



Hometown VALUES

Preferred Mail Advertising

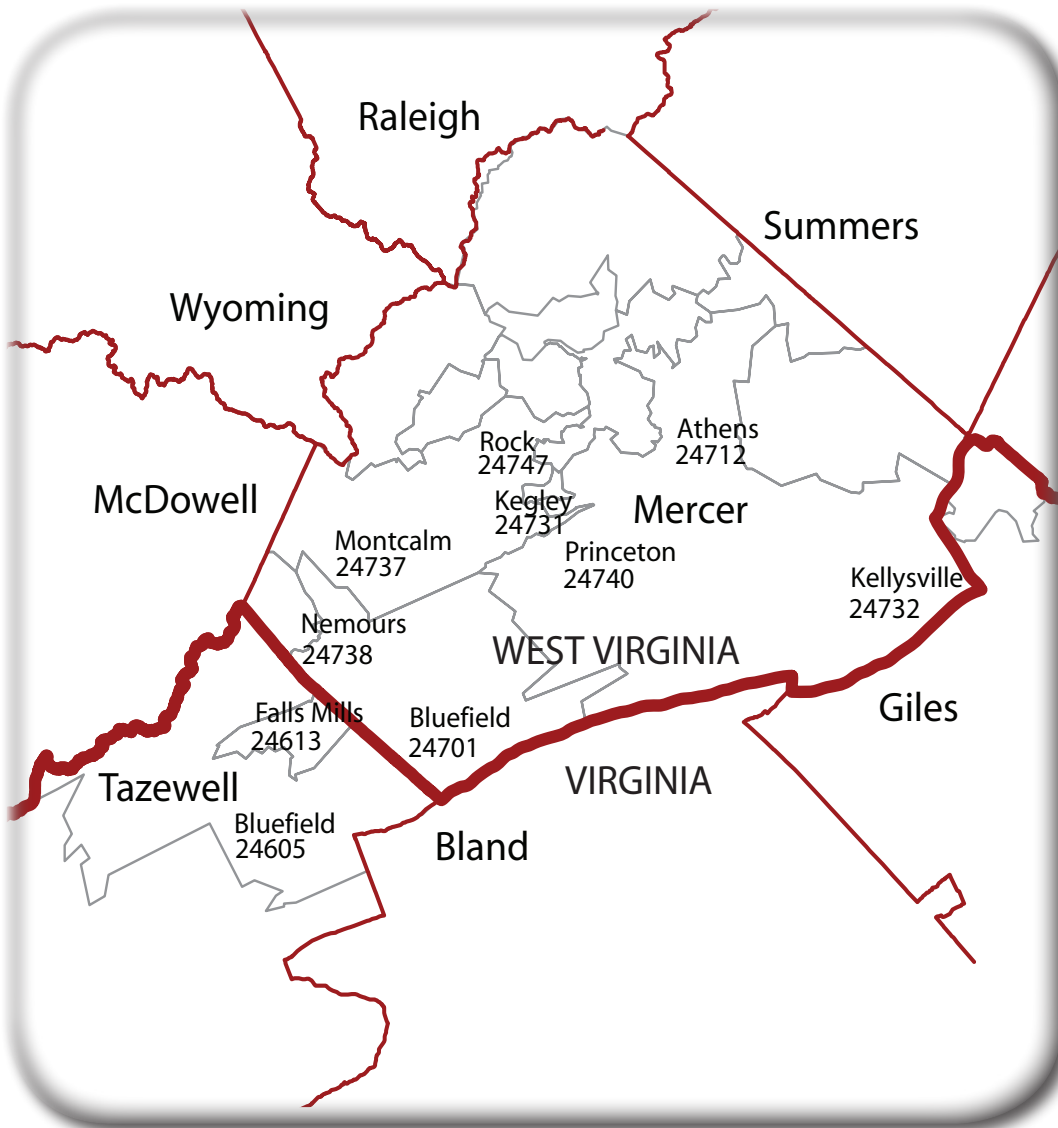
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www.preferredmailadvertising.com

Bluefield, WV • 32,873 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

BLUEFIELD/PRINCETON Market Distribution Profile

Zip	Town	Households	Zip	Town	Households
24605	Bluefield, VA	4,408	24737	Montcalm, WV	446
24613	Falls Mills, VA	522	24738	Nemours, WV	101
24701	Bluefield, WV	10,608	24739	Princeton, WV	5,494
24712	Athens, WV	968	24740	Princeton, WV	8,936
24731	Kegley, WV	284	24747	Rock, WV	1,036
24732	Kellysville, WV	70			

Total Distribution 32,873

Schedule is Tentative and Subject to change