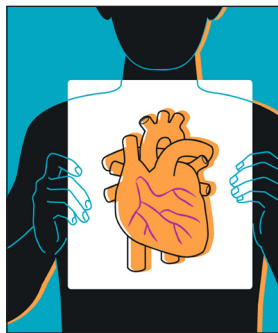
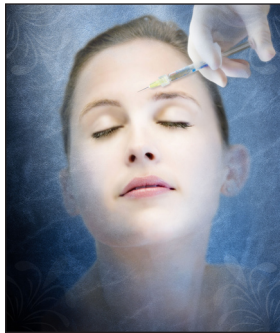


Health & Fitness

Special Issue



Publication Date: April 7, 2008
 Ad Deadline: March 27, 2008
 Circulation: 18,000
 Home Delivery: Mailed to every home in Niceville, Bluewater, Valparaiso
 Bonus Distribution: Bonus distribution for four weeks throughout the Twin Cities area via numerous free news racks

The Advertiser's 2008 Health & Fitness Issue will feature a variety of interesting stories focusing on health and fitness, such as:

- *Take it to the Heart: Your checklist for cardiovascular health*
- *Rx for Change: It may be time to look for a new doctor*
- *Getting Results: Winning trainer explains proven fitness formula*
- *On the Ball: Hard-core drills designed to keep you centered*
- *Beat the Clock: Treatments offer quick skin rejuvenation*
- *Study Up: Do homework before undergoing cosmetic procedures*

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Kathleen Gilson

SPECIAL LOW RATES FOR HEALTH CARE/FITNESS PROVIDERS

ALL ADS INCLUDE FULL COLOR

FULL PAGE \$700
1/2 PAGE \$400
1/4 PAGE \$250

COL. INCH RATES

80"+ \$ 8.75
 40-79" \$10.00
 20-39" \$11.25

*Includes full color
Min. ad size 20 c.i.*

AD SPECIFICATIONS

Full Page - 9^{2/3}" x 16"
 Half Page - 9^{2/3}" x 8", 7^{11/16}" x 10"
 or 5^{3/4}" x 13^{1/3}"
 1/4 Page - 9^{2/3}" x 4", 7^{11/16}" x 5",
 5^{3/4}" x 6^{1/3}" or 3^{3/4}" x 10"

We are happy to design and build your ad at no additional charge

Others charge \$500 extra for color. Our low prices include full color ... and we arrive in the mail!