

Initial Audit Period: October 1, 2023 – March 31, 2024

The Dakota Scout

114 South Main Street, Suite B-4
Sioux Falls, SD 57104
(605) 413-317

EMAIL: joe@thedakotascout.com
thedakotascout.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	4,705 (Print Edition)
Website:	Average Website Unique Users:	25,317
E-Newsletters:	Average E-Newsletter Subscribers:	4,616
	Average Open Rate:	35.0%

The Dakota Scout – Total Gross Contacts

CVC Estimated Edition Readership:	12,704
Total Digital Contacts:	26,933
Total Estimated Gross Contacts:	39,637*

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

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SD Secretary of State

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 12 Pages
Circulation Cycle:	Weekly
Ownership:	The Dakota Scout, LLC
Year Established:	2022
Publication Type:	Community Newspaper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	17% Carrier Delivery / 78% Controlled Bulk / 5% Waiting Room
Annual Mail Subscription Rate:	\$55.00
Insert Zoning Available:	No
CVC Member Number:	01-4441
DMA/MSA/CBSA:	Sioux Falls, SD / Sioux Falls, SD / Sioux Falls, SD
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2024
Mechanical Data:	Two (2) columns X 14.625" column depth Full page: 9.875" wide X 14.625" depth.
Open Rate:	Local: \$1,000.00 Full Page - \$200.00 1/8th Page National: \$1,000.00 Full Page - \$200.00 1/8th Page
Insert Open Rate:	Contact Publisher
Classified Rate:	Contact Publisher
Deadline Day & Time:	Friday by 12 Noon
Website Rates:	\$1,000.00 - \$500.00 per month, based on position
E-Newsletter Rates:	Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Joe Sneve	EMAIL: joe@thedakotascout.com
Advertising:	Joe Sneve	EMAIL: joe@thedakotascout.com
Circulation:	Joe Sneve	EMAIL: joe@thedakotascout.com

9. Verification of Distribution – Mail and Carrier Delivery Distribution

The Dakota Scout did not report mail distribution during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. The Dakota Scout reported an average carrier delivery distribution of 812 during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents.

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 The Dakota Scout’s claim of 343 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis – Not Applicable

12A. Audited Average Website Reporting - thedakotascout.com

	Monthly Audit Period Average
Website Unique Users	25,317
Website Sessions	39,243
Percent of New Users	91.5%
Website Page Views	67,344
Pages Per Visit	1.72
Average Time Spent on Website	00:01:34
Bounce Rate	39.8%

Explanatory – Website

PARAGRAPH TWELVE (A)

UNIQUE USERS: A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

PERCENT NEW USERS: The percentage of users that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

PAGE VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

12B. Audited Online/Digital Edition Reporting - Not Reported

12C. Text Media - Not Reported

12D. Social Media - Not Reported

12E. Email Media

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	4,616
Average Open Rate	35.0%
Average Click Rate	

Explanatory – Email Media, E-Newsletters & E-Blasts**PARAGRAPH TWELVE (E)**

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

12F. Video & Podcast Media - 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.



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The current status of this report expires June 30, 2025.

If this report is presented after June 30, 2025 please call the toll-free number listed below.

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

CVC Account Number: 01-4441	Thursday	The Dakota Scout Sioux Falls, SD
Audit Period Summary		
Average Net Circulation	(5-H)	4,705
Average Gross Distribution	(5-F)	5,048
Average Net Press Run	(5-A)	5,300
Audit Period Detail		
A. Average Net Press Run		5,300
B. Office / File		252
C. Controlled Distribution		
1. Carrier Delivery		812
2. Bulk Delivery / Demand Distribution		3,742
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		271
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		223
Total Average Controlled Distribution		5,048
Controlled Returns		(343)
TOTAL AVERAGE CONTROLLED CIRCULATION		4,705
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)
TOTAL AVERAGE PAID CIRCULATION		0
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)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		5,048
G. Total Unclaimed / Returns		(343)*
H. Average Net Circulation		4,705

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Statement of Legal Newspaper Ownership and Circulation 2024

Return to: Secretary of State, 500 E. Capitol, Pierre, SD 57501-5077

SD Secretary of State

1. TITLE OF NEWSPAPER <i>The Dakota Scout</i>		2. DATE <i>6-26-2024</i>
3. FREQUENCY OF ISSUE <i>Weekly</i>	3A. NO. OF ISSUES PUBLISHED ANNUALLY <i>52</i>	3B. ANNUAL SUBSCRIPTION PRICE \$ <i>0</i>
4. COMPLETE MAILING ADDRESS OF KNOWN OFFICE OF PUBLICATION (Street, City, County, State and ZIP+4 Code) (Not printers) <i>114 S. Main Ave Ste B4 Sioux Falls SD 57104</i>		
5. COMPLETE MAILING ADDRESS OF THE HEADQUARTERS OR GENERAL BUSINESS OFFICES OF THE PUBLISHER (Not printers) <i>114 S. Main Ave Ste B4 Sioux Falls SD 57104</i>		
6. FULL NAME OF PUBLISHER: <i>Joseph Sneeve + Jonathan Ellis</i>		
7. OWNER (If owned by a corporation, its name and address must be stated and list on the back of this form the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. FULL NAME COMPLETE MAILING ADDRESS		
8. KNOWN BONDHOLDERS, MORTGAGES, AND OTHER SECURITY HOLDERS OWNING OR HOLDING 1 PERCENT OR MORE OF TOTAL AMOUNT OF BONDS, MORTGAGES OR OTHER SECURITIES (If there are none, so state. If more space is needed, list on back of this form.) <i>See back</i>		
9. EXTENT AND NATURE OF CIRCULATION	AVERAGE NO. COPIES EACH ISSUED PRECEDING 12 MONTHS	ACTUAL NO. COPIES ISSUED NEAREST TO FILING DATE
A. TOTAL NO. COPIES (Net Press Run Plus Paid Electronic Copies)	<i>5300</i>	<i>5000</i>
B. PAID AND/OR REQUESTED CIRCULATION		
1. Sales through dealers and carriers, street vendors, and counter sales.	<i>0</i>	<i>0</i>
2. Mail Subscription (Paid and or requested)	<i>0</i>	<i>0</i>
3. Paid Electronic Copies	<i>0</i>	<i>0</i>
C. TOTAL PAID AND/OR REQUESTED CIRCULATION (Sum of 9B1, 9B2 and 9B3.)	<i>0</i>	<i>0</i>
D. FREE DISTRIBUTION		
1. BY MAIL, CARRIER OR OTHER MEANS	<i>5300</i>	<i>5000</i>
2. SAMPLES, COMPLIMENTARY AND OTHER FREE COPIES	<i>NA</i>	<i>NA</i>
E. TOTAL DISTRIBUTION (Sum of C, D1 and D2)	<i>5300</i>	<i>5000</i>
F. COPIES NOT DISTRIBUTED		
1. Office use, left over, unaccounted, spoiled after printing	<i>0</i>	<i>0</i>
2. Return from News Agents	<i>343</i>	<i>300</i>
G. TOTAL (Sum of E, F1 and F2 - Should equal total shown in A.)	<i>4957</i>	<i>4700</i>

Statement must be signed by Publisher, Business Manager, or Owner in the presence of a Notary Public I swear that the statements made by me are true, correct, and complete:

[Signature]
(Signature)

Publisher
(Title)

State of South Dakota)
County of *MINNEHAWKA*)

Sworn to before me this *27* day of *JUNE*, 2024
Heather S. Brunsting
Notary Public

(Seal) 

My commission expires: *7/14/2026*