

NEWSPAPER SYSTEM CATALOG OF REPORTS

Version 6.11.04

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N22 - RETAILER NEWSPAPER BASES

This report lists the daily newspaper bases for the retailer selected.

SELECT BY: 1 - RETAILER 3 - CHAIN 5 - NEWS RT SUNDAY 2 - CLASS OF TRADE 4 - NEWS RT DAILY 6 - ZIPCODE		SORT/TOTAL BY: 1 - RETAILER 3 - CHAIN 5 - NEWS RT SUNDAY 7 - RETAILER NAME 2 - CLASS OF TRADE 4 - NEWS RT DAILY 6 - ZIPCODE 8 - RESTRICTED LIST	
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NET OR RETURN (N/R):
 WEEK END : / /

HEADING DESCRIPTIONS:

N22 - RETAILER NEWSPAPER BASES

16:13 05/24/04 PAGE 1

00001 PUBLIX	2-	1 MON	TUE	WED	THU	FRI	SAT	TOTAL
05005 USA TODAY	.40	100	80	80	80	100	0	440
16025 THE TAMPA TRIBUNE	.28	80	100	120	140	140	180	580
19941 ST PETERSBURG TIMES	.28	20	20	20	20	20	30	100
63140 THE WALL STREET JOU	.80	40	40	40	40	40	0	200

00002 PUBLIX	2-	2 MON	TUE	WED	THU	FRI	SAT	TOTAL
05005 USA TODAY	.40	60	40	40	40	60	0	240
16025 THE TAMPA TRIBUNE	.28	60	60	60	60	60	80	300
19941 ST PETERSBURG TIMES	.28	40	40	40	40	40	40	200
63140 THE WALL STREET JOU	.80	60	40	40	40	60	0	240

N24 - NEWSPAPER TOTAL BASES

This report lists the each newspaper and the total base for each day.

SELECT BY:

SORT/TOTAL BY:

HEADING DESCRIPTIONS:

NEWSPAPER TOTAL BASES

05/24/04

DATA PROCESSING SVCS
 SUITE 206
 CLEARWATER FL
 727-532-9481

PAPER	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
19941 ST PETERSBURG TIMES	380	390	410	400	410	420
19942 ST PETE TIME SUNDAY	0	0	0	0	0	480
16025 THE TAMPA TRIBUNE	310	340	360	400	400	460
16026 TAMPA TRIBUNE - SUN	0	0	0	0	0	620
63140 THE WALL STREET JOU	235	215	215	215	255	0
5005 USA TODAY	335	305	305	305	365	0

N30 - NEWSPAPER TITLE DISTRIBUTUION

This report lists, for the title entered, all retailers, their draws, adds, cuts, and net sale for the weekend date selected.

SELECT BY: 1 - RETAILER 3 - CHAIN 5 - NEWS RT SUNDAY 2 - CLASS OF TRADE 4 - NEWS RT DAILY 6 - ZIPCODE	SORT/TOTAL BY: 1 - RETAILER 3 - CHAIN 5 - NEWS RT SUNDAY 7 - RETAILER NAME 2 - CLASS OF TRADE 4 - NEWS RT DAILY 6 - ZIPCODE 8 - RESTRICTED LIST
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NET OR RETURN (N/R):
 WEEK END : / /

HEADING DESCRIPTIONS:
 A/C - Adds/Cuts

N30 - NEWSPAPER TITLE DISTRIBUTION		05005 USA TODAY		DATA PROCESSING SVCS				05/24/04 PAGE 1	
DEALER NUMBER	NAME	ISSUE 524 DRAW--A/C--NET	ISSUE 525 DRAW--A/C--NET	ISSUE 526 DRAW--A/C--NET	ISSUE 527 DRAW--A/C--NET	ISSUE 528 DRAW--A/C--NET	ISSUE 529 DRAW--A/C--NET	DEALER NUMBER	
00001	PUBLIX	100	100	80	80	80	100	00001	
00002	PUBLIX	60	60	40	40	40	60	00002	
00004	WALGREEN	20	20	20	20	20	20	00004	
00217	MOM AND POP'S		10	10	10	10	10	00217	
00513	PUBLIX	80	80	80	80	80	80	00513	
00630	PUBLIX	20	20	20	20	20	40	00630	
00935	PIC-N-PAC	15	15	15	15	15	15	00935	
00952	PIC-N-PAC	10	10	10	10	10	10	00952	
01108	PIC-N-PAC	10	10	10	10	10	10	01108	
01150	PIC-N-PAC	20	20	20	20	20	20	01150	
FINAL TOTALS		335	335	305	305	305	365		

N32 - NEWS BASE REPORT

This report lists, for the titles entered, the retailer's current base for each day.

