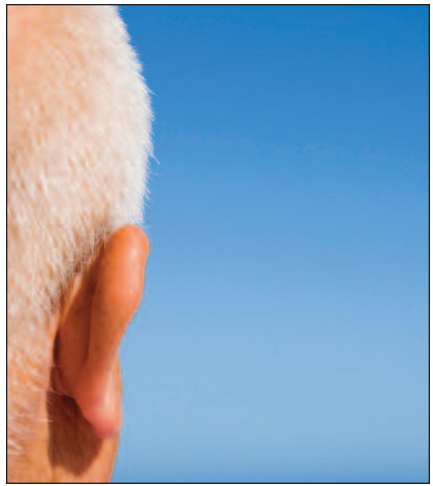


We heard ya.



Your results are loud 'n clear.
The vast majority of you still
rank community papers
as your reliable source.

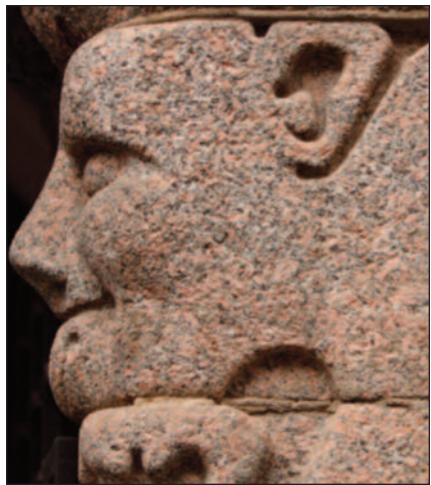
**Thank you for
your ongoing
loyalty.**

YOUR LOGO HERE

78%
of those surveyed
read **MOST** or
ALL of their
community
newspaper.

Source: National Newspaper Association 2010 Readership Survey
of community papers with circulation of 8,000 or less.

Listen buddy.



'ears the truth & nuthin' but the truth.

**You love to share
your local paper!**

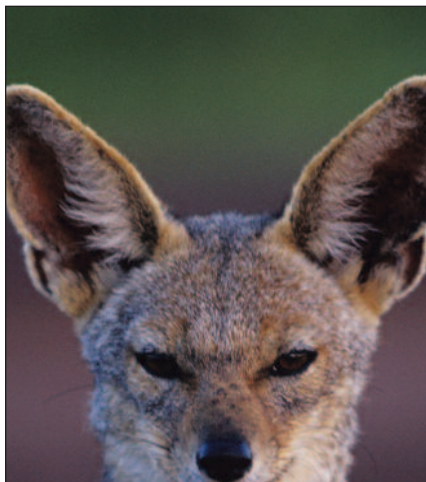
Now that's good bang
for your advertising buck.

YOUR LOGO HERE

A community
newspaper is
shared with an
average of
3.3
PEOPLE

Source: National Newspaper Association 2010 Readership Survey
of community papers with circulation of 8,000 or less.

Ears the truth.



We hear ya Minnesota.

When you sit down with the paper,
you *really* lend us an ear!

Proud to be the leading source
to advertise your
goods & services.

YOUR LOGO HERE

37.5
MINUTES
is the average
time spent
reading a
community paper.

Source: National Newspaper Association 2010 Readership Survey
of community papers with circulation of 8,000 or less.