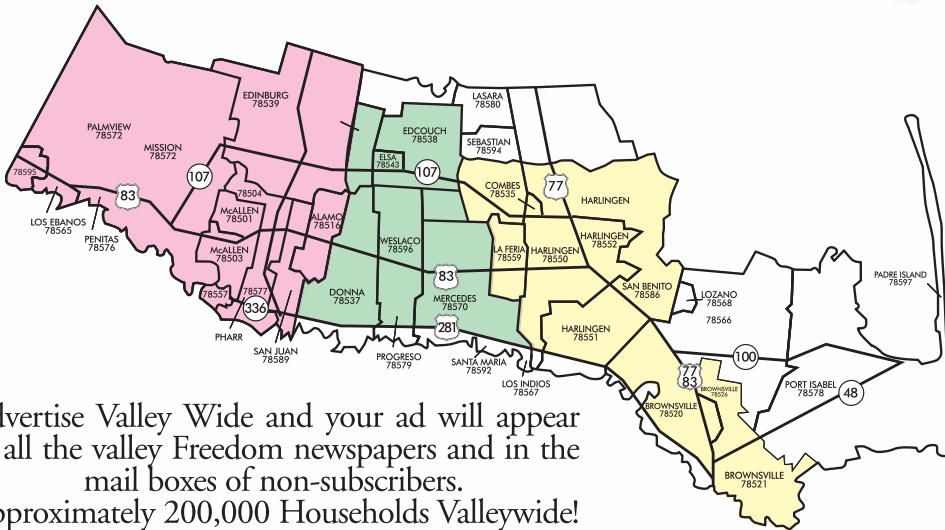


# Direct Mail

## Total Market Coverage



Advertise Valley Wide and your ad will appear in all the valley Freedom newspapers and in the mail boxes of non-subscribers. Approximately 200,000 Households Valleywide!

Upper Valley			Upper Valley			THE MONITOR			Mid Valley			Lower Valley		
McAllen	78501	22,594	Linn	78563	43				Donna	78537	6,450	La Feria	78559	1,672
McAllen	78503	6,771	Mission	78572	11,198				Weslaco	78596	12,158	Harlingen	78550	32,540
McAllen	78504	11,078	Mission	78573	43				Mercedes	78570	6,717	Harlingen	78552	4,965
Alamo	78516	1,767	Mission	78574	3,479				Edcouch	78538	1,200	San Benito	78586	4,205
Edinburg	78539	9,659	Peñitas	78576	360				Elsa	78543	1,800	Brownsville	78520	16,372
Edinburg	78540	48	Pharr	78577	11,508							Brownsville	78521	22,269
Edinburg	78541	4,889	Rio Grande City	78582	1,159							Brownsville	78526	2,541
La Grulla	78548	71	Roma	78584	364							SPI	78578	110
Hidalgo	78557	515	San Juan	78589	1,111									
La Joya	78560	173	Sullivan City	78595	44									
<b>TOTAL HOUSEHOLDS</b>		<b>57,565</b>	<b>TOTAL HOUSEHOLDS</b>		<b>29,309</b>				<b>TOTAL HOUSEHOLDS</b>		<b>28,325</b>	<b>TOTAL HOUSEHOLDS</b>		<b>84,674</b>
												<b>ENTIRE VALLEY</b>		<b>199,873</b>

### Full Valley Distribution

Approximately 200,000 households

**Subscribers** - The Monitor, Mid Valley Town Crier, Valley Morning Star, Brownsville Herald  
**Direct Mail** to Non Subscribers Valley wide.

OPEN RATE	
FULL PAGE	\$4,180.00
1/2 PAGE	\$2,150.00
1/4 PAGE	\$1,200.00

3 MONTH CONTRACT	
FULL PAGE	\$3,720.00
1/2 PAGE	\$1,920.00
1/4 PAGE	\$995.00

6 MONTH CONTRACT	
FULL PAGE	\$3,250.00
1/2 PAGE	\$1,695.00
1/4 PAGE	\$875.00

ONE YEAR CONTRACT	
FULL PAGE	\$3,000.00
1/2 PAGE	\$1,550.00
1/4 PAGE	\$795.00

### Upper & Mid Valley Distribution

Approximately 115,000 households

**Subscribers** - The Monitor, Mid Valley Town Crier, Valley Morning Star  
**Direct Mail** to Non Subscribers Valley wide.

OPEN RATE	
FULL PAGE	\$2,820.00
1/2 PAGE	\$1,750.00
1/4 PAGE	\$890.00

3 MONTH CONTRACT	
FULL PAGE	\$2,500.00
1/2 PAGE	\$1,350.00
1/4 PAGE	\$695.00

6 MONTH CONTRACT	
FULL PAGE	\$2,100.00
1/2 PAGE	\$1,100.00
1/4 PAGE	\$595.00

ONE YEAR CONTRACT	
FULL PAGE	\$1,800.00
1/2 PAGE	\$950.00
1/4 PAGE	\$475.00

### Lower Valley Distribution

Approximately 85,000 households

**Subscribers** - Valley Morning Star, Brownsville Herald  
**Direct Mail** to Non Subscribers Valley wide.

OPEN RATE	
FULL PAGE	\$2,250.00
1/2 PAGE	\$1,230.00
1/4 PAGE	\$625.00

3 MONTH CONTRACT	
FULL PAGE	\$1,800.00
1/2 PAGE	\$995.00
1/4 PAGE	\$525.00

6 MONTH CONTRACT	
FULL PAGE	\$1,600.00
1/2 PAGE	\$850.00
1/4 PAGE	\$495.00

ONE YEAR CONTRACT	
FULL PAGE	\$1,350.00
1/2 PAGE	\$725.00
1/4 PAGE	\$385.00

### Deadlines and In-Home Dates for Direct Mail

INSERT DATES	DEADLINE
Jan. 03, 2007	Dec. 20, 2006
Jan. 31, 2007	Jan. 17, 2007
Feb. 28, 2007	Feb. 28, 2007
Apr. 04, 2007	Mar. 21, 2007
May 02, 2007	Apr. 18, 2007
May 30, 2007	May 16, 2007
Jun. 06, 2007	Jun. 20, 2007
Aug. 01, 2007	Jul. 18, 2007
Sept. 05, 2007	Aug. 02, 2007
Oct. 03, 2007	Sept. 14, 2007
Oct. 31, 2007	Oct. 04, 2007
Dec. 05, 2007	Nov 21, 2007

