

Direct Mail Market Area

Total Households Reached:

136,600

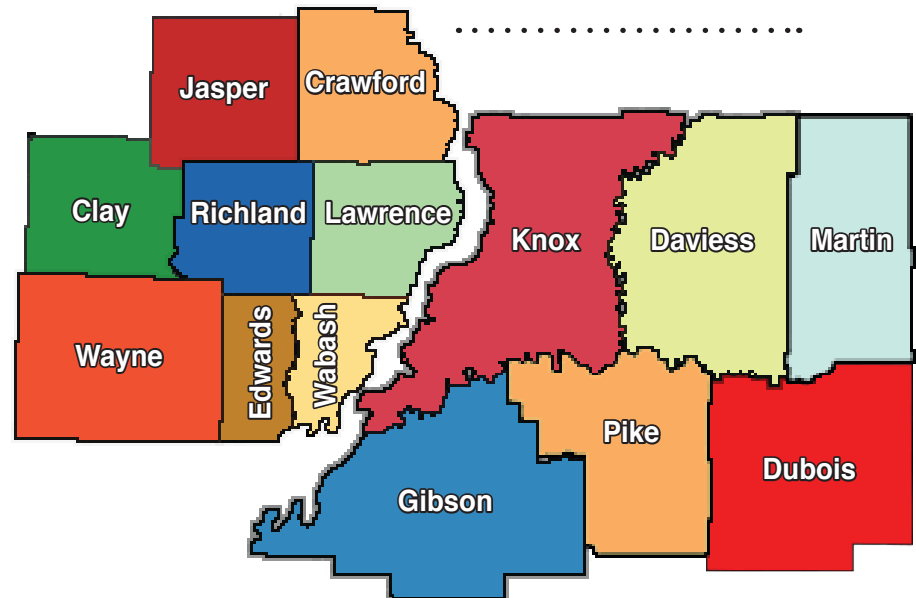
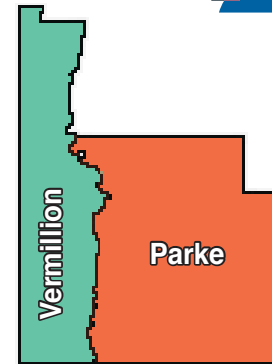
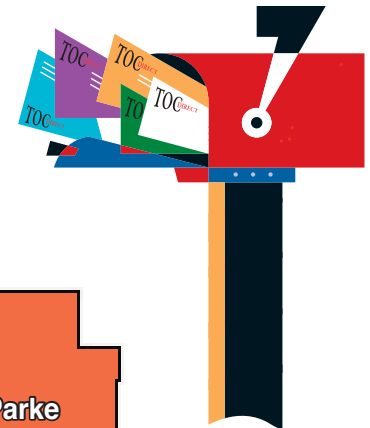
Indiana Counties:

Daviess	11,946
Gibson	14,899
Eberfeld*	1,134
*Just outside of Gibson County	
Knox.....	16,523
Martin.....	5,433
Pike	5,266
Parke/Vermillion.....	14,249
Dubois	19,204

Illinois Counties:

Crawford.....	8,656
Edwards.....	3,431
Lawrence	6,244
Wabash.....	5,194
Wayne	7,247
Richland	7,324
Clay	6,079
Jasper.....	3,771

See other side for breakdown by ZIP Code



In Indiana:

DAVISS COUNTY:

Cannelburg, IN	47519	221
Elnora, IN	47529	431
Montgomery, IN	47558	1,564
Odon, IN	47562	1,775
Plainville, IN	47568	355
Washington, IN	47501	7,600
TOTAL		11,946

GIBSON COUNTY:

Buckskin, IN	47647	21
Ft. Branch, IN	47648	2,052
Franisco, IN	47649	620
Haubstadt, IN	47639	1,948
Hazelton, IN	47640	430
Mackey, IN	47654	25
Oakland City, IN	47660	2,089
Owensville, IN	47665	1,545
Patoka, IN	47666	617
Princeton, IN	47670	5,552
TOTAL		14,899

