

# KNOW

# Where Your Advertising Dollar Is Going!

## Home delivery comparisons

by zip codes as audited by 2010 Circulation Verification Council (CVC) and 2010/2011 Audit Bureau of Circulations (ABC).

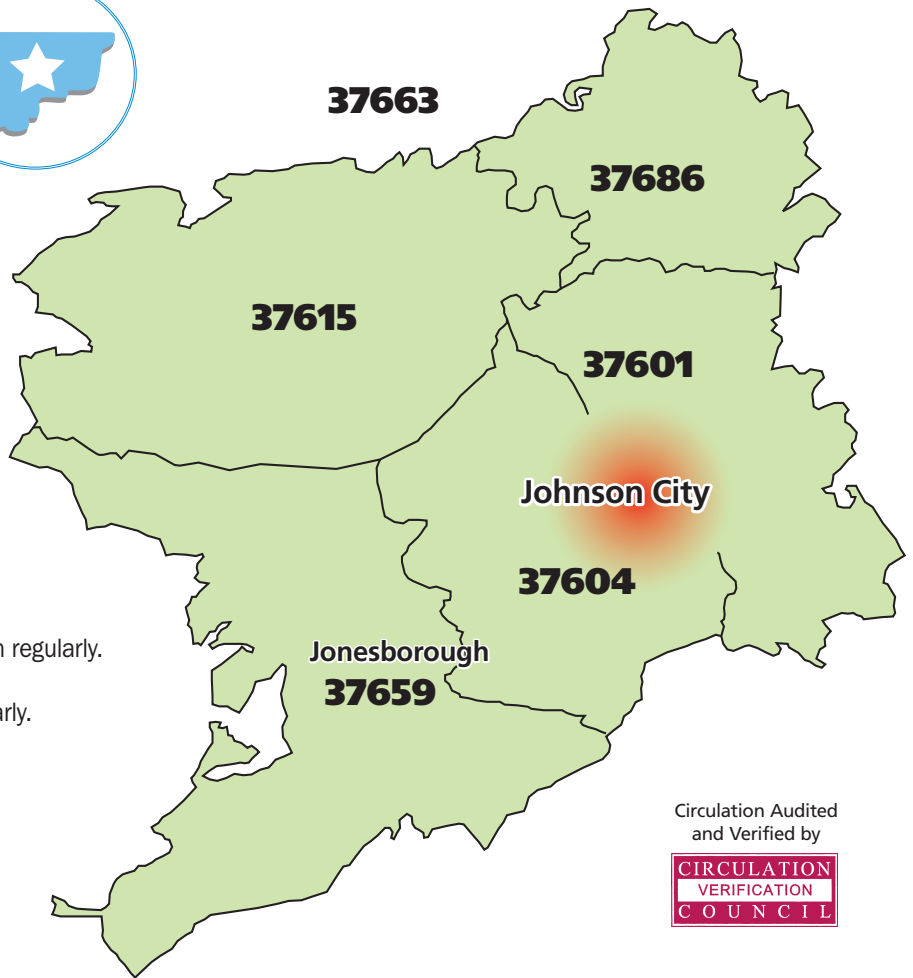
Towns	Zip	News & Neighbor	Johnson City Press 2010	Johnson City Press 2011
Johnson City	37601	8,549	4,500	4,354
Johnson City	37604	12,135	4,503	4,402
Gray/Boones Creek	37615	6,022	2,064	2,058
Jonesborough	37659	2,593	3,235	3,265
Piney Flats	37686	1,344	596	597
Milligan	37682	52	-	-
Total Home Circulation		<b>30,695</b>	<b>14,898</b>	<b>14,676</b>



**The News & Neighbor will put your message into 52.3% more prime customer homes.\***

## The Johnson City News & Neighbor

- 97.3% of respondents receive the publication regularly.
- 85.6% of the papers received are read regularly.
- With an average of 1.8 readers per paper, that means over 48,100 adults regularly read their News & Neighbor.



Circulation Audited and Verified by



THE JOHNSON CITY  
**NEWS & NEIGHBOR**

Office 423-979-1300 • Fax 423-979-1307  
Email: [newsandneighbor@charter.net](mailto:newsandneighbor@charter.net)  
[www.newsandneighboronline.com](http://www.newsandneighboronline.com)

\* Johnson City News & Neighbor 2010 Circulation Verification Council Circulation Audit/Readership Survey

\* Johnson City Press 2011 Audit Bureau of Circulations Audit