



Hometown VALUES

Preferred Mail Advertising

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Portsmouth, OH • 33,500

Hometown Values Wrap • Monthly Tue/Wed In-Home Dates

2012 Schedule



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

PORTSMOUTH Market Distribution Profile

Zip	Town	Households	Zip	Town	Households
45629	Franklin Furnace	1,391	45657	Otway	1,061
45630	Friendship	242	45662	Portsmouth	13,295
45636	Haverhill	44	45663	West Portsmouth	2,835
45648	Lucasville	5,005	45677	Scioto Furnace	85
45652	McDermott	1,435	45682	South Webster	1,029
45653	Minford	1,800	45694	Wheelersburg	5,278

Total Distribution 33,500

Schedule is Tentative and Subject to change