



DISTRIBUTION MAP

PINELLAS - SOUTHWEST PASCO



Pinellas - Southwest Pasco

Includes: Odessa, Cheval, Town & Country, Citrus Park, Carrollwood, Greater Northdale, Westchase, Oldsmar, Keystone, Saint Petersburg, Treasure Island, South Pasadena, Madeira Beach, John's Pass, Clearwater, Clearwater Beach, Largo, Seminole, Bellair, Indian Rocks Beach, Oldsmar, Palm Harbor, Tarpon Springs, Safety Harbor, Dunedin

33556, 33558, 33615, 33624, 33625, 33626, 33634, 33635, 33701, 33702, 33703, 33704, 33705, 33706, 33707, 33708, 33710, 33711, 33715, 33716, 33756, 33759, 33761, 33762, 33764, 33765, 33767, 33770, 33772, 33773, 33776, 33777, 33778, 33785, 33786, 34677, 34683, 34685, 34688, 34689, 34695

*Please note zip code distribution may vary slightly due to seasonal shifts per quarterly list revisions.

ZONE 1

100,451 Homes

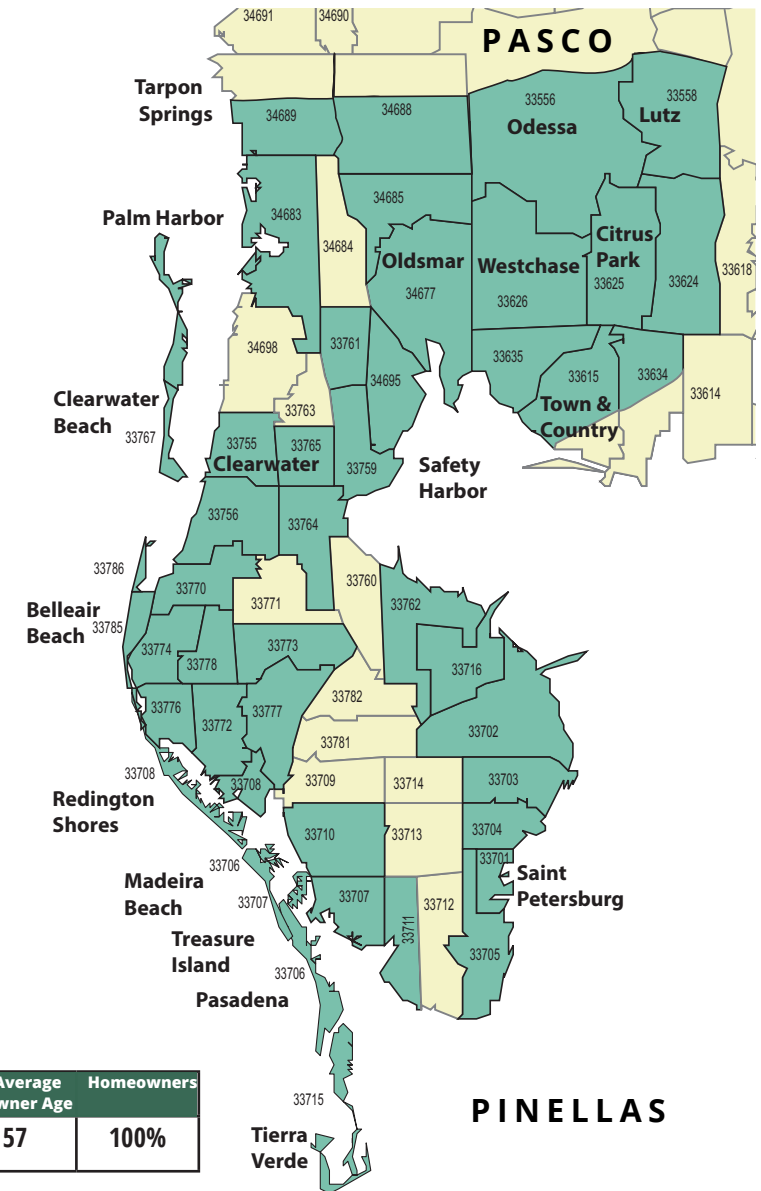
2018 Distribution Schedule

ISSUE	AD DEADLINE	IN-HOME
JANUARY	1/05	1/15
FEBRUARY	1/25	2/15
MARCH	2/30	3/15
APRIL	3/30	4/15
MAY	4/30	5/15
JUNE	5/30	6/15
JULY	6/30	7/15
AUGUST	7/30	8/15
SEPTEMBER	8/30	9/15
OCTOBER	9/30	10/15
NOVEMBER	10/30	11/15
DECEMBER	11/30	12/15

- 3 Day USPS Delivery
- No Delivery

Demographics Average

Average Net worth	Average Income	Average Home Value	Zip Codes Targets	Average Owner Age	Homeowners
\$1.2 M	\$102,717	\$417,455	41	57	100%



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