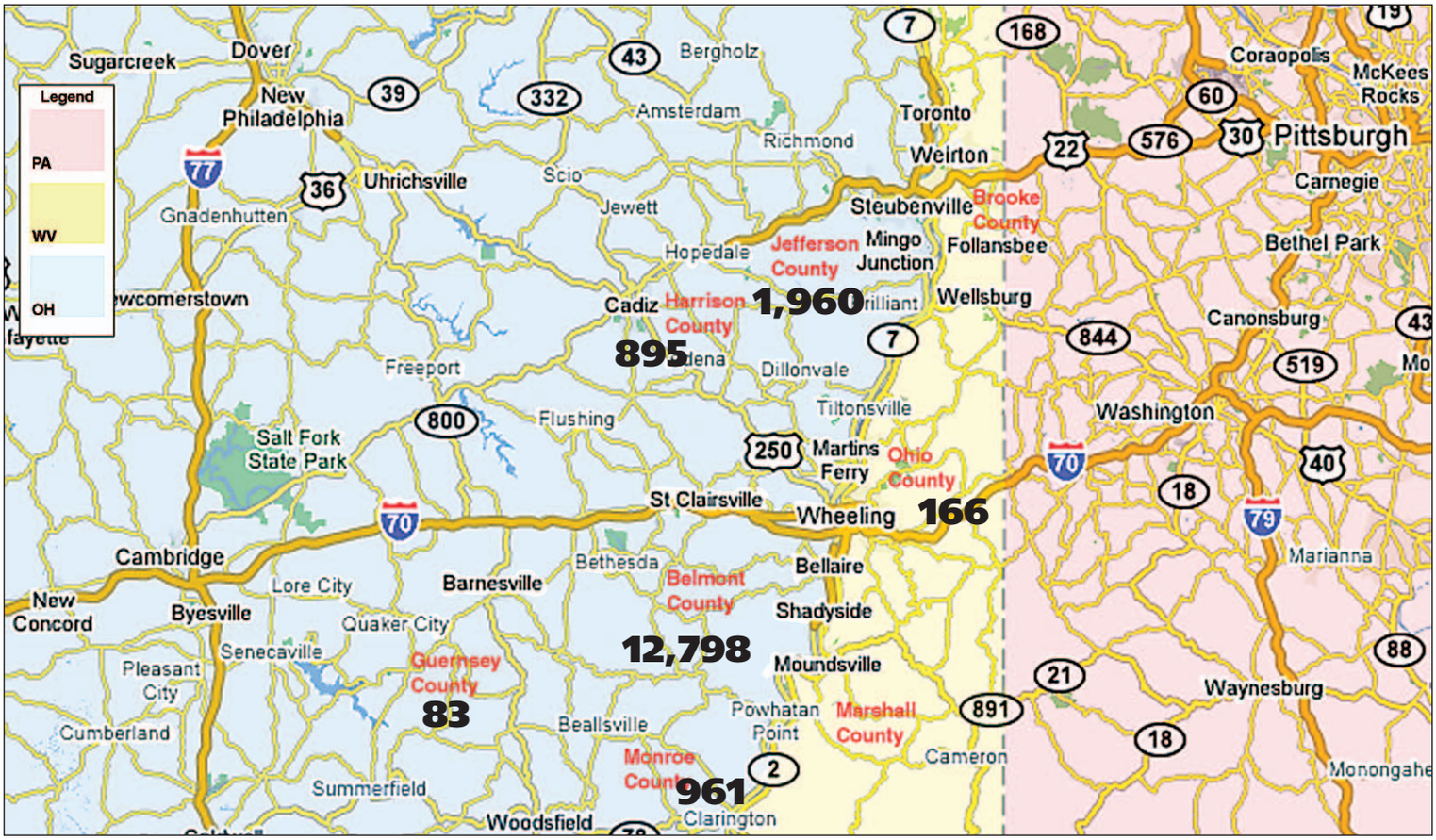
BELMONT COUNTY AND SURROUNDING AREAS

Total Average Paid Circulation: Sunday - 14,896 / Daily - 11,700 - *ABC Audited*



BELMONT COUNTY COMMUNITY DEMOGRAPHICS

POPULATION

Overall	70,151
Martins Ferry	6,890
St. Clairsville	5,166
Bellaire	4,262
Barnesville	4,178
Shadyside	3,771
Bridgeport	1,824
Powhatan Point	1,586
Bethesda	1,252

POPULATION BY AGE

Under 5 years	3,493	5.0%
5 to 17 years	10,482	14.9%
18 to 24 years	5,879	8.4%
25 to 44 years	17,371	24.7%
45 to 64 years	20,638	29.3%
65 years +	12,540	17.8%

EDUCATION

Public Schools	23
Students	9,248
Student/Teacher Ratio	16.6
Graduation Rate	90.5%
Teachers	591.9
Non-Public Schools	10
Students (NP)	1,100
Branches	1
2-Yr. Public Colleges	1

HEALTH CARE

Registered Hospitals	4
Physicians	75
Licensed Nursing Homes	11
Licensed Residential Care	5

CIRCULATION BY COUNTY

Belmont County	12,798
Jefferson County	1,960
Monroe County	961
Harrison County	895
Ohio County	166
Guernsey County	83

MAJOR EMPLOYERS

Barnesville Hospital Assn.
Belmont County Government
Belmont Technical College
Commercial Vehicle Group
East Ohio Regional Hospital
Kroger Co.
Ogden Newspapers
Ohio Valley Coal Co.
State of Ohio
Wal-Mart Stores Inc.

ECONOMICS

Median Household Income	$38,320
Per Capita Income	$29,373

SOURCE: Ohio Dept. of Development Office of Policy, Research and Strategic Planning

REACH

OUR NEWSPAPER REACHES MORE OF YOUR POTENTIAL CUSTOMERS MORE EFFECTIVELY THAN ANY OTHER ADVERTISING MEDIUM IN THIS REGION.

OUR research has shown that our readers actually purchase the newspaper for the advertisements.
UNLIKE unwanted ads in other mediums, our readers welcome our ads and are actively engaged in them. (Viewers change TV/Radio channel; drive by billboard; throw away "junk" mail.) Newspapers are invited into the home.
NEWSPAPER advertising is not fragmented like television commercials (too many channels) or radio (AM, FM, satellite).
WHEN you combine newspaper advertising on the newspaper's website, your message reaches roughly 80% of adults in the market.
WITH print alone, just one insertion in The Times Leader reaches nearly 50% of all households each day, and almost 55% on Sunday.

VALUE

YOU SIMPLY CANNOT FIND A BETTER ADVERTISING VALUE IN OUR MARKET WHEN MEASURED IN TERMS OF COST AND RESULTS.

NO production costs. We offer free design for all advertisements. This allows you to spend more of your ad budget on placement of ads, instead of paying to have them produced.
PEOPLE respond immediately to ads in our newspaper because we are at the purchasing level of the marketing mix. Direct results are the real value of advertising with us.
OUR newspapers provide the most effective way to deliver your messages to your potential customers.
WE deliver the best cost per impression of any medium in the region.
YOUR time has value also. From concept to cash register we have some of the best timelines of any media platform.
LET us show you how The Times Leader can deliver measurable results in the most cost-effective way.