

Portsmouth														
Portsmouth Times			7/17	7/24	1/4	\$8.19	\$13.27	\$5.46	39%	60	14,123	0.01	\$327.60	
Portsmouth Times Sunday			7/19	7/26	1/4	\$8.19	\$12.27	\$10.93	34%	60	15,666	0.02	\$655.80	
Huntington, WV														
Huntington Herald Dispatch		7/15	7/22	7/29	1/4	\$21.52	\$50.66	\$21.06	48%	90	37,174	0.02	\$1,895.40	
Huntington Herald Dispatch		7/17	7/24	7/31	1/4	\$43.26	\$52.16	\$42.17	28%	90	40,000	0.04	\$3,795.30	
Jackson														
Jackson Times	7/10	7/17	7/24	7/31	1/4	\$6.20	\$8.41	\$5.70	27%	120	8,000	0.03	\$684.00	
Waverly														
News Watchman	7/10	7/17	7/24	7/31	1/4	\$4.90	\$5.36	\$4.25	8%	120	5,100	0.04	\$510.00	
Ironton														
Ironton Tribune	7/8	7/15	7/22	7/29	1/4	\$9.50	\$13.97	\$8.00	32%	126	5,700	0.07	\$1,008.00	
Sunday	7/10	7/17	7/24	7/31	1/4	\$9.13	\$14.00	\$7.94	28%	126	6,300	0.06	\$1,000.44	
Saturday Extra	7/9	7/16	7/23	7/30	1/4		\$4.75	\$2.00		126			\$252.00	
Ashland														
Ashland Independent		7/15	7/22	7/29		\$19.75	\$25.25	\$13.25		90	20,000	0.02	\$1,192.50	
Independent Sunday		7/17	7/24	7/31		\$20.71	28.63	\$17.68		90			\$1,591.20	
													\$15,481.92	
Central Ohio														
New Philadelphia														
Times Reporter	7/8	7/15	7/22	7/29	1/4	\$14.95	\$23.07	\$14.20	12%	120	16,130	0.04	\$1,704.00	
Times Reporter Sunday	7/10	7/17	7/24	7/31	1/4	16.35	\$25.14	\$15.44	4%	120	18,000	0.04	\$1,852.80	
Newark (Network Newspapers)														
The Advocate (Network newspapers)		7/15	7/22	7/29									\$2,539.17	
Advocate Sunday	7/10	7/17	7/24	7/31	1/4	\$7.40	\$16.07		40%	0	22,743	0.00		
Marion														

Marion Star (Network newspaper)		7/7	7/14	7/21	7/28	1/4	\$8.60	\$11.50		38%	120	14,665	0.05	\$1,790.34
Star Sunday		7/10	7/17	7/24	7/31	1/4	\$9.90	\$11.50		20%	120	16,000	0.00	
Coshocton														
Tribune (network newspaper)		7/7	7/14	7/21	7/28	1/4	\$5.30	\$6.50	\$8.65	37%		7,517	0.05	\$1,021.89
Tribune Sunday		7/10	7/17	7/24	7/31	1/4	\$5.20	\$6.50	\$8.65	20%	120	8,000	0.00	
Cambridge		free	free	free	free									
Daily Jeffersonian		7/14/15	7/21/22	7/28/29	8/4/05		\$9.40	\$10.83	\$0.00		120			\$0.00
Sunday						1/4	\$9.40	\$10.83	\$8.60	33%	0	30,000		
TV Guide Back Cover (2nd week monthl		7/10	7/17	7/24	7/31		\$325 per week			33%	120	30,000	0.00	\$1,300.00
Media	Creative Video/ H.S.I.	Run Dates	Run Dates	Run Dates	Run Dates	Sz/ad					30			
Mineva (Combo)														
Press News (Malvern/Waynesburg)												2,200	0.00	
Minerva Newsleader			7/14	7/21	7/28	1/4	\$14.72	n/a		33%	90	4400	0.12	\$1,324.80
Mr. Thrifty (Carolltonr)			7/14	7/21	7/28	1/4					90			
Mr. Thrifty (Minerva)			7/15	7/22	7/29	1/4					90	16,600		
Alliance Review			7/14	7/21	7/28	1/4					90	13,000	0.00	
														\$11,533.00
Western Ohio														
Northeast														
Fulton County														
Archbold Buckeye				7/20	7/27	1/4	\$7.15	\$8.15	\$7.15	13%	60	3,000	0.06	\$429.00
front page				7/20	7/27									\$71.50
Defiance														
Crescent News			7/15	7/22	7/29	1/4	\$8.35	\$8.35	\$6.40	0%	90	17,800	0.01	\$576.00
Crescent News Sunday			7/17	7/24	7/31	1/4	\$8.85	\$8.85	\$8.40	20%	90	17,800	0.02	\$756.00
Williams County														
The Bryan Times			7/15	7/22	7/29	1/4	\$6.08	\$7.60	\$4.56	21%	90	11,100	0.01	\$410.40
Times Saturday			7/16	7/23	7/30				\$7.60		90			\$684.00

