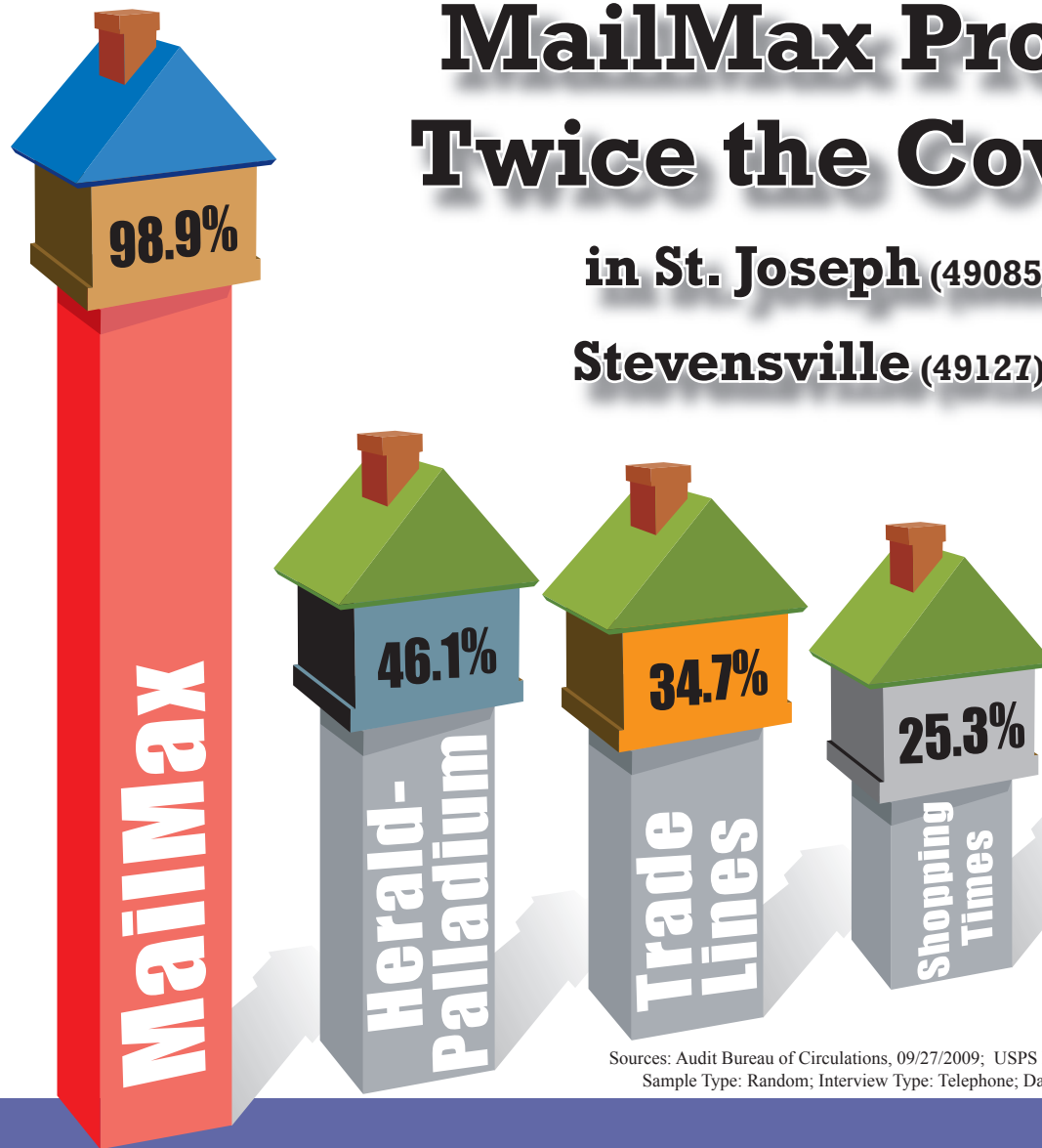


# MailMax Provides Twice the Coverage

in St. Joseph (49085) and  
Stevensville (49127), MI.



A print media analysis by an outside firm concludes that MailMax covers twice as many homes as the daily newspaper. Newspaper circulation is declining at such an alarming rate, savvy advertisers are rethinking their print media choices.

St. Joseph and Stevensville represent two demographically appealing zip codes in the greater Benton Harbor/St. Joseph, MI core market. Yet within these upscale communities, less than half of these consumers now receive the daily newspaper.

Saturation mailings, such as MailMax, provides a greater opportunity for ROI by delivering your advertising message to virtually every home within your core market area.

Sources: Audit Bureau of Circulations, 09/27/2009; USPS Form 3602; Falk Associates, Illinois - "Print Media Survey 2010"  
Sample Type: Random; Interview Type: Telephone; Date range: 12/29/2009-01/13/2010. Margin of error +/- 6.67%.

**In the total Newspaper Designated Market, The Herald Palladium offers just 24% Household Coverage on Sundays and 20.3% (Mon-Sat).**

*-ABC Audit Bureau of Circulations, 09/27/09 Report.*

If it is time for you to rethink your advertising sources, think of MailMax.

There is a reason why MailMax continues to grow.

Call 269-934-7522 to learn more.

