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ADVISOR

MARKETING LLC

**Publishers of Tri-County Advisor
and the Coulee Advisor**

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YOUR MARKETING SPECIALIST

CARY KUESTER

2011 Publication Dates:

January 18-20

April 18-20

September 12-14

Ad Deadline is 30 Days before Publication Date



COULEE ADVISOR DIRECT MAILS TO 50,000+ HOMES & BUSINESSES

COULEE ADVISOR ADVERTISING RATES

<u>CIRCULATION</u>	<u>FULL</u>	<u>1/2 PAGE</u>	<u>1/4 PAGE</u>	<u>1/8 PAGE</u>
50,000	\$1650	\$1000	\$725	\$475

LA CROSSE COUNTY (50,000+) Circulation Includes:

Holmen, La Crosse City & Rural, Onalaska, West Salem

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TRI-COUNTY ADVISOR DIRECT MAILS TO 100,000+ HOMES & BUSINESSES

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25,000 (Chippewa or Dunn)	\$1000	\$850	\$550	\$300
50,000 (Eau Claire)	\$1650	\$1000	\$725	\$475
75,000	\$2200	\$1500	\$1000	\$675
100,000	\$3100	\$2000	\$1350	\$850

CHIPPEWA COUNTY (25,000+) Circulation Includes:

Bloomer, Boyd, Cadott, Chippewa Falls, Cornell, Holcombe, Jim Falls, New Auburn, Stanley

DUNN COUNTY (25,000+) Circulation Includes:

Boyceville, Colfax, Downing, Downsfield, Durand, Eau Galle, Elk Mound, Glenwood City, Knapp, Menomonie, Mondovi, Rock Falls, Wheeler, Wilson

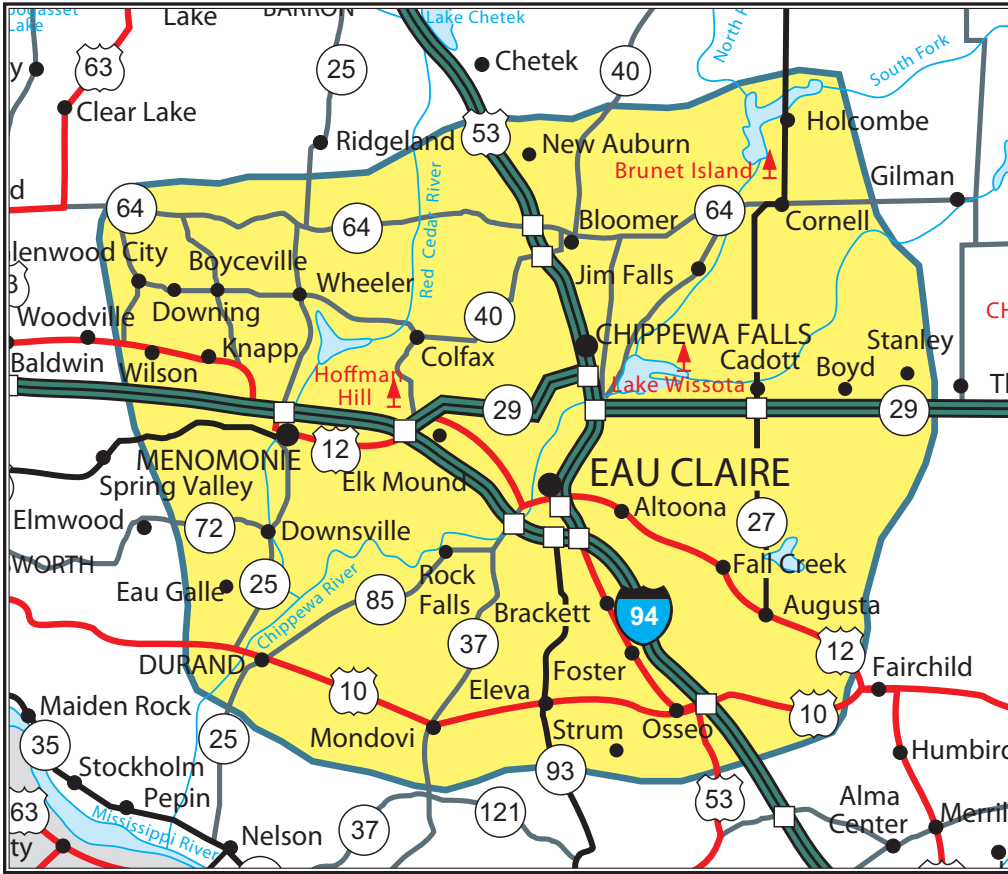
EAU CLAIRE COUNTY (50,000+) Circulation Includes:

Altoona, Augusta, Eau Claire City & Rural, Eleva, Fall Creek, Osseo, Strum

**30
CITIES**

EFFECTIVE FULL COLOR DIRECT MAIL ADVERTISING

TRI-COUNTY ADVISOR IS THE ONLY DIRECT MAIL PUBLICATION TO 100,000+ HOMES & BUSINESSES

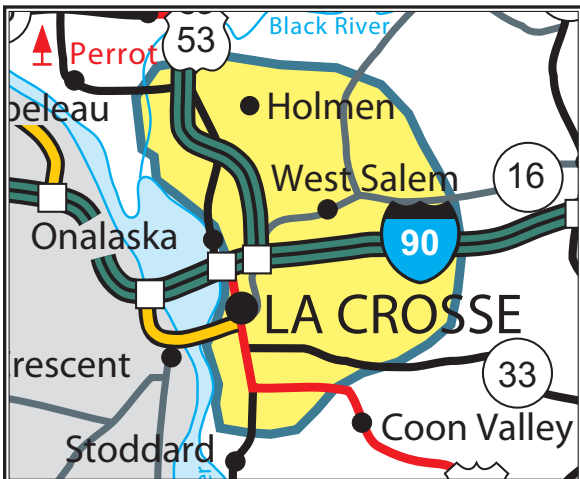


COMBINED CIRCULATION: 156,245

TRI-COUNTY ADVISOR CIRCULATION

EC, CHIP, DUNN	103,312
EC & CHIP	76,984
EC & DUNN	76,755
CHIP & DUNN	52,885

Bloomer - 54724	3,154	Altoona - 54720	3,448	Boyceville - 54725	1,269
Boyd - 54726	736	Augusta - 54722	1,570	Colfax - 57430	2,157
Cadott - 54727	2,019	Eau Claire - 54701	19,605	Downing - 54734	344
Chippewa Falls - 54729	14,386	Eau Claire - 54702	1,246	Downsville - 54735	53
Cornell - 54732	1,289	Eau Claire - 54703	18,442	Durand - 54736	1,986
Holcombe - 54745	1,151	Eleva - 54738	1,345	Eau Galle - 54737	211
Jim Falls - 54748	527	Fall Creek - 54742	1,801	Elk Mound - 54739	1,865
New Auburn - 54757	1,360	Osseo - 54758	2,030	Glenwood City - 54013	1,504
Stanley - 54768	1,935	Strum - 54770	940	Knapp - 54749	550
CHIPPEWA COUNTY	26,557	EAU CLAIRE COUNTY	50,427	Menomonie - 54751	12,176
				Mondovi - 54755	3,245
				Rock Falls - 54764	19
				Wheeler - 54772	518
				Wilson - 54027	431
				DUNN COUNTY	26,328



COULEE ADVISOR MAILES TO 50,000+ HOMES & BUSINESSES

COULEE ADVISOR CIRCULATION

Holmen - 54636	5,445
La Crosse - 54601	25,147
La Crosse - 54602	1,283
La Crosse - 54603	7,346
Onalaska - 54650	10,433
West Salem - 54669	3,279
COULEE CIRCULATION	52,933