SELECT BY:	SORT/TOTAL BY:																																																																																											
TITLE : _____																																																																																												
HEADING DESCRIPTIONS:																																																																																												
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">N32 - NEWS BASE REPORT</td> <td style="width: 20%;">DATA PROCESSING SVCS</td> <td style="width: 30%; text-align: right;">05/24/04 PAGE 1</td> </tr> </table>		N32 - NEWS BASE REPORT	DATA PROCESSING SVCS	05/24/04 PAGE 1																																																																																								
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<table style="width: 100%; border: none;"> <tr> <td style="width: 20%;">TITLE 05005 USA TODAY</td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> </tr> <tr> <td>RETAILER</td> <td>MON F</td> <td>TUE F</td> <td>WED F</td> <td>THR F</td> <td>FRI F</td> <td>SAT F</td> </tr> <tr> <td>00001 PUBLIX</td> <td>100</td> <td>80</td> <td>80</td> <td>80</td> <td>100</td> <td></td> </tr> <tr> <td>00002 PUBLIX</td> <td>60</td> <td>40</td> <td>40</td> <td>40</td> <td>60</td> <td></td> </tr> <tr> <td>00004 WALGREEN</td> <td>20</td> <td>20</td> <td>20</td> <td>20</td> <td>20</td> <td></td> </tr> <tr> <td>00217 MOM AND POP'S</td> <td></td> <td>10</td> <td>10</td> <td>10</td> <td>10</td> <td></td> </tr> <tr> <td>00513 PUBLIX</td> <td>80</td> <td>80</td> <td>80</td> <td>80</td> <td>80</td> <td></td> </tr> <tr> <td>00630 PUBLIX</td> <td>20</td> <td>20</td> <td>20</td> <td>20</td> <td>40</td> <td></td> </tr> <tr> <td>00935 PIC-N-PAC</td> <td>15</td> <td>15</td> <td>15</td> <td>15</td> <td>15</td> <td></td> </tr> <tr> <td>00952 PIC-N-PAC</td> <td>10</td> <td>10</td> <td>10</td> <td>10</td> <td>10</td> <td></td> </tr> <tr> <td>01108 PIC-N-PAC</td> <td>10</td> <td>10</td> <td>10</td> <td>10</td> <td>10</td> <td></td> </tr> <tr> <td>01150 PIC-N-PAC</td> <td>20</td> <td>20</td> <td>20</td> <td>20</td> <td>20</td> <td></td> </tr> <tr> <td>FINAL TOTALS</td> <td>335</td> <td>305</td> <td>305</td> <td>305</td> <td>365</td> <td></td> </tr> </table>		TITLE 05005 USA TODAY							RETAILER	MON F	TUE F	WED F	THR F	FRI F	SAT F	00001 PUBLIX	100	80	80	80	100		00002 PUBLIX	60	40	40	40	60		00004 WALGREEN	20	20	20	20	20		00217 MOM AND POP'S		10	10	10	10		00513 PUBLIX	80	80	80	80	80		00630 PUBLIX	20	20	20	20	40		00935 PIC-N-PAC	15	15	15	15	15		00952 PIC-N-PAC	10	10	10	10	10		01108 PIC-N-PAC	10	10	10	10	10		01150 PIC-N-PAC	20	20	20	20	20		FINAL TOTALS	335	305	305	305	365	
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N35 - NEWSPAPER TITLE DISTRIBUTUION

This report prints all titles for the selected retailers. Report lists the draw, adds, cuts, and net sale for the weekend date selected.

