

Avalon ROP ads
 FINAL 4th Quarter 2009 Media Schedule
 10/27/2009

PAPER TITLE	MARKET	Circ	Section	Ad Size	Run Date			
Bucks County Courier/Doylestown Intelligencer	Bucks County	102,000 - Daily	Main News	1/2 page	10/29		11/4	
- 2 paper combo buy		105,000 - Sunday	Main News	1/2 page				11/8
Daily Times/Daily Local/Times-Herald/The Reporter/The Mercury	Delaware Chester Montgomery	118,000 - Daily	Main News	6 col x 11.5"	10/29*	11/2**	11/4	
- 5 newspaper combo buy		111,000 - Sunday	Main News	6 col x 11.5"				11/8
Philadelphia Inquirer - ALL ZONES	Philadelphia	288,270 - Daily	Health and Science	1/2 page (6 col x 10.5")	11/2			11/16
		550,400 - Sunday	Health and Science	1/2 page (6 col x 10.5")			11/8	

* Four of five newspapers within combo buy are mailing 10/29.

**West Chester Daily Local is running on 11/2 instead on 10/29 because of a special senior piece running on 11/2.