NORTH COUNTRY
THIS WEEK

Insert Options/Circulation Breakdown

"This Week" accepts inserts up to 8 1/2 x 11 3/8 inches in size. Inserts can be zoned in a variety of ways to best fit your needs. Insert zone choices and the number of inserts required, include:

1. All papers **11,000**

2. All papers, no college distribution **10,400**
When colleges not in session or for advertisers not wishing to reach students.

3. Greater Potsdam Area *ONLY* **8,520**
Includes Potsdam, Norwood, Hannawa Falls, West Stockholm, Colton, Norfolk, Parishville, Brasher Falls, Winthrop, Nicholville

4. Greater Canton Area *ONLY* **2,427**
Includes Canton, Madrid, Crary Mills and Dekalb Junction

Circulation By Zip Code

Zip Code	All Papers (Bulk & Home Delivered)	Home Delivered Papers
Potsdam 13676, 13699	6,068	4,763
Norwood 13668	1,289	1,084
Hannawa Falls 13647	335	280
West Stockholm 13696	228	103
Canton 13617	2,232	114
Colton 13625	75	
Dekalb Junction 13630	70	
Madrid 13660	125	
Norfolk 13667	224	32
Parishville 13672	45	
Brasher Falls 13613	85	
Winthrop 13697	106	1
Nicholville 12965	65	
Other	53	53

CIRCULATION AUDIT BY
CIRCULATION VERIFICATION COUNCIL

Insert Rates

Rates per 1,000 copies:

Inserts per year	Single Sheet	4-12 Pages	13-24 Pages	24-48 Pages	48+ Pages	72+ Pages
1-5	$49	$59	$63	$67	$72	$76
6-12	$46	$56	$59	$62	$68	$72
13-25	$45	$54	$56	$59	$65	$68
26+	$44	$52	$54	$56	$62	$66

Zoning charge (zones less than 10,100 papers) $5
Folding charge (for inserts which exceed 8 1/2 x 11 inches) $8

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