



“Direct Mail Advertising That Works”™

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2010

ANNUAL MAILING SCHEDULE

Omaha, Lincoln & Fremont Nebraska; Council Bluffs, Iowa

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.

RESIDENTIAL MAILINGS

NEIGHBORHOOD MAILING AREAS (Primary Zip Codes)	ZONE #	MAILING DATES (2010)			
		1st Qtr. 2010	2nd Qtr. 2010	3rd Qtr. 2010	4th Qtr. 2010
NORTHWEST OMAHA & COMMUNITIES (68164, 68116, 68007, 68142)	4	JAN. 27	APR. 21	JULY 14	OCT. 13
SOUTHWEST LINCOLN (68512, 68516, 68506, 68502)	12	JAN. 27	APR. 21	—	—
WEST CENTRAL OMAHA (68144, 68154)	17	JAN. 27	APR. 21	JULY 14	OCT. 13
PAPILLION / W. BELLEVUE / N. BELLEVUE (68046, 68133, 68157, 68147, 68048)	19	JAN. 27	APR. 21	JULY 14	OCT. 13
RALSTON / LAVISTA (68127, 68128, 68117)	1	FEB. 24	MAY 19	AUG. 18	NOV. 10
SOUTHWEST OMAHA / MILLARD / GRETNA & COMMUNITIES (68137, 68138, 68028, 68059, 68037)	2	FEB. 24	MAY 19	AUG. 18	NOV. 10
ROCKBROOK / WESTGATE / REGENCY (68114, 68124, 68106)	3	FEB. 24	MAY 19	AUG. 18	NOV. 10
WEST OMAHA / WEST MILLARD (68130, 68135, 68136)	9	FEB. 24	MAY 19	AUG. 18	NOV. 10
SOUTHEAST LINCOLN (68506, 68516, 68520, 68526)	15	FEB. 24	MAY 19	—	—
FREMONT / BLAIR / ARLINGTON / NORTH BEND & SURROUNDING COMMUNITIES (68025, 026, 002, 015, 031, 034, 036, 041, 044, 057, 063, 621, 648, 649, 008)	16	FEB. 24	MAY 19	AUG. 18	NOV. 10
WEST SUBURBAN / ELKHORN / WATERLOO / VALLEY (68116, 68118, 68022, 68069, 68064)	18	MAR. 24	JUN. 16	AUG. 18	NOV. 10
NORTH CENTRAL OMAHA (68134, 68122, 68152)	5	MAR. 24	JUN. 16	SEP. 15	DEC. 8
DUNDEE / MIDTOWN / HAPPY HOLLOW (68132, 68106, 68105, 68131)	6	MAR. 24	JUN. 16	SEP. 15	DEC. 8
BELLEVUE / CAPEHART (68005, 68113, 68123)	7	MAR. 24	JUN. 16	SEP. 15	DEC. 8
NORTHWEST LINCOLN / CENTRAL LINCOLN (68503, 68504, 68510, 68521)	14	MAR. 24	JUN. 16	SEP. 15	DEC. 8
COUNCIL BLUFFS, IOWA (51501, 51503)	20	MAR. 24	JUN. 16	SEP. 15	DEC. 8
ANKENY, IOWA (50021, 50023)	24	JAN. 27	APR. 21	SEP. 15	DEC. 8