

**Thursday, January 28, 2010**



**Media Kits and More. What your  
advertisers want to know about your newspaper**  
*Tim Bingaman, CVC*

Tim Bingaman, President & CEO of Circulation Verification Council (CVC), believes that necessity is the mother of invention. In 1992, Tim's job was to analyze struggling newspapers and determine whether they could be saved, or should be shut down. While studying newspapers across the country Tim realized that he did not have the kind of data he needed to make important decisions and CVC was established with just 13 newspaper clients.

Circulation Verification Council (CVC) was created to meet the data needs of advertisers and publishers who struggle evaluating community newspapers, shoppers, niche publications, and magazines across the country. CVC gives an accurate picture of publications' circulation and readership so that publishers and advertisers can make informed decisions.

Today CVC now audits over 4,900 editions nationwide with a combined circulation over 76,000,000 including over 80 publications in Minnesota. Tim travels the country 26 weeks a year to talk to publishers and advertising professionals about the benefits of working with audited publications.

9:00 a.m.

For  
advertising  
staff

