

# Shopper Networks



| Network                      | 25-word Rate | Additional Words | Circulation | Publications |
|------------------------------|--------------|------------------|-------------|--------------|
| Alabama                      |              |                  |             |              |
| Mobile                       | \$179        | \$7.00           | 290,000     | 10           |
| Network I                    | \$129        | \$5.00           | 200,000     | 14           |
| Alabama/Arkansas/Mississippi | \$429        | \$15.00          | 650,000     | 46           |
| Alaska                       | \$419        | \$15.00          | 155,000     | 9            |
| Arizona                      |              |                  |             |              |
| Network I                    | \$319        | \$10.00          | 460,000     | 32           |
| Network II                   | \$299        | \$10.00          | 470,000     | 14           |
| Network III (NW)             | \$129        | \$5.00           | 133,000     | 15           |
| Arkansas                     | \$179        | \$10.00          | 265,000     | 22           |
| California                   | \$459        | \$15.00          | 950,000     | 19           |
| Colorado                     | \$99         | \$7.00           | 200,000     | 8            |
| Connecticut                  | \$199        | \$10.00          | 215,000     | 19           |
| Dakota Metro                 | \$109        | \$7.00           | 210,000     | 6            |
| Delaware                     | \$129        | \$5.00           | 280,000     | 10           |
| Farm/Ag                      | \$359        | \$12.00          | 475,000     | 12           |
| Florida                      | \$269        | \$10.00          | 480,000     | 13           |
| Georgia                      |              |                  |             |              |
| Network I                    | \$239        | \$10.00          | 400,000     | 17           |
| Network II                   | \$189        | \$7.00           | 300,000     | 17           |
| Network III (Atlanta)        | \$199        | \$10.00          | 560,000     | 23           |
| Hawaii                       | \$49         | \$3.00           | 60,000      | 3            |
| Hispanic/Latino              |              |                  |             |              |
| Network I                    | \$609        | \$17.00          | 1,750,000   | 13           |
| Network II                   | \$589        | \$15.00          | 800,000     | 9            |
| Idaho                        | \$79         | \$5.00           | 115,000     | 10           |
| Illinois                     |              |                  |             |              |
| Chicago                      | \$239        | \$10.00          | 675,000     | 7            |
| Network I                    | \$199        | \$10.00          | 465,000     | 33           |
| Network II                   | \$189        | \$10.00          | 325,000     | 18           |
| Network III                  | \$249        | \$10.00          | 575,000     | 41           |
| TMC                          | \$699        | \$20.00          | 1,800,000   | 101          |

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| Indiana            |              |                  |             |              |
| Network I          | \$159        | \$7.00           | 375,000     | 19           |
| Network II         | \$89         | \$5.00           | 100,000     | 5            |
| Iowa               | \$279        | \$10.00          | 575,000     | 29           |
| Kansas             | \$119        | \$7.00           | 100,000     | 10           |
| Kentucky           |              |                  |             |              |
| Network I          | \$179        | \$7.00           | 175,000     | 9            |
| Network II         | \$149        | \$5.00           | 125,000     | 18           |
| Louisiana          | \$159        | \$7.00           | 290,000     | 23           |
| Maine              | \$199        | \$10.00          | 275,000     | 21           |
| Maryland           | \$339        | \$12.00          | 900,000     | 27           |
| Massachusetts      | \$179        | \$7.00           | 235,000     | 5            |
| Michigan           | \$329        | \$10.00          | 575,000     | 8            |
| Minnesota          |              |                  |             |              |
| Metro              | \$589        | \$14.00          | 650,000     | 26           |
| Network II         | \$299        | \$10.00          | 585,000     | 23           |
| Network III        | \$329        | \$12.00          | 200,000     | 23           |
| Mississippi        | \$169        | \$7.00           | 190,000     | 14           |
| Missouri           |              |                  |             |              |
| Network I          | \$229        | \$10.00          | 475,000     | 52           |
| Network II         | \$129        | \$5.00           | 180,000     | 12           |
| Montana            | \$99         | \$5.00           | 145,000     | 7            |
| Nationwide Network | \$1,579      | \$50.00          | 3,750,000   | 117          |
| Nebraska           |              |                  |             |              |
| Network I          | \$159        | \$7.00           | 400,000     | 19           |
| Network II         | \$189        | \$7.00           | 285,000     | 13           |
| New England        | \$359        | \$15.00          | 460,000     | 33           |
| New Hampshire      |              |                  |             |              |
| Network I          | \$229        | \$10.00          | 240,000     | 17           |
| Network II         | \$259        | \$10.00          | 350,000     | 21           |
| New Jersey         | \$149        | \$5.00           | 125,000     | 17           |
| New Mexico         | \$229        | \$10.00          | 300,000     | 22           |

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| New York                 |              |                  |             | 26           |
| Network II               | \$359        | \$10.00          | 900,000     | 43           |
| Network III (Syracuse)   | \$189        | \$7.00           | 218,000     | 23           |
| Network IV (Long Island) | \$229        | \$10.00          | 125,000     | 23           |
| North Carolina           |              |                  |             |              |
| Network I                | \$159        | \$7.00           | 375,000     | 13           |
| Network II               | \$169        | \$7.00           | 265,000     | 13           |
| North Dakota             | \$119        | \$7.00           | 190,000     | 12           |
| Northwest United States  |              |                  |             |              |
| Network II               | \$489        | \$17.00          | 635,000     | 24           |
| Network III              | \$289        | \$7.00           | 650,000     | 25           |
| Ohio                     |              |                  |             |              |
| Network I                | \$189        | \$10.00          | 480,000     | 22           |
| Network II               | \$179        | \$10.00          | 475,000     | 22           |
| Network III              | \$249        | \$10.00          | 385,000     | 20           |
| Oklahoma                 | \$279        | \$10.00          | 515,000     | 65           |
| Pennsylvania             |              |                  |             |              |
| East I                   | \$159        | \$7.00           | 415,000     | 19           |
| East II                  | \$189        | \$7.00           | 475,000     | 17           |
| Network II               | \$259        | \$10.00          | 625,000     | 24           |
| Rocky Mountains          | \$299        | \$10.00          | 530,000     | 27           |
| South Carolina           | \$159        | \$10.00          | 300,000     | 18           |
| South Dakota             | \$199        | \$8.00           | 270,000     | 9            |
| Tennessee                | \$249        | \$10.00          | 400,000     | 19           |
| Texas                    |              |                  |             |              |
| Dallas                   | \$179        | \$7.00           | 270,000     | 8            |
| Houston                  | \$339        | \$10.00          | 610,000     | 15           |
| Outstate                 | \$339        | \$12.00          | 875,000     | 30           |
| Vermont                  | \$139        | \$7.00           | 110,000     | 14           |
| Virginia                 |              |                  |             |              |
| Network I                | \$289        | \$10.00          | 365,000     | 18           |
| Network II               | \$389        | \$12.00          | 275,000     | 18           |
| Washington               | \$499        | \$17.00          | 550,000     | 9            |
| West Virginia            | \$199        | \$10.00          | 470,000     | 18           |

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| Wisconsin |              |                  |             |              |
| Milwaukee | \$219        | \$12.00          | 865,000     | 12           |
| Network I | \$299        | \$10.00          | 1,025,000   | 69           |
| Wyoming   | \$99         | \$5.00           | 140,000     | 9            |