

# 2011 ADVERTISING INFORMATION

## Connect with over 215,000 Dane County Households

### WEST COVERAGE ESTIMATE 109,000

AREA	ZIP	~ HOUSEHOLDS
MADISON	53705/26	14,249
MADISON	53711	19,548
MADISON	53713	4,454
MADISON	53715	3,695
MADISON	53717	5,702
MADISON	53719	13,099
MIDDLETON	53562	10,939
BROOKLYN	53521	1,437
CROSS PLAINS	53528	2,341
BLACK EARTH	53515	986
WAUNAKEE	53597	6,525
MAZOMANIE	53560	1,499
DANE	53529	740
OREGON	53575	5,790
MT. HOREB	53572	3,895
BELLEVILLE	53508	2,154
VERONA	53593	7,619
BLUE MOUNDS	53517	696
SAUK PRAIRIE	53578/83	4,852

### EAST COVERAGE ESTIMATE 106,000

AREA	ZIP	~ HOUSEHOLDS
MADISON	53703	14,717
MADISON	53704/718	26,459
MADISON	53713	5,325
MADISON	53714	7,144
MADISON	53715	1,318
MONONA	53716	8,214
SUN PRAIRIE	53590	14,262
MARSHALL	53559	2,344
DEFOREST/WINDSOR	53532/598	6,204
MORRISONVILLE	53571	156
STOUGHTON	53589	8,036
MCFARLAND	53558	4,449
CAMBRIDGE	53523	2,270
COTTAGE GROVE	53527	3,796
DEERFIELD	53531	1,634

### IMPACT AREA: EVERY HOUSEHOLD IN DANE COUNTY



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## 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 2011 MAIL DATES

SPRING	SUMMER	FALL	WINTER
In Home	In Home	In Home	In Home
Beginning March	Mid-May	Mid-August	Late October
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

*"Dollars and Sense gets my message out in a very cost effective way. I can tell my story to 215,000 households."*  
 ~Rick Martin, Mother Nature Diaper Service

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

*"We are very pleased with Dollars & Sense. It gets results & comes out on time. Our ads look very good and you are easy to work with."*  
 ~Ed Grzelinski, CV Pros

*"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