

# 2007-2008 ADVERTISING INFORMATION

Connect with over **200,000** Dane County Households

## WEST COVERAGE ESTIMATE 105,000

AREA	ZIP	~ HOUSEHOLDS
MADISON	53705/26	14,224
MADISON	53711	19,185
MADISON	53713	4,910
MADISON	53715	3,645
MADISON	53717	5,680
MADISON	53719	12,238
MIDDLETON	53562	10,275
CROSS PLAINS	53528	2,365
BLACK EARTH	53515	1,024
WAUNAKEE	53597	6,208
MAZOMANIE	53560	1,503
DANE	53529	714
OREGON	53575	5,638
MT. HOREB	53572	3,784
BELLEVILLE	53508	2,065
VERONA	53593	6,765
BLUE MOUNDS	53517	695
SAUK PRAIRIE	53578/83	4,836

## EAST COVERAGE ESTIMATE 102,000

AREA	ZIP	~ HOUSEHOLDS
MADISON	53703	14,142
MADISON	53704/718	25,103
MADISON	53713	5,391
MADISON	53714	7,110
MADISON	53715	868
MONONA	53716	8,373
SUN PRAIRIE	53590	13,464
MARSHALL	53559	2,356
DEFOREST/WINDSOR	53532/598	5,985
MORRISONVILLE	53571	171
STOUGHTON	53589	8,013
MCFARLAND	53558	4,278
CAMBRIDGE	53523	2,387
COTTAGE GROVE	53527	3,617
DEERFIELD	53531	1,603

## IMPACT AREA: EVERY HOUSEHOLD IN DANE COUNTY



©Copyright 2007 by Dollars & Sense, Inc. All rights reserved.

## RATES & INFORMATION

- As Low As 1.5¢ per Household
- Includes Proofs, Printing and Mailing
- Internet, TV and Radio Support
- Full Internet, TV, Radio Packages Available

## FORMATS: FULL OR HALF PAGE 2007-2008 MAIL DATES

SPRING	SUMMER	FALL	WINTER
In Home	In Home	In Home	In Home
Late February	Mid-May	Mid-August	Mid-November
Home Improvement Issue			

## What Our Customers Say...

*I have been in business for about 25 years. Dollars & Sense is the only advertising I do.*  
 ~Kathy Gargano, Gino's Italian Deli

*"The consistent level of quality & attention to detail that our friends at Dollars & Sense insist on has made them the cornerstone of our advertising program for the past 15 years."*

~Tiffany Miller, TLC Dry Cleaning

*"Dollars & Sense" has been predictably successful for us.*  
 ~Wayne Mosley, Rocky Rococo

*"I never miss an issue of Dollars & Sense. We want our ad in the customers' hand when they are ready to buy."*

~Chad Franklin, Verlo Mattress

*"Hill Electric was faced with the challenge of re-inventing and marketing electricity to the average homeowner. Most people think of it as turning on a switch. Our Dollars & Sense Rep came up with a way to do so. He also kept with our philosophy of community centered advertising by suggesting that Hill Electric sponsor the Community Events page in Dollars & Sense. We feel Dollars & Sense brings the best advertising results and is the most cost effective."*

~Jay Hill, Hill Electric