

Peters Shotshell Recall Ad

#14 BUCK - 3rd MAY.

Newspaper Media Estimate

State/City	Date	Paper	Circulation	Line Rate	Cost - 250 line Ad
<u>KENTUCKY</u>					
Bowling Green	1/28	News (E&S)	20,478 (s)	\$.245	\$ 61.25
Madisonville	1/24	Messenger (E)	11,907	.20	50.00
Paduan	1/28	Sun (E&S)	32,970 (s)	.38	95.00
Hopkinsville	1/24	New Era (E)	15,360	.20	50.00
<u>COLORADO</u>					
Ft. Collins	1/28	Coloradoan (E&S)	18,361 (s)	.27	67.50
Denver	1/28	Post (E&S)	347,466 (s)	1.82	455.00
Colorado Springs	1/28	Gazette Telegraph (M/E&S)	73,400 (s)	.77	192.50
Boulder	1/28	Camera (E&S)	30,444 (s)	.83	82.50
<u>NEBRASKA</u>					
Hastings	1/24	Tribune (E)	18,283	.27	67.50
Kearney	1/24	Hub (E)	10,716	.14	35.00
North Platte	1/28	Telegraph (E&S)	17,682 (s)	.32	85.00
Omaha	1/28	World-Herald (M/E&S)	282,093 (s)	1.65	412.50
Scottsbluff	1/28	Star-Herald (M&S)	18,209 (s)	.33	82.50
<u>SOUTH CAROLINA</u>					
Spartanburg	1/24	Item (E)	19,130	.24	60.00
<u>WISCONSIN</u>					
Beaver Dam	1/24	Citizen (E)	9,883	.15	37.50
<u>KANSAS</u>					
Great Bend	1/28	Tribune (E&S)	12,882 (s)	.276	69.00
Wichita	1/28	Eagle-Beacon (S)	179,683 (s)	1.75	437.50
<u>FLORIDA</u>					
Tallahassee (Quincy)	1/28	Democrat (M/E&S)	52,808 (s)	.22	265.00