| PAPER | CREATIVE | RUN DATE |
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| Montana Standard | \$28 Month | 29-Sep |
| Montana Standard | \$28 Month | 30-Sep |
| The Columbian | Kitchen Sink | 1-Oct |
| Yakima Herald | Health Notification | 1-Oct |
| The Chronicle | Losing Your Hearing | 1-Oct |
| Tri-City Herald | Dementia | 1-Oct |
| The Oregonian | Mask Ad | 1-Oct |
| Statesman Journal | Health Notification | 1-Oct |
| Mid-Valley Newspaper | Mask Ad | 1-Oct |
| Idaho Press Tribune | Health Notification | 1-Oct |
| Montana Standard | \$28 Month | 1-Oct |
| Kitsap Sun | Field Test | 1-Oct