



Hometown VALUES

Preferred Mail Advertising

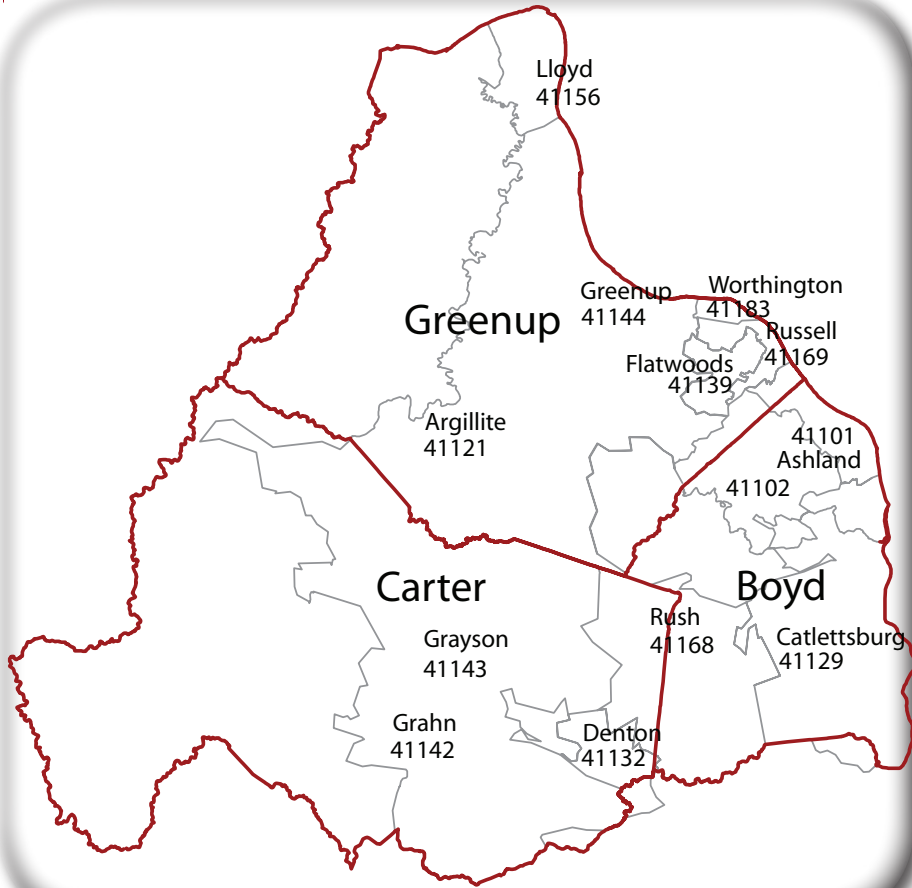
Phone: 304.736.6466

Fax: 304.736.2378

www.preferredmailadvertising.com

Ashland, KY • 41,507 Households

Hometown Values Wrap • Weekly Friday/Saturday In Home Dates



2012 Schedule

Issue Date	In Home Date	Printed Material Due
January 2012	Dec. 30/31	Dec. 15
January 2012	Jan. 13/14	Dec. 29
February 2012	Jan. 27/28	Jan. 18
March 2012	Mar. 02/03	Feb. 16
April 2012	Mar. 30/31	Mar. 15
April 2012	Apr. 13/14	Mar. 29
May 2012	Apr. 27/28	Apr. 18
June 2012	June 01/02	May 16
July 2012	June 29/30	Jun. 15
August 2012	July 27/28	Jul. 18
August 2012	Aug. 17/18	Aug. 02
September 2012	Aug. 31 Sept. 01	Aug. 15
October 2012	Sept. 28/29	Sept. 14
October 2012	Oct. 12/13	Sept. 27
November 2012	Nov. 02/03	Oct. 17
December 2012	Nov. 30 Dec. 01	Nov. 14

ASHLAND Market Distribution Profile

Zip	Town	Households	Zip	Town	Households
41101	Ashland	8,573	41142	Grahn	106
41102	Ashland	8,544	41143	Grayson	5,934
41121	Argillite	752	41144	Greenup	4,567
41129	Catlettsburg	4,199	41168	Rush	1,245
41132	Denton	167	41169	Russell	2,658
41139	Flatwoods	4,032	41183	Worthington	730

Total Distribution 41,507

Schedule is Tentative and Subject to change