

Newspaper	Creative Name	Run Date
Argus Observer	Health Notification	5-May
Argus Observer	Kitchen Sink	12-May
Argus Observer	Kitchen Sink	13-May
Argus Observer	\$28 Offer	19-May
Argus Observer	\$28 Offer	20-May
CDA Press	Kitchen Sink	5-May
CDA Press	Kitchen Sink(Sandpoint)	5-May
CDA Press	Kitchen Sink	11-May
CDA Press	\$28 Offer	18-May
CDA Press	\$28 Offer	19-May
CDA Press	\$28 Offer (Sandpoint)	19-May
CDA Press	Sunflower (Sandpoint)	26-May
CDA Press	Quality:(Sandoint)	27-May
Daily Republic	Losing Your Hearing	20-May
Daily Republic	Losing Your Hearing	21-May
Daily Republic	Losing Your Hearing	22-May
East Oregonian	Field Test	5-May
East Oregonian	Field Test	7-May
East Oregonian	WANTED	12-May
East Oregonian	WANTED	14-May
Emmett Messenger	WANTED	13-May
Emmett Messenger	Losing Your Hearing	20-May
Everett Daily Herald	Sunflower ad	17-May
Everett Daily Herald	Sunflower ad	18-May
Everett Daily Herald	Sunflower ad	19-May
Grants Pass Courier	Field Test	6-May
Grants Pass Courier	Field Test	7-May
Grants Pass Courier	Field Test	12-May
Grants Pass Courier	Hailey's Ad	13-May
Hawaii Tribune Herald	Public Notice: Special Test Market	20-May
Herald and News	Kitchen Sink	12-May
Herald and News	Kitchen Sink	13-May
Herald and News	Kitchen Sink	19-May
Herald and News	Field Test	26-May
Herald and News	\$28 Offer	27-May
Herald and News	\$28 Offer	28-May
Idaho Press Tribune	WANTED	5-May
Idaho Press Tribune	WANTED	12-May
Idaho Press Tribune	Losing Your Hearing	13-May
Idaho Press Tribune	Losing Your Hearing	14-May

Idaho Press Tribune	Field Test	19-May
Idaho Press Tribune	Field Test	20-May
Idaho Press Tribune	Field Test	21-May
Idaho Statesman	Field Test	5-May
Idaho Statesman	Field Test	6-May
Idaho Statesman	Field Test	7-May
Idaho Statesman	WANTED	18-May
Idaho Statesman	WANTED	19-May
Idaho Statesman	WANTED	20-May
Kitsap Sun	Losing Your Hearing	18-May
Kitsap Sun	Losing Your Hearing	19-May
Kitsap Sun	Losing Your Hearing	20-May
Kitsap Sun	Losing Your Hearing	21-May
Kitsap Sun	Tiny Microchip	26-May
Kitsap Sun	Tiny Microchip	27-May
Kitsap Sun	Tiny Microchip	28-May
Kitsap Sun	Tiny Microchip	29-May
Lewiston Tribune	WANTED	5-May
Lewiston Tribune	WANTED	11-May
Lewiston Tribune	WANTED	12-May
Lewiston Tribune	Kitchen Sink	19-May
Lewiston Tribune	Kitchen Sink	20-May
Mail Tribune	\$28 Offer	5-May
Mail Tribune	\$28 Offer	13-May
Mail Tribune	\$28 Offer	19-May
Meridian Press	WANTED	15-May
Mid-Valley Newspaper	Field Test	4-May
Mid-Valley Newspaper	Field Test	5-May
Mid-Valley Newspaper	Kitchen Sink	6-May
Mid-Valley Newspaper	Kitchen Sink	7-May
Mid-Valley Newspaper	Health Notification	18-May
Newport News Times	Losing Your Hearing	6-May
Newport News Times	Losing Your Hearing	13-May
Newport News Times	Kitchen Sink	20-May
Newport News Times	Kitchen Sink	27-May
Peninsula Clarion	Sunflower Ad	22-May
Peninsula Clarion	Quality	26-May
Peninsula Clarion	Sunflower Ad	27-May
Peninsula Daily News	Health Notification	20-May
Peninsula Daily News	Health Notification	21-May
Peninsula Daily News	\$28 Offer	26-May
Peninsula Daily News	\$28 Offer	27-May
Sacramento Bee	Tiny Microchip	20-May
Sacramento Bee	Tiny Microchip	21-May

