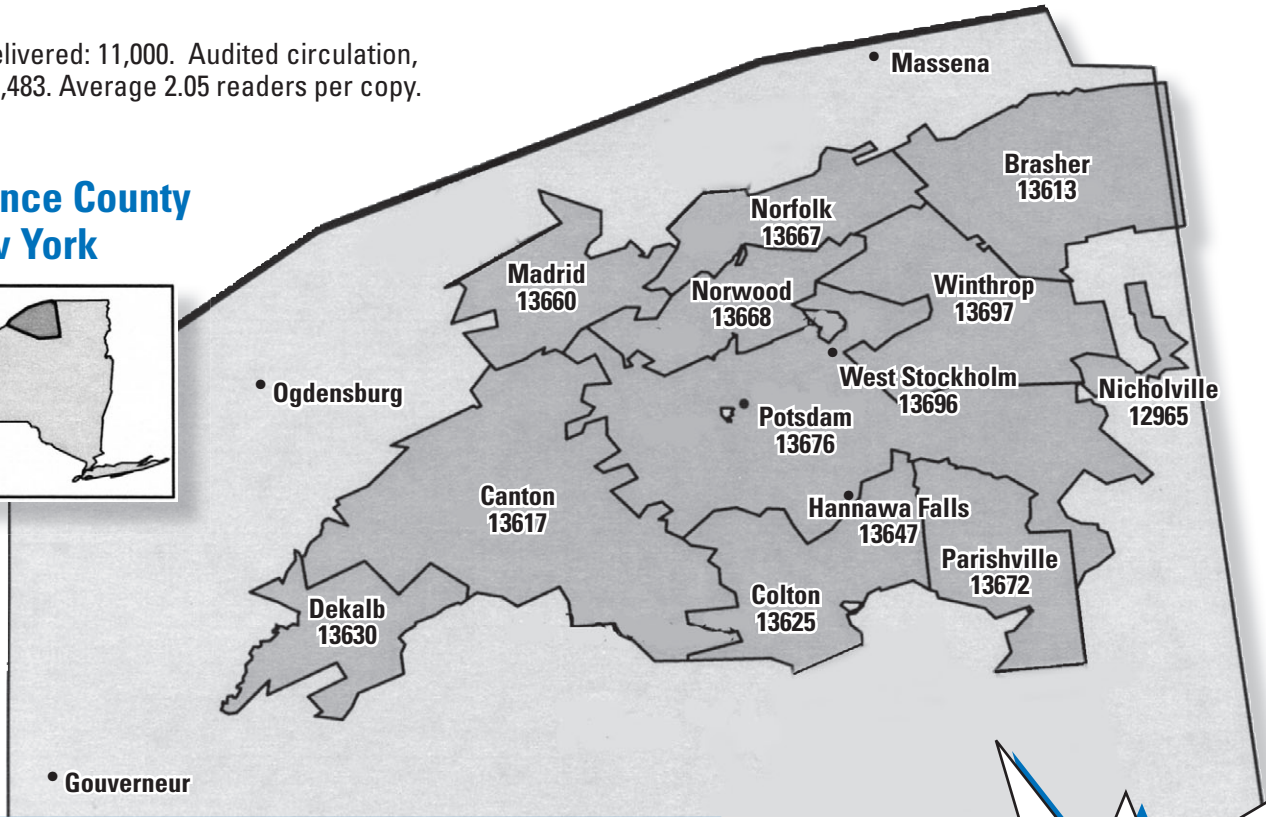
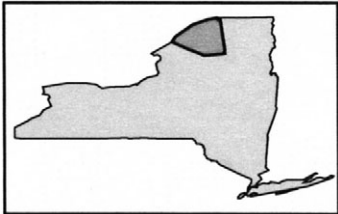


Real Advertising Value!

10,483 copies in the Greater Canton-Potsdam Area

*Total copies delivered: 11,000. Audited circulation, after returns, 10,483. Average 2.05 readers per copy.

St. Lawrence County New York



Distribution by Zip Code

Zip Code	All Papers (Bulk & Home Delivered)	Home Delivered Papers
Potsdam 13676	6,085	4,558
Norwood 13668	1,166	1,076
Hannawa Falls 13647	345	300
West Stockholm	180	130
Canton 13617	2,537	113
Colton 13625	90	
Dekalb Junction 13630	55	
Madrid 13660	85	
Norfolk 13667	72	
Parishville 13672	50	
Brasher Falls 13613	60	
Winthrop 13697	60	
Nicholville 12965	135	
Other	80	80
Total	11,000	6,257



Home Delivery in Potsdam Area

Reach 96% of all households in Potsdam, Norwood, West Stockholm and Hannawa Falls with our free home delivery! Supplemental bulk drop distribution provided in Colton, Parishville, Brasher Falls, Winthrop, Hopkinton and Norfolk.

Extensive Canton Readership

Reach shoppers from Potsdam's nearest neighbor with more copies in Canton, Dekalb Junction and Madrid than any newspaper. No need to pay for ads in two publications to saturate both communities!

Increased Readership with Quality Content

Quality editorial content about Potsdam, Canton and Norwood means readers are likely to spend more time with each page - and your ads.

NORTH COUNTRY
THIS WEEK

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Phone 315.265.1000 • Fax 315.268.8701 • NorthCountryNow.com