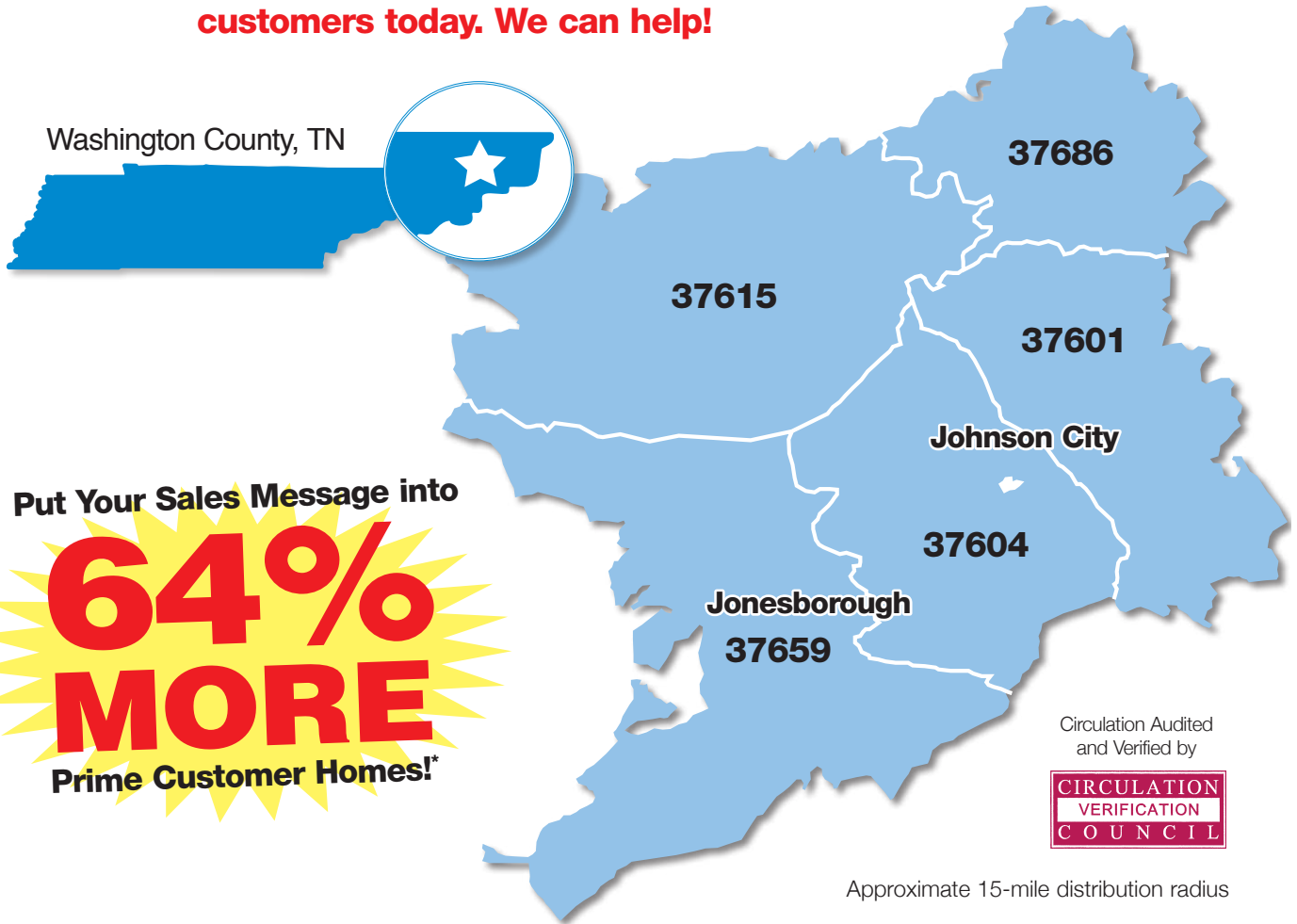


## Why miss 19,510 prime consumer homes and lost sales opportunities?

**Increase profits and add new customers today. We can help!**



**Reach 19,510 More Customer Homes and compare market penetration below.**

### Audited Home Delivery Comparisons and household coverage

Zip codes as audited by 2017 Circulation Verification Council (CVC) and 2017 Audit Alliance for Audited Media, old (ABC).

Towns	Zip Code	News & Neighbor	N&N Household Coverage	Johnson City Press	JCP Household Coverage
Johnson City	37601	8,460	51.5%	3,035	18.5%
Johnson City	37604	12,056	75.7%	3,314	21%
Gray/Boones Creek	37615	5,995	69%	1,627	18.7%
Jonesborough	37659	2,697	23.3%	2,537	22%
Piney Flats	37686	1,298	41.8%	453	14.6%
<b>Home Delivered Circulation</b>		<b>30,506</b>	<b>54.7%</b>	<b>10,996</b>	<b>19.7%</b>

\* Johnson City News & Neighbor 2017 Circulation Verification Council Circulation Audit/Readership Survey

\* Johnson City Press 2017 Alliance for Audited Media