



# Preferred Mail Advertising

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## Ripley, WV • 17,976 Households

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

## RIPLEY Market Distribution Profile

Zip	Town	Households	Zip	Town	Households
25231	Avent	28	25262	Millwood	428
25239	Cottageville	780	25264	Mount Alto	168
25241	Evans	773	25271	Ripley	4,350
25244	Gay	305	25275	Sandyville	994
25245	Given	378	25276	Spencer	3,720
25248	Kenna	1,438	26164	Ravenswood	4,149
25252	Le Roy	465			

**Total Distribution 17,976**

Schedule is Tentative and Subject to change