

### Des Moines, IA METRO AREA

### MAILING SCHEDULE

# 2010

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<br>(Primary Zip Codes)          | ZONE #    | MAILING DATES (2010) |           |           |           |            |           |
|--|-----------|----------------------|-----------|-----------|-----------|------------|-----------|
|  |           | Jan / Feb            | Mar / Apr | May / Jun | Jul / Aug | Sept / Oct | Nov / Dec |
| JOHNSTON / URBAN DALE<br>(50131, 50322)                    | <b>21</b> | FEB 24               | APR. 7    | MAY 26    | JUL. 28   | OCT. 6     | DEC. 1    |
| WEST DES MOINES / E. CLIVE<br>(50265, 50266, 50325, 50322) | <b>22</b> | FEB 24               | APR. 7    | MAY 26    | JUL. 28   | OCT. 6     | DEC. 1    |
| WAUKEE / I-35 WEST<br>(50263, 50266, 50323, 50325)         | <b>23</b> | FEB 24               | APR. 7    | MAY 26    | JUL. 28   | OCT. 6     | DEC. 1    |
| ANKENY<br>(50021, 50023)                                   | <b>24</b> | JAN. 27              | APR. 21   | —         | —         | SEP. 15    | DEC. 8    |
| NORTH CENTRAL DES MOINES<br>(50313, 50310)                 | <b>25</b> | JAN. 27              | APR. 21   | —         | —         | —          | —         |

#### “Advantage” Advertising includes:

- 4 COLOR ADS
- “Slick - Coated” paper
- FREE PROFESSIONAL AD DESIGN
- No Additional Cost for changes, scans, etc.
- Up to 100 extra of ad provided
- Printing of 20,000 ads
- Placement into booklet format
- **POSTAGE**
- *Guaranteed Delivery by US Postal Service*

### Des Moines Metro Area (100,000 HOUSEHOLDS)

MAILING ZONES – DESIGNATED BY CIRCLED NUMBER

20,000 ADVANTAGE COUPONS BOOKLETS

Mailed into each Colored Zone.

50 + THREE DIGITS IN BOLD = ZIP CODE

#### DIRECT MAIL AD FOR AS LOW AS 2.5¢ Per HOUSEHOLD

(1 Mailing = 20,000 Households)

#### OUTSIDE COVER/COMBO

(includes ad inside booklet)

**\$1000**

\$50.00/K

5.0¢ / household

#### INSIDE COVER AD

(inside front or back cover)

**\$850**

\$42.50/K

4.3¢ / household

#### AD-BOTH SIDES

(front & backside)

**\$850**

\$42.50/K

4.3¢ / household

#### FRONT / RIGHT SIDE AD

**\$599**

\$29.95/K

3.0¢ / household

#### BACK / LEFT SIDE AD

**\$499**

\$24.95/K

2.5¢ / household

