

VALASSIS NSA

Docket No. MC2012-14

Docket No. R2012-8

RESPONSE OF KOKOMO TRIBUNE TO NOTICE OF INQUIRY NO. 1

The Kokomo Tribune, Howard County's only daily newspaper, is a cnhi newspaper located in Central Indiana. The Kokomo Tribune has been publishing since 1850.

We submit this declaration in support of NAA's Response to Notice of Inquiry No. 1

1. For fiscal year 2010, we estimate that advertising inserts for durable and semi-durable goods from national retailers represented 14% of total advertising revenues (including ROP, classified, and digital advertising), 0% of total print advertising revenue, and 50% of total preprint advertising revenue.

2. For fiscal year 2011, we estimate that advertising inserts for durable and semi-durable goods from national retailers represented 14% of total advertising revenues (including ROP, classified, and digital advertising), 0% of total print advertising revenue, and 47% of total preprint advertising revenue.

3. It would cause the Kokomo Tribune irrevocable financial harm that would have far reaching ramifications in our local community should the proposed agreement between the Postal Service and Valassis giving the national advertising mailer rebates off of standard postage rates come to pass. The proposed additional discount for mailing advertising inserts from national retailers that sell "durable and non-durable" goods, targets our pre-printed inserts in our Sunday edition. The revenues in question are used by the Kokomo Tribune to fund the generation of local content that is valuable to the citizens of Howard County and Central Indiana.

"I declare (or certify, verify, or state) under penalty of perjury that the foregoing is true and correct.
Executed on June 21, 2012

Robyn McCloskey
Regional Publisher
Kokomo Tribune, cnhi