

Fall Turkey Run Promotion

Date of Promotion: October _____

2 week period

122 markets, total 244 print ads and 3,050,000 impressions

2 half pages per market (or 4 quarter pages)

25,000 impressions per market

Value

Markets	Contest page on			
	np. com site	Print Ads	Impressions	Totals
Gadsden AL	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Tuscaloosa AL	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Spartenburg SC	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Hendersonville NC	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Shelby NC	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Gastonia NC	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Lexington NC	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Burlington NC	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Asheboro NC	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Fayetteville NC	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Kinston NC	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
New Bern NC	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Jacksonville NC	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Wilmington NC	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Columbia TN	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Oak Ridge TN	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Fort Smith AR	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Arkadelphia AR	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Hope AR	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Pine Bluff AR	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Stuttgart, AR	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Houma LA	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Bastrop LA	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Thibodaux LA	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Sherman TX	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Waxahachie TX	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Stephenville TX	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Brownwood TX	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Sarasota FL	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Gainesville FL	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Ocala FL	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Leesburgh FL	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Panama City FL	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Fort Walton Beach FL	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00
Miami, OK	\$ 250.00	\$ 5,670.00	\$ 250.00	\$ 6,170.00

Bartlesville, OK	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Oklahoma City, OK	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Shawnee, OK	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Ardmore, OK	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Petersburg, VA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Keyser, WV	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Baltimore, MD	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Honesdale, PA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Stroudsburg, PA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Doylestown, PA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Levittown, PA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Waynesboro, PA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Ellwood City, PA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Beaver, PA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Erie, PA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Willingboro, NJ	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Ashland, OH	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Wooster, OH	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Canton, OH	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
New Philadelphia, OH	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Cambridge, OH	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Columbus, OH	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Kent, OH	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Alliance, OH	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Herkimer, NY	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Utica, NY	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Canandaigua, NY	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Hornell, NY	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Wellsville, NY	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Corning, NY	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Middletown, NY	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Rochester, NY	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Norwich, CT	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Providence, RI	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Worcester, MA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Dover, NH	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Portsmouth, NH	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Sault Ste. Marie, MI	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Cheboygan, MI	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Ionia, MI	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Holland, MI	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Coldwater, MI	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Hillsdale, MI	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Adrian, MI	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Sturgis, MI	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Milwaukee, WI	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Freeport, IL	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00

Rockford, IL	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Kewanee, IL	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Peoris, IL	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Galesburg, IL	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Macomb, IL	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Lincoln, IL	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Springfield, IL	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Olney	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Pontiac, IL	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Carmi, IL	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Crookston, MN	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Minneapolis, MN	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Ames, IA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Kirksville, MO	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Chillicothe, MO	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Hannibal, MO	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Moberly, MO	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Mexico, MO	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Columbia, MO	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Independence, MO	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Rolla, MO	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Camdenton, MO	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Waynesville, MO	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Neosho, MO	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Hays, KS	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Saline, KS	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
McPherson, KS	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Newton, KS	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Hutchinson, KS	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Garden City, KS	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Dodge City, KS	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Leavensorth, KS	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Pittsburg, KS	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Devil's Lake, ND	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
La Junta, CO	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Yreka, CA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Stockton, CA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Ridgecrest, CA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Barstow, CA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Victorville, CA	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
Portland, OR	\$	250.00	\$	5,670.00	\$	250.00	\$	6,170.00
	\$	30,750.00	\$	697,410.00	\$	30,750.00	\$	758,910.00