SELECT BY: 1 - TITLE 3 - SUNDAY/DAILY (S/D) 2 - PRODUCT 4 - PUBLISHER	SORT/TOTAL BY: 1 - TITLE 3 - SUNDAY/DAILY (S/D) 2 - PRODUCT 4 - PUBLISHER
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HEADING DESCRIPTIONS:
 A/C - Adds/Cuts
 RTNS - Returns

N35 - NEWSPAPER RETAILER DISTRIBUTION FOR 1 PUBLIX												STORE	89 W/E 053004	05/24/04	PAGE	1						
TITLE	ISS	DRAW	A/C	RTNS	ISS	DRAW	A/C	RTNS	ISS	DRAW	A/C	RTNS	ISS	DRAW	A/C	RTNS	ISS	DRAW	A/C	RTNS		
16025	529	180			528	140			527	140			526	120			525	100			524	80
16026	530	200			523	200																
05005	529				528	100			527	80			526	80			525	80			524	100
19941	529	30			528	20			527	20			526	20			525	20			524	20
63140	529				528	40			527	40			526	40			525	40			524	40
19942	530	60			523	60			521				520				519				518	

N35 - NEWSPAPER RETAILER DISTRIBUTION FOR 2 PUBLIX												STORE	148 W/E 053004	05/24/04	PAGE	2						
TITLE	ISS	DRAW	A/C	RTNS	ISS	DRAW	A/C	RTNS	ISS	DRAW	A/C	RTNS	ISS	DRAW	A/C	RTNS	ISS	DRAW	A/C	RTNS		
05005	529				528	60			527	40			526	40			525	40			524	60
16025	529	80			528	60			527	60			526	60			525	60			524	60
63140	529				528	60			527	40			526	40			525	40			524	60
16026	530	180			523	180																
19941	529	40			528	40			527	40			526	40			525	40			524	40
19942	530	80			523	80			521				520				519				518	

N35 - NEWSPAPER RETAILER DISTRIBUTION FOR 217 MOM AND POP'S												STORE	W/E 053004	05/24/04	PAGE	3						
TITLE	ISS	DRAW	A/C	RTNS	ISS	DRAW	A/C	RTNS	ISS	DRAW	A/C	RTNS	ISS	DRAW	A/C	RTNS	ISS	DRAW	A/C	RTNS		
05005	529				528	10			527	10			526	10			525	10			524	
16025	529	10			528	10			527	10			526	10			525	10			524	
19941	529	10			528	10			527	10			526	10			525	10			524	

N36 - STOP/START NEWSPAPER LISTING

This report lists all stop/start records on file.

SELECT BY:

- 1 - RETAILER
- 2 - TITLE
- 3 - START DATE
- 4 - CATEGORY
- 5 - STOP DATE
- 6 - CHAIN

SORT/TOTAL BY:

- 1 - RETAILER
- 2 - TITLE
- 3 - START DATE
- 4 - CATEGORY
- 5 - STOP DATE
- 6 - CHAIN

HEADING DESCRIPTIONS:

N36 - STOP/START NEWSPAPER LISTING

05/24/04 PAGE 1

RETLR NAME	STORE	TITLE NAME	STOP	START
217 MOM AND POP'S	0	5005 USA TODAY	7/01/04	7/14/04
217 MOM AND POP'S	0	16025 THE TAMPA TRIBUNE	7/01/04	7/14/04
217 MOM AND POP'S	0	16026 TAMPA TRIBUNE - SUND	7/01/04	7/14/04
217 MOM AND POP'S	0	19941 ST PETERSBURG TIMES	7/01/04	7/14/04
217 MOM AND POP'S	0	19942 ST PETE TIME SUNDAY	7/01/04	7/14/04
217 MOM AND POP'S	0	63140 THE WALL STREET JOUR	7/01/04	7/14/04

N37 - HOLIDAY TITLE BASE LISTING

This report lists the draws for all holiday titles entered with Code N16 Add/Update Holiday Bases.

SELECT BY:	SORT/TOTAL BY:
HEADING DESCRIPTIONS:	
N37 - HOLIDAY TITLE BASE LISTING	PAGE 1
16027 THE TAMPA TRIB	
RETLR NAME 101	
1 PUBLIX	60
2 PUBLIX	40
4 WALGREEN	20
217 MOM AND POP'S	
513 PUBLIX	20
630 PUBLIX	20
935 PIC-N-PAC	10
952 PIC-N-PAC	10
1108 PIC-N-PAC	10
1150 PIC-N-PAC	10
19943 ST PETERSBURG	

N45 - NEWSPAPER TITLE DISTRIBUTUION

This report lists the draw, returns, and net sale sorted by zip code, city, or state.