Sacramento Bee	Losing Your Hearing	27-May
Seattle Times	Tiny Microchip	18-May
Seattle Times	Tiny Microchip	19-May
Seattle Times	Kitchen Sink	20-May
Seattle Times	Kitchen Sink	21-May
SF Chronicle	Health Notification	18-May
SF Chronicle	Health Notification	19-May
SF Chronicle	Health Notification	20-May
SF Chronicle	Health Notification	21-May
SF Chronicle	Losing Your Hearing	26-May
SF Chronicle	Losing Your Hearing	27-May
SF Chronicle	Losing Your Hearing	28-May
SF Chronicle	Kitchen Sink	1-Jun
SF Chronicle	Kitchen Sink	2-Jun
SF Chronicle	Kitchen Sink	3-Jun
Shelton Mason Journal	Losing Your Hearing	14-May
Shelton Mason Journal	Kitchen Sink	21-May
Spokesman Review	Tiny Microchip	6-May
Spokesman Review	Tiny Microchip	7-May
Spokesman Review	Field Test	12-May
Spokesman Review	Field Test	13-May
Star Advertiser	Public Notice: Special Test Market	18-May
Star Advertiser	Public Notice: Special Test Market	18-May
Star Advertiser	Public Notice: Special Test Market	19-May
Star Advertiser	Field Test	26-May
Star Advertiser	Field Test	27-May
Star Advertiser	Field Test	28-May
Statesman Journal	Haileys Ad	5-May
Statesman Journal	Haileys Ad	6-May
Statesman Journal	Haileys Ad	7-May
Statesman Journal	\$125 Event	18-May
Statesman Journal	\$125 Event	19-May
Statesman Journal	\$125 Event	20-May
Stockton Record	WANTED	27-May
The Chronicle	Losing Your Hearing	14-May
The Chronicle	Field Test	19-May
The Chronicle	Losing Your Hearing	21-May
The Chronicle	Field Test	26-May
The Columbian	Losing Your Hearing	12-May
The Columbian	Health Notification	19-May
The Daily Astorian	Kitchen Sink	2-May

The Daily Astorian	Losing Your Hearing	5-May
The Daily World	Kitchen Sink	14-May
The News Review	Field Test	5-May
The News Review	Field Test	6-May
The News Review	Field Test	7-May
The News Review	Tiny Microchip	12-May
The News Review	Tiny Microchip	13-May
The News Review	Tiny Microchip	14-May
The Observer	Field Test	7-May
The Observer	Field Test	9-May
The Observer	Field Test	12-May
The Observer	Public Notice	14-May
The Observer	Public Notice	16-May
The Observer	Public Notice	19-May
The Oregonian	Haileys Ad	5-May
The Oregonian	Haileys Ad	6-May
The Oregonian	Haileys Ad	7-May
The Oregonian	Health Notification	12-May
The Oregonian	Health Notification	13-May
The Oregonian	Health Notification	14-May
The Oregonian The Oregonian	\$28 Offer	18-May
	\$28 Offer	20-May
The Oregonian	\$28 Offer	21-May
The Oregonian	\$28 Offer	22-May
The Oregonian	\$125 Event	25-May
The Oregonian	\$125 Event	26-May
The Oregonian	\$125 Event	27-May
The Oregonian	\$125 Event	28-May
The Register Guard	\$28 Offer	4-May
The Register Guard	Kitchen Sink	5-May
The Register Guard	Field Test	12-May
The Register Guard	Health Notification	19-May
The Siuslaw News	Losing Your Hearing	13-May
The Siuslaw News	\$28 Month	20-May
The Union Tribune	WANTED	19-May
The Wenatchee World	Kitchen Sink	12-May
The Wenatchee World	Kitchen Sink	13-May
The Wenatchee World	Kitchen Sink	14-May
The World	Losing Your Hearing	4-May
The World	Losing Your Hearing	5-May
The World	Losing Your Hearing	6-May
The World	Dementia	11-May
The World	Dementia	12-May
The World	\$28 Month	18-May

The World	\$28 Month	19-May
The World	\$28 Month	20-May
Tri-City Herald	Health Notification	12-May
Tri-City Herald	Health Notification	13-May
Tri-City Herald	WANTED	18-May
Tri-City Herald	WANTED	19-May
Tri-City Herald	WANTED	20-May
Tri-City Herald	Quality	27-May
Tri-City Herald	Quality	28-May
Yakima Herald	WANTED	12-May
Yakima Herald	WANTED	13-May
Yakima Herald	Kitchen Sink	18-May
Yakima Herald	Kitchen Sink	19-May