazard, KY	5,445	\$8	1	\$24
Grayson County News-Gazette	Leitchfield, KY	5,000	\$6	1	\$18
The Casey County News	Liberty, KY	6,271	\$7	1	\$21
The Bourbon Times	Paris, KY	9,260	\$6	2	\$36
Journal-Enterprise	Providence, KY	4,650	\$6	1	\$18
The Sentinel	Radcliff, KY	3,500	\$5	1	\$15
Sentinel-News	Shelbyville, KY	7,900	\$10	1	\$30
The St. Bernard Voice	Arabi, LA	3,200	\$4	1	\$12
The Ouachita Citizen	West Monroe, LA	6,000	\$7	1	\$21
The Franklin Sun	Winnsboro, LA	6,200	\$7	2	\$42
The Chronicle	Dartmouth, MA	5,657	\$14	1	\$42
The Damascus Gazette	Gaithersburg, MD	7,448	\$9	1	\$27
Fort Fairfield Review	Fort Fairfield, ME	2,700	\$3	1	\$9
Dearborn Press & Guide	Dearborn, MI	25,000	\$29	1	\$87
Catholic Times	Flushing, MI	7,300	\$7	1	\$21
Westland Observer	Livonia, MI	15,850	\$20	2	\$120
Belleville Enterprise	Wayne, MI	4,000	\$15	1	\$45
Inkster Ledger Star	Wayne, MI	3,000	\$12	1	\$36
Wayne Eagle	Wayne, MI	4,700	\$12	1	\$36
Westland Eagle	Wayne, MI	14,600	\$18	1	\$54
Echo Press	Alexandria, MN	10,000	\$7	2	\$42
Eagan Sun Current	Bloomington, MN	15,545	\$16	1	\$48
Burnsville This Week	Burnsville, MN	16,900	\$32	2	\$192
Farmington/Lakeville ThisWeek	Burnsville, MN	19,857	\$32	1	\$96
Murray County News	Fulda, MN	1,650	\$4	1	\$12
Nobles County Review	Fulda, MN	1,250	\$4	1	\$12
Bird Island Union	Hector, MN	1,150	\$4	1	\$12
Pine River Journal	Pequot Lakes, MN	2,120	\$6	1	\$18
Tyler Tribute	Tyler, MN	1,500	\$4	4	\$48
Waseca County News	Waseca, MN	9,225	\$7	1	\$21
The Cash-Book Journal	Jackson, MO	10,000	\$8	1	\$24
Webster-Kirkwood Times	Saint Louis, MO	40,000	\$31	1	\$93
The Mirror	Springfield, MO	17,800	\$14	1	\$42
Sea Coast Echo	Bay Saint Louis, MS	6,850	\$11	5	\$165
The Bay Press	Biloxi, MS	6,000	\$10	1	\$30
Rankin County News	Brandon, MS	8,000	\$7	1	\$21
Madison County Herald	Canton, MS	12,296	\$11	1	\$33
The News-Commercial	Collins, MS	3,217	\$4	1	\$12
The Columbian Progress	Columbia, MS	5,500	\$7	3	\$63
The Scott County Times	Forest, MS	7,050	\$7	3	\$63
Newton Record	Newton, MS	2,300	\$6	1	\$18
The Neshoba Democrat	Philadelphia, MS	7,500	\$5	3	\$45
Pontotoc Progress	Pontotoc, MS	6,700	\$4	1	\$12
Poplarville Democrat	Poplarville, MS	2,400	\$5	1	\$15
Wayne County News	Waynesboro, MS	4,800	\$6	2	\$36
Mooresville Tribune	Mooresville, NC	7,717	\$6	1	\$18
The Amherst Citizen	Amherst, NH	6,200	\$10	1	\$30
Argus-Champion	Newbury, NH	4,700	\$8	1	\$24
Nutley Journal	Bloomfield, NJ	2,100	\$18	1	\$54
Verona/Cedar Grove Times	Cedar Grove, NJ	5,049	\$10	1	\$30
Atlantic County Record	Hammonton, NJ	1,900	\$15	1	\$45
Egg Harbor News	Hammonton, NJ	923	\$15	1	\$45
Hammonton News	Hammonton, NJ	6,500	\$15	1	\$45
Cibola County Beacon	Grants, NM	3,500	\$8	1	\$24
El Defensor Chieftain	Socorro, NM	3,500	\$7	1	\$21
Niagara-Wheatfield Tribune	Grand Island, NY	11,900	\$18	1	\$54
Glendale Register	Maspeth, NY	2,805	\$18	1	\$54
Queens Ledger	Maspeth, NY	13,898	\$18	1	\$54
Gates-Chili Post	Rochester, NY	7,054	\$10	1	\$30
Putnam County Sentinel	Ottawa, OH	8,500	\$8	1	\$24
The Times-Junction	Willard, OH	4,000	\$10	1	\$30
Sequoyah County Times	Sallisaw, OK	7,000	\$6	1	\$18
Stigler News-Sentinel	Stigler, OK	4,010	\$4	3	\$36

Yukon Review	Yukon, OK	7,200	\$6	3	\$54
Keizertimes	Keizer, OR	3,800	\$11	2	\$66
Scoop U S A	Philadelphia, PA	35,000	\$22	1	\$66
Johnston Sun Rise	Greenville, RI	8,000	\$8	2	\$48
The North Providence North Sta	Greenville, RI	7,500	\$7	2	\$42
South County Independent	Wakefield, RI	5,290	\$10	1	\$30
The Cherokee Chronicle	Gaffney, SC	6,000	\$7	2	\$42
Hartsville Messenger	Hartsville, SC	7,500	\$5	1	\$15
The Newberry Observer & Herald	Newberry, SC	6,150	\$8	1	\$24
Meade County Times-Tribune	Sturgis, SD	2,650	\$5	1	\$15
Southern Standard	McMinnville, TN	9,000	\$8	1	\$24
Memphis Silver Star News	Memphis, TN	25,000	\$17	2	\$102
Trenton Herald-Gazette	Trenton, TN	5,500	\$5	1	\$15
Grapevine Sun	Grapevine, TX	21,900	\$7	1	\$21
Tooele Transcript Bulletin	Tooele, UT	7,000	\$5	1	\$15
Franklin County Graphic	Connell, WA	2,800	\$5	1	\$15
Columbus Journal	Columbus, WI	2,000	\$6	1	\$18
Tri-County Press	Cuba City, WI	3,000	\$4	1	\$12
Central St. Croix News	Hammond, WI	1,300	\$5	1	\$15
Menomonee Falls News	New Berlin, WI	4,410	\$20	1	\$60
Oak Creek Pictorial	New Berlin, WI	4,677	\$44	1	\$132
Platteville Journal	Platteville, WI	4,560	\$4	2	\$24
The Post-Report	Beckley, WV	13,000	\$9	1	\$27
The Fayette Tribune	Oak Hill, WV	6,000	\$7	2	\$42
Hampshire Review	Romney, WV	6,200	\$3	1	\$9
				total # magazines:	162
				total # articles:	2,277
				total impact:	\$9,786

Source: Bacon's Media Impact Reports, created for America's Junior Miss.

Note: The Ad Rate for newspapers is the price per column inch. For impact estimation, we use three column inches. Impact equals to the number of articles multiplied by the ad rate times 3.

Table 5. Promotional Impact - Consumer/Trade Magazines

Source Name	Origin	Circulation	Ad Rate	# Articles	Est. %	Impact
The National Catholic Register	North Haven, CT	26,000	\$3,387	1	10%	\$339
Georgia Magazine	Tucker, GA	488,000	\$4,900	1	10%	\$490
Crain's Detroit Business	Detroit, MI	36,102	\$10,080	1	10%	\$1,008
Weekly World News	Boca Raton, FL	600,000	\$3,530	1	10%	\$353
Country Weekly	Nashville, TN	388,400	\$12,033	1	10%	\$1,203
					total # magazines:	5
					total # articles:	5
					total impact:	\$3,393

Source: Bacon's Media Impact Reports, created for America's Junior Miss.

Note: The Ad Rate for magazines is the price per page (black & white).

Table 6. Summary of Promotional Impact

Source Type	# Sources	# Articles	Impact
Daily Newspapers	429	24,933	\$102,117
Weekly Newspapers	162	2,277	\$9,786
Magazines	5	5	\$3,393
totals	596	27,215	\$115,296