SELECT BY:	SORT/TOTAL BY:
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1 - ZIP 2 - CITY/ZIP 3 - ZONE/CITY 4 - STATE/ZIP/CITY ENTER SELECTION (1/2/3/4): 1

YEAR : 04

HEADING DESCRIPTIONS:

N45 - DISTRIBUTION REPORT BY STATE/ZIP/CITY						TITLE: 05005 - USA TODAY		ISSUE: 524		05/24/04 PAGE 1	
ST CITY	ZIP	DRAW	PU/RO	RTN	NET	ST CITY	ZIP	DRAW	PU/RO	RTN	NET
FL TAMPA	33605	20	0	0	20	FL TAMPA	33610	20	0	0	20
FL TAMPA	33612	0	0	0	0	FL TAMPA	33620	80	0	0	80
FL TAMPA	33623	20	0	0	20	FL TAMPA	33628	100	0	0	100
FL TAMPA	33630	60	0	0	60	FL TAMPA	33644	10	0	0	10
FL TAMPA	33648	15	0	0	15	FL TAMPA	33655	10	0	0	10
ISSUE TOTAL:		335	0	0	335						

N46 - NEWSPAPER TITLE DISTRIBUTUION

This report lists the daily newspaper bases for the retailer selected.

SELECT BY: 1 - RETAILER 3 - CHAIN 5 - CLASS OF TRADE 7 - NAME OF RETAILER 2 - NEWS DAILY ROUTE 4 - NEWS SUNDAY ROUTE 6 - AUTHORIZED LIST 8 - ZIP CODE	SORT/TOTAL BY: 1 - RETAILER 3 - CHAIN 5 - CLASS OF TRADE 7 - NAME OF RETAILER 2 - NEWS DAILY ROUTE 4 - NEWS SUNDAY ROUTE 6 - AUTHORIZED LIST 8 - ZIP CODE
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YEAR : 04

_ CURRENT DRAW

_ CURRENT BASE

HEADING DESCRIPTIONS:

STR - Store Number

N46 - RTLR/TITLE DRAW/BASE COMPARISON	DATA PROCESSING SVCS	05/24/04 PAGE 1																																																
05005 524 USA TODAY																																																		
*05005																																																		
* CUR																																																		
<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">RETLR NAME</th> <th style="text-align: right;">LST</th> <th style="text-align: right;">STR*DRAW</th> <th style="text-align: right;">BASE</th> </tr> </thead> <tbody> <tr> <td>00001 PUBLIX</td> <td style="text-align: right;">36</td> <td style="text-align: right;">89*</td> <td style="text-align: right;">100</td> </tr> <tr> <td>00002 PUBLIX</td> <td style="text-align: right;">6</td> <td style="text-align: right;">148*</td> <td style="text-align: right;">60</td> </tr> <tr> <td>00004 WALGREEN</td> <td style="text-align: right;">8</td> <td style="text-align: right;">879*</td> <td style="text-align: right;">20</td> </tr> <tr> <td>00217 MOM AND POP'S</td> <td></td> <td style="text-align: center;">*</td> <td></td> </tr> <tr> <td>00513 PUBLIX</td> <td style="text-align: right;">36</td> <td style="text-align: right;">106*</td> <td style="text-align: right;">80</td> </tr> <tr> <td>00630 PUBLIX</td> <td style="text-align: right;">71</td> <td style="text-align: right;">47*</td> <td style="text-align: right;">20</td> </tr> <tr> <td>00935 PIC-N-PAC</td> <td style="text-align: right;">25</td> <td style="text-align: right;">22*</td> <td style="text-align: right;">15</td> </tr> <tr> <td>00952 PIC-N-PAC</td> <td style="text-align: right;">42</td> <td style="text-align: right;">24*</td> <td style="text-align: right;">10</td> </tr> <tr> <td>01108 PIC-N-PAC</td> <td style="text-align: right;">69</td> <td style="text-align: right;">26*</td> <td style="text-align: right;">10</td> </tr> <tr> <td>01150 PIC-N-PAC</td> <td style="text-align: right;">69</td> <td style="text-align: right;">21*</td> <td style="text-align: right;">20</td> </tr> <tr> <td>FINAL TOTALS</td> <td></td> <td></td> <td style="text-align: right;">335</td> </tr> </tbody> </table>	RETLR NAME	LST	STR*DRAW	BASE	00001 PUBLIX	36	89*	100	00002 PUBLIX	6	148*	60	00004 WALGREEN	8	879*	20	00217 MOM AND POP'S		*		00513 PUBLIX	36	106*	80	00630 PUBLIX	71	47*	20	00935 PIC-N-PAC	25	22*	15	00952 PIC-N-PAC	42	24*	10	01108 PIC-N-PAC	69	26*	10	01150 PIC-N-PAC	69	21*	20	FINAL TOTALS			335		
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