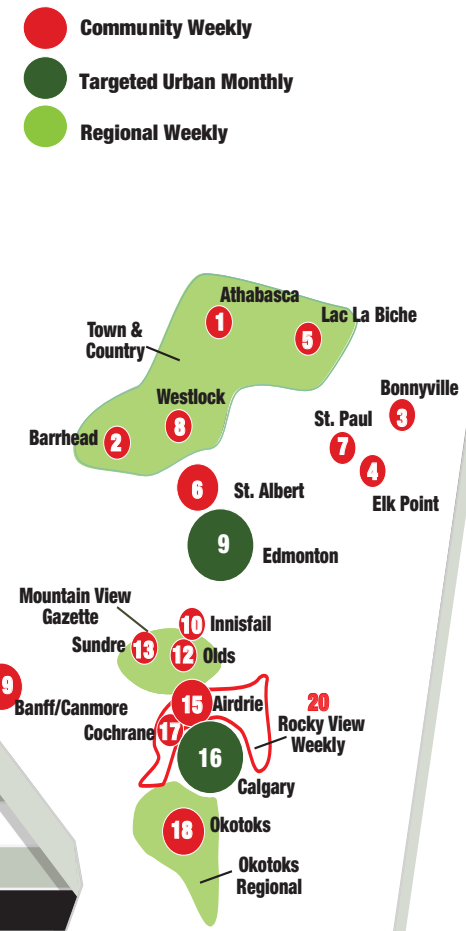


	PUBLICATION	TYPE	PUBLISH DAY	ROP CIRC.	INSERT CIRC.	FSAs
NORTH ZONE	1. Athabasca Advocate	Community - paid	Tues.	3,400	2,875	T0A, T9S, T0G
	2. Barrhead Leader	Community - paid	Tues.	3,838	3,795	T0E, T0G, T7N, T7P
	3. Bonnyville Nouvelle	Community - paid	Tues.	2,481	2,413	T0A, T9N, T9M, T6X
	4. Edmonton Prime Times**	Community - free	Mon.	40,000	40,000	Edmonton, St. Albert, Sherwood Park, Ft. Saskatchewan, Red Deer, Camrose
	5. Elk Point Review	Community - paid	Tues.	570	510	T0A
	6. Lac La Biche Post	Community - paid	Tues.	2,841	2,675	T0A, T0P, T9H
	7. St. Albert Gazette	Community - free	Wed.	28,854	27,527	T8N, T8R, T0G, T0A, T5E, T8T
	7. St. Albert Gazette	Community - free	Sat.	21,584	20,305	T8N
	8. St. Paul Journal	Community - paid	Tues.	3,946	3,693	T0A, T9N, T0B
9. Westlock News	Community - paid	Mon.	3,250	3,047	T7P, T0G, T8N, T8R, T7N	
NORTH ZONE TOTALS				110,764	106,840	
CENTRAL ZONE	10. Innisfail Province	Community - free	Tues.	7,516	6,420	T4G, T0M
	11. Mountain View Gazette	Regional - free	Tues.	17,292	17,292	Covers # 12 & 13 + Carstairs & Didsbury
	12. Olds Albertan	Community - free	Tues.	7,288	7,288	T4H, T0M
	13. Sundre Round Up	Community - paid	Tues.	1,390	1,403	T0M, T4H
CENTRAL ZONE TOTALS				33,486	32,403	
SOUTH ZONE	15. Airdrie City View	Community - free	Thur.	21,329	21,329	T4A, T4B, T0M
	16. Calgary Prime Times**	Community - free	Fri.	30,000	30,000	City of Calgary + rural area
	17. Cochrane Eagle	Community - free	Thur.	12,067	8,014	T4C, T0L, T0H, T3Z
	18. Okotoks Western Wheel	Community - free	Wed.	15,500	14,500	T0L, T1V, T1S, T2J
	18. Okotoks Weekend	Community - free	Fri.	11,000	11,099	T0L, T1S
	19. Rocky Mountain Outlook	Community - free	Thur.	9,572	n/a	T1W, T0L, T1L
20. Rocky View Weekly	Community - free	Tues.	13,800	13,000	T0J, T0L, T4C, T0M, T4A/T4B, T3R, T2M, T3L, T3Z, T3S, T1X	
SOUTH ZONE TOTALS				113,268	97,942	
REGIONAL PUBS	Okotoks Regional	Regional - free	Wed.	29,115	n/a	Covers #18
	Lakeland Regional	Regional - free	Tues./Fri.	8,361	8,361	T9N, T9M, T0B, T0A, T6X
	Town & County	Regional - paid	Mon./Tues.	13,500	n/a	Covers #1, 2, 5 & 8



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