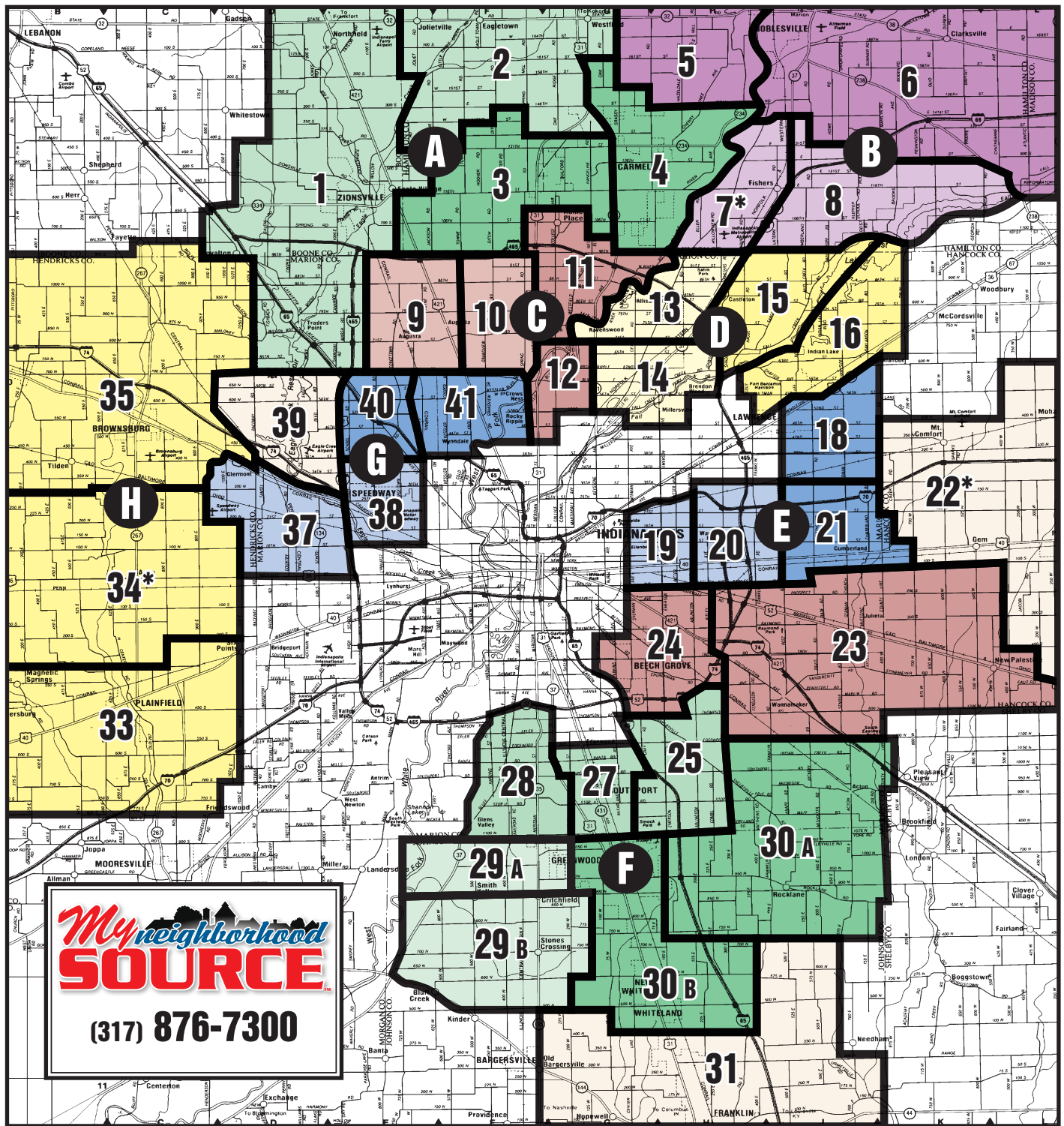




TARGET AREAS OF 10,000 HOUSEHOLDS • *DENOTES AREAS OF 15,000 HOUSEHOLDS • CITY-WIDE DISTRIBUTION IS 450,000

01 Zionsville	11 Nora	22* Greenfield	31 Franklin
02 Westfield	12 Broad Ripple	23 Wannamaker	32* Mooresville
03 Carmel West	13 Castleton	24 Beech Grove	33 Plainfield
04 Carmel East	14 Allisonville	25 Emerson & I-65	34* Avon
05 Noblesville W	15 Shadeland Station	27 Southport	35 Brownsburg
06 Noblesville E	16 Geist	28 Southport West	37 Chapel Hill
07* Fishers West	18 Lawrence East	29A Greenwood West	38 Speedway
08 Fishers East	19 Inner East/Irvington	29B Greenwood West	39 Eagle Creek
09 College Park	20 Shadeland	30A Greenwood East	40 Lafayette Square
10 Ditch	21 Washington Square	30B Greenwood East	41 Wyndale/Rocky Ripple