



# Hometown VALUES

## Preferred Mail Advertising

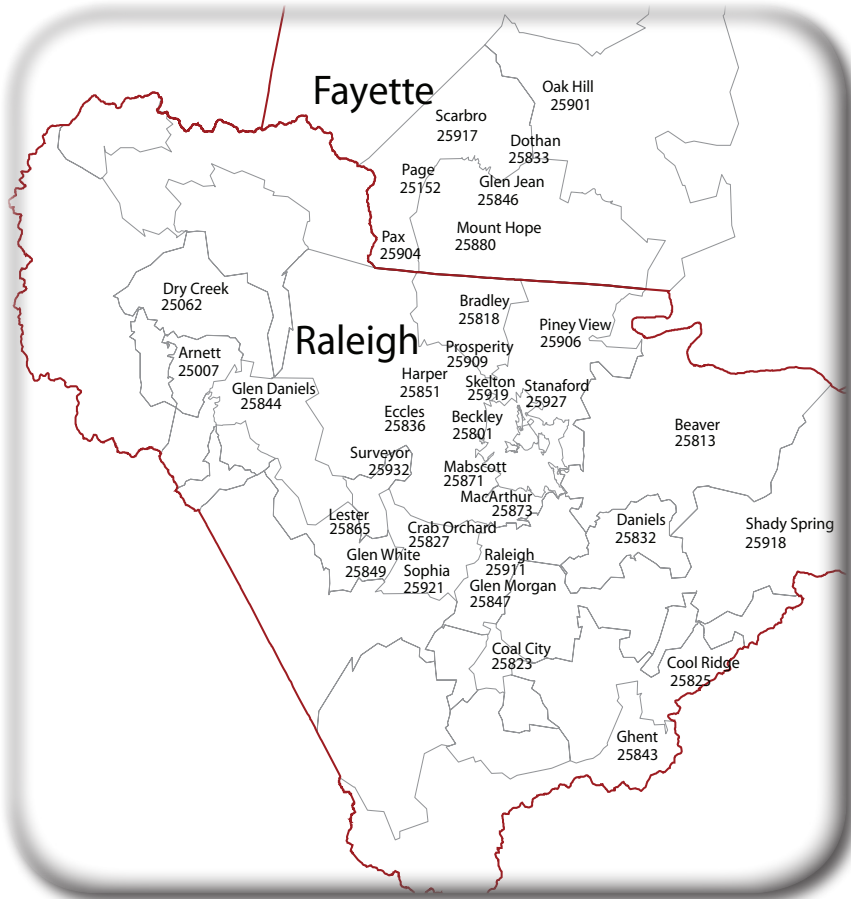
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www.preferredmailadvertising.com

## Beckley, WV • 40,057 Households

Hometown Values Wrap • Monthly Thursday/Friday In Home Dates



## 2012 Market Schedule

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

## BECKLEY Market Distribution Profile

Zip	Town	Households	Zip	Town	Households
25007	Arnett	245	25865	Lester	517
25062	Dry Creek	127	25871	Mabscott	587
25152	Page	115	25873	MacArthur	476
25801	Beckley	14,057	25880	Mount Hope	2,489
25813	Beaver	2,757	25901	Oak Hill	5,279
25818	Bradley	544	25904	Pax	227
25823	Coal City	1,012	25906	Piney View	215
25825	Cool Ridge	959	25909	Prosperity	350
25827	Crab Orchard	1,429	25911	Raleigh	163
25832	Daniels	2,011	25917	Scarbro	966
25836	Eccles	233	25918	Shady Spring	1,822
25843	Ghent	448	25919	Skelton	141
25844	Glen Daniel	629	25921	Sophia	1,166
25846	Glen Jean	317	25927	Stanaford	195
25849	Glen White	140	25932	Surveyor	187
25851	Harper	254			

### Total Distribution 40,057

Schedule is Tentative and Subject to change