

You're Covered, Northwest Illinois And Sabula, IA, too

As of September 23, 2009, more people than ever have been reading The Prairie Advocate News. Morrison, Illinois is the newest addition to the Prairie Advocate family of communities.

With the addition of over 3,400 homes and businesses in Morrison, the Prairie Advocate News now has a circulation of over 15,700 newspapers delivered every week in Carroll, Jo Daviess, Whiteside, Stephenson, and Ogle counties in Illinois, and Sabula, Iowa.

“We are pleased to be able to bring the fine folks of Morrison our free community newspaper every week,” said PA publisher Tom Kocal who bought the publication in 1975 and has 35 years of experience. “The Prairie Advocate started as a 900-circulation shopper’s guide in 1937, and has now grown to become one of the largest circulation, free community newspapers in Northwest Illinois. All of us at the paper are grateful for the opportunity to serve the 20 hometowns in our distribution area. (see map below)

“We never could have grown without the tremendous support of our local business communities,” Kocal added. “And changing from ‘The Advertiser’ to the ‘Advocate’ has been due in great part to being a grass-roots newspaper. Our readers have always sent us great news tips about their home towns, feature ideas, letters to the editor, commentary, and news

releases about their businesses, churches, and other social organizations. We want this relationship to continue.”

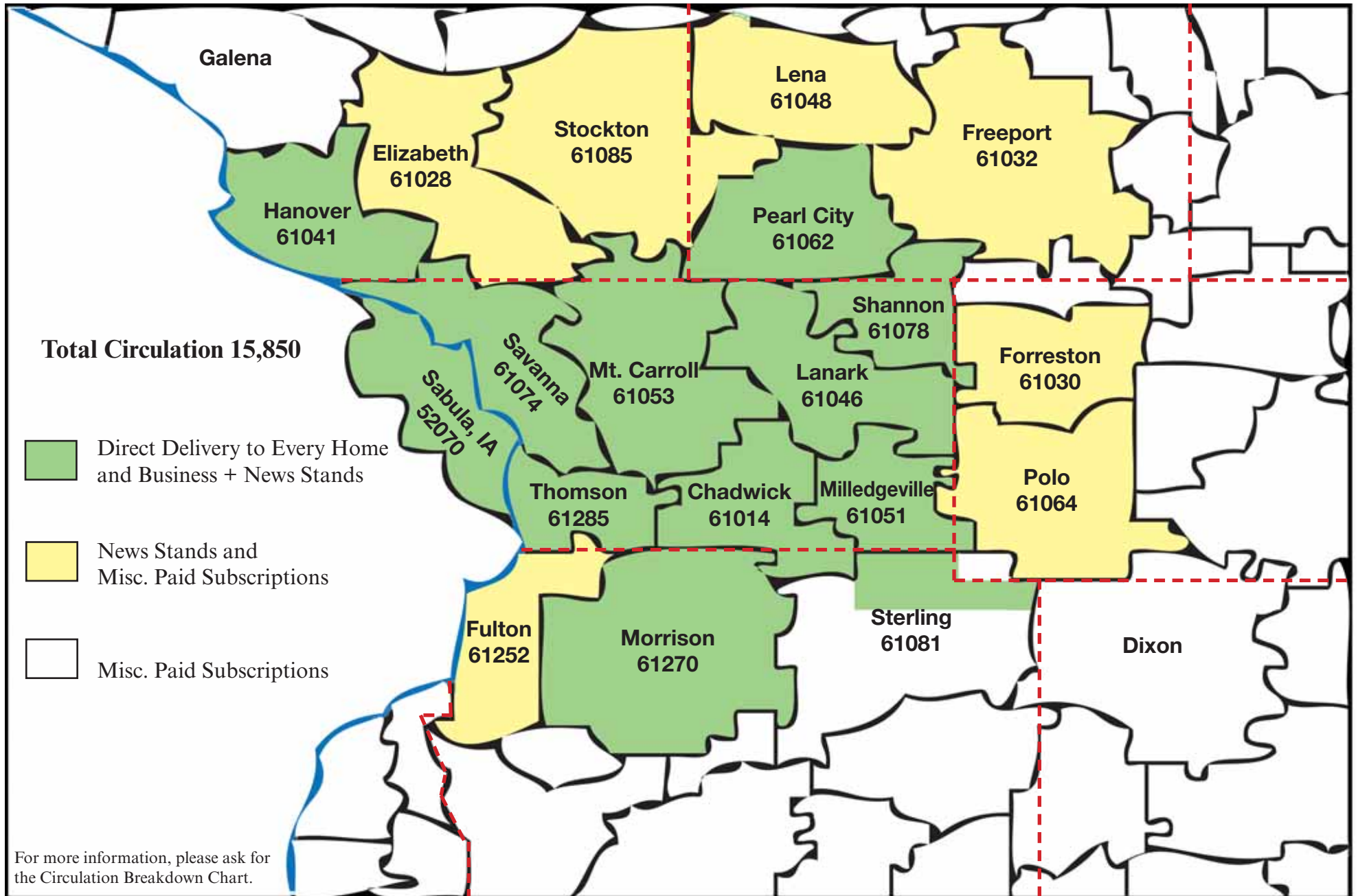
The web site of The Prairie Advocate News has been online for over 11 years, and offers even more information than you’ll see in the print version. Exclusive videos, ad banners, flip-pages where you can view the print version with all the advertising and links to local, regional, and national web sites help you become more informed and empowered. Visit us at www.PACC-News.com.

For our new readers, and as a reminder to our loyal supporters, the deadline to submit news and photos is Friday at 5 p.m. We urge you to send them via email to increase the odds that your item will be included in the following week’s issue. Please send to pa@PACC-News.com.

For our wonderful advertisers who make the production and delivery of The Prairie Advocate News possible, the advertising deadline is noon Monday. If you need an ad proof, we’ll need your ad copy by Thursday.

The Prairie Advocate prides itself on exceptional personal service for our clients. We can provide all the information you need when making your marketing decisions. For a personal visit, you may contact our marketing team of Tammy Burkholder, Andrew Williamson, or Liz and Mike in the office by calling 815-493-2560, Monday through Friday, from 9 a.m. to 5 p.m.

The Prairie Advocate Circulation by City & Zip Code



USPS #1621 Delivery Statistics - FEB., 2010* - CASS Certified

1) STERLING - 61081 **DDU**
R.R. 2 386
R.R. 3 459
V-I-3 (includes Coleta) **845**

2) MILLEDGEVILLE - 61051 **DDU**
PO Box 340
V-I-3 R.R. 1 395
735

3) CHADWICK - 61014 **DDU**
PO Box 200
R.R. 1 50
V-I-3 R.R. 2 292
542

4) THOMSON - 61285 **DDU**
PO Box 120
R.R. 1 450
V-I-3 R.R. 2 220
790

5) SABULA, IA - 52070 **DDU**
PO Box 331
V-G-5 R.R. 1 224
555

6) HANOVER - 61041 **DDU**
PO Box 405
V-G-5 R.R. 1 290
695

7) SAVANNA - 61074 **DDU**
R.R. 1 352
V-I-3 R.R. 2 225
City Rts. 1624
PO Box 198
577
1822
2399

8) MT. CARROLL - 61053 **DDU**
R.R. 1 51
V-I-3 R.R. 2 374
R.R. 3 420
City Rts. 493
PO Box 128
845
621
1466

9) LANARK - 61046 **DDU**
R.R. 1 336
V-I-3 R.R. 2 462
R.R. 3 (Aux.) 100
P.O. Box 11
909

10) PEARL CITY - 61062 **DDU**
PO Box 128
R.R. 1 278
V-G-5 R.R. 2 409
815

11) SHANNON - 61078 **DDU**
PO Box 175
V-G-5 R.R. 1 434
R.R. 2 65
674

12) MORRISON - 61270 **DDU**
R.R. 1 (NW-CC) 383
R.R. 2 (SE) 432
R.R. 3 (SW) 366
R.R. 4 (NE-CC) 313
P.O. Box & City 1903
3397

LANARK CARRIERS
C.Rt. 1 150 C.Rt. 2..... 160
C.Rt. 3 105 C.Rt. 4A 90
C.Rt. 4B..... 97
V-G-5 **TOTAL 602**

3/5 - Basic - Subscriptions
Every Week***
5 digit 168
Mixed 142
*** Out of County/State **310**

Prairie Advocate News
WEEKLY DISTRIBUTION:**
DDU - U.S.P.S. Mailed 13,822
5-Digit/Mixed Subscriptions 310
City Carrier Routes 602
Verified Newsstand Copies 1010
PA Office Copies 56

TOTAL PRESS RUN: 15,800

NEWSSTAND DISTRIBUTION

- Milledgeville Oil 10
- Casey's - Milledgeville 20
- Forrester 50
- Polo 60
- Thomson Sunrise Restaurant 10
- Atherton's - Thomson 10
- Sabula Restaurant 20
- Palisades Mini Mart (May - Sept.) 15
- Sullivan's 30
- Java Hut 15
- Kountry Kettle 40
- Casey's Sav. 10
- Milo & Beaver's Amoco 20
- Savanna Station Amoco 40
- Hanover 5
- Fulton 50
- Morrison 60
- Shaw's - Mt. Carroll 25
- C.C. Courthouse 15
- Good Samaritan 35
- C. Mark Home 10
- Land of Oz 10
- Mt. Carroll Mobil 10
- Pharmacy Center 10
- Lanark Super Valu 15
- Brothers Restaurant 20
- Express Lane 30
- Lake Carroll POA Office 10
- Casey's - Shannon 25
- Elizabeth 30
- Stockton 50
- Lena 50
- Mt. Morris 50
- PA Office - Lanark 150
- Verified Newsstand Copies 1010**
- P.A. Office Copies 56
- TOTAL: 1096**

Menards V-G-5 - QCA
Menards V-I-3 - RKFD

*revised 01/27/10

pre-print distribution

RUN DATE: _____

CUSTOMER: _____

FLYER NAME: _____

QTY.: _____

FLYER SIZE: 1/4 Fold _____
Tab _____ Broadsheet _____ Single _____

NO. OF PAGES: _____

** This form is updated quarterly, as required by the USPS. Weekly updates from the local post offices listed above may result in count discrepancies, but better distribution accuracy. Thank You!
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