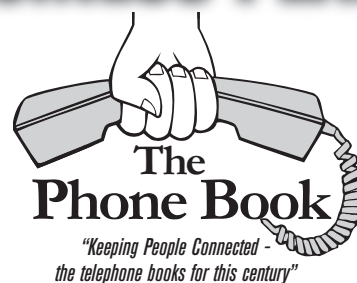


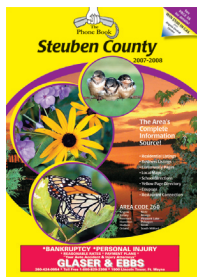
COMPLETE YOUR SUCCESSFUL BUSINESS PLAN

How do I ...

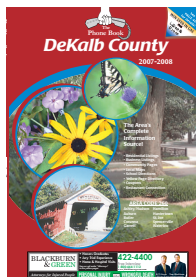


is your final piece of the puzzle.

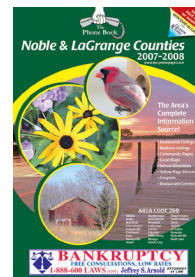
- Your Phone Book ad is available to potential customers 24 hours a day...365 days a year! When they need it, it's there.
- Three individual books give you options. You can reach only the areas where you do the most business, or opt for the entire market at affordable prices.
- Our format is easy to read with larger clear type, for maximum visibility.
- The only book that offers listings of cell phones, e-mail address or web site address upon request. This makes this the most complete book in the area.
- Restaurant Menu Section
- We're a locally-owned and operated company, with people you know and trust.
- Dependable door-to-door delivery. Free additional copies are available at convenient locations throughout the 4-county market.
- Full Color Community Information Section
 - Newcomer's guide
 - Indiana and area zip codes
 - Government officials
 - Local emergency numbers
 - Community and county maps
 - Area codes
 - Local organization information
 - School information & directions
- Money Saving Coupons



STEBEN COUNTY
PUBLISH DATE
 April
POPULATION/HH
 32,227/12,800
DISTRIBUTION
 23,000



DEKALB COUNTY
PUBLISH DATE
 July
POPULATION/HH
 39,802/16,000
DISTRIBUTION
 23,000



NOBLE & LAGRANGE COUNTIES
PUBLISH DATE
 October
POPULATION/HH
 80,265/28,100
DISTRIBUTION
 44,000

The Area's Complete Information Source!
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