Eberfeld, IN	47613	1,134
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*Just outside of Gibson County

KNOX COUNTY:

Bicknell, IN	47512	1,818
Bruceville, IN	47516	541
Decker, IN	47524	231
Edwardsport, IN	47528	268
Freelandville, IN	47535	214
Monroe City, IN	47557	573
Oaktown, IN	47561	690
Ragsdale, IN	47573	24
Sandborn, IN	47578	313
Vincennes, IN	47591	11,318
Westphalia, IN	47596	99
Wheatland, IN	47597	434
TOTAL		16,523

DUBOIS COUNTY:

Birdseye	47513	963
Celestine	47521	422
Dubois	47527	828
Ferdinand	47532	1,967
Holland	47541	554
Huntingburg	47542	4,331
Jasper	47546	9,474
Ireland	47545	94
Schnellville	47580	112
St. Anthony	47575	459
TOTAL		19,204

MARTIN COUNTY:

Crane, IN	47522	156
Loogootee, IN	47553	3,551
Shoals, IN	47581	1,726
TOTAL		5,433

PIKE COUNTY:

Otwell, IN	47564	648
Petersburg, IN	47567	2,652
Spurgeon, IN	47584	61
Stendal, IN	47585	193
Velpen, IN	47590	304
Winslow, IN	47598	1,408
TOTAL		5,266

PARKE/VERMILLION MARKET:

Blanford, IN	47831	106
Bloomington, IN	47832	421
Bridgeton, IN	47836	29
Clinton, IN	47842	4,422
Dana, IN	47847	495
Hillsdale, IN	47854	332
Kingman, IN	47952	1,236
Marshall, IN	47859	404
Mecca, IN	47860	101
Montezuma, IN	47862	682
Newport, IN	47966	264
Rockville, IN	47872	3,464
Rosedale, IN	47874	1,467
St. Bernice, IN	47875	90
Shepardsville, IN	47880	30
Universal, IN	47884	129
Waveland, IN	47989	577
TOTAL		14,249

In Illinois:

RICHLAND COUNTY:

Calhoun, IL	62419	183
Claremont, IL	62421	301
Dundas, IL	62425	237
Noble, IL	62868	796
Olney, IL	62450	5,636
Parkersburg, IL	62452	171
TOTAL		7,324

CRAWFORD COUNTY:

Annapolis, IL	62413	175
Flat Rock, IL	62427	723
Hutsonville, IL	62433	451
Oblong, IL	62449	1,363
Palestine, IL	62451	969
Robinson, IL	62454	4,758
Stoy, IL	62464	47
West York, IL	62478	170
TOTAL		8,656

EDWARDS COUNTY:

Albion, IL	62806	1,475
Bone Gap, IL	62815	148
Browns, IL	62818	153
Grayville, IL	62844	924
West Salem, IL	62476	731
TOTAL		3,431

LAWRENCE COUNTY:

Bridgeport, IL	62417	1,249
Lawrenceville, IL	62439	3,554
St. Francisville, IL	62460	495
Sumner, IL	62466	946
TOTAL		6,244

WABASH COUNTY:

Allendale, IL	62410	397
Mt. Carmel, IL	62863	4,494
TOTAL		5,194

WAYNE COUNTY:

Barnhill, IL	62809	115
Cisne, IL	62823	773
Ellery, IL	62833	151
Fairfield, IL	62837	4,119
Geff, IL	62842	335
Golden Gate, IL	62843	44
Johnsonville, IL	62850	153
Keenes, IL	62851	150
Mt. Erie, IL	62446	184
Rinard, IL	62878	143
Sims, IL	62886	161
Wayne City, IL	62895	919
TOTAL		7,247

JASPER:

CLAY:

3,771
6,079