

LINCOLN, NE.

— MAILING SCHEDULE —



Each mailing area includes 20,000 Advantage Coupon booklets to be delivered by the U.S. Postal Service.

ADVERTISING Initial Ad Copy Due: 4 weeks prior to respective mailing date.
DUE DATES: Final Proof Approval Due: 3 weeks prior to respective mailing date.

NEIGHBORHOOD MAILING AREAS (Primary Zip Codes)	ZONE #	MAIL DATES (2009)			
		1st Qtr. 2009	2nd Qtr. 2009	3rd Qtr. 2009	4th Qtr. 2009
SOUTHWEST LINCOLN (68512, 68516, 68506, 68502)	12	FEB. 18	---	JUL. 15	OCT. 14
SOUTHEAST LINCOLN (68506, 68516, 68520, 68526)	15	---	MAY 13	AUG. 12	Nov. 11
NORTHWEST LINCOLN / CENTRAL LINCOLN (68503, 68504, 68510, 68521)	14	MAR. 18	JUN. 10	SEP. 9	DEC. 9

LINCOLN (60,000 HOUSEHOLDS)

**MAILING ZONES—
DESIGNATED BY
CIRCLED NUMBER**

**20,000 ADVANTAGE COUPONS
BOOKLETS** Mailed into each Colored Zone.
685 + TWO DIGITS IN BOLD = ZIP CODE

ZONE 12 SOUTHWEST LINCOLN

SouthPointe, W. Pioneers Blvd., Country Club, Antelope Park, Indian Village, W. Van Dorn, W. Pine Lake (68512, 68516, 68506, 68502)

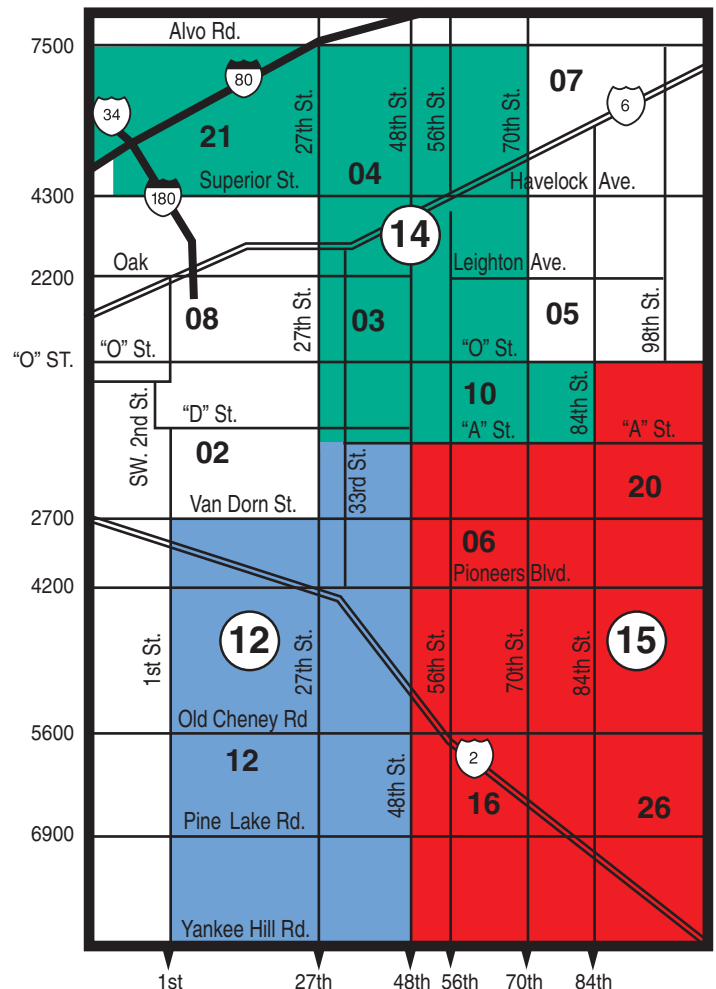
ZONE 14 NORTHWEST / CENTRAL

Highlands, W. Superior, Autumn Wood, University Place, Bethany, Meadowlane, Woods Park, Piedmont, Gateway (68503, 68504, 68510, 68521)

ZONE 15 SOUTHEAST LINCOLN

College View, Holmes Park, E. Van Dorn, Seacrest, E. Old Cheney, Firethorn, E. Pine Lake (68506, 68516, 68520, 68526)

LINCOLN, NE





“Direct Mail Advertising That Works”™

5919 S. 118th Circle. • Suite 200 • Omaha, NE 68137
 Lincoln (402) 435-6868 • Omaha (402) 333-3550 FAX (402) 333-8471
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(60,000 HOUSEHOLDS)

**MAILING ZONES—
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**20,000 ADVANTAGE COUPONS
BOOKLETS** Mailed into each Colored Zone.
 685 + TWO DIGITS IN BOLD = ZIP CODE

ZONE 12 SOUTHWEST LINCOLN
 SouthPointe, W. Pioneers Blvd., Country Club,
 Antelope Park, Indian Village, W. Van Dorn, W. Pine Lake
 (68512, 68516, 68506, 68502)

ZONE 14 NORTHWEST / CENTRAL
 Highlands, W. Superior, Autumn Wood, University Place,
 Bethany, Meadowlane, Woods Park, Piedmont, Gateway
 (68503, 68504, 68510, 68521)

ZONE 15 SOUTHEAST LINCOLN
 College View, Holmes Park, E. Van Dorn, Seacrest,
 E. Old Cheney, Firethorn, E. Pine Lake
 (68506, 68516, 68520, 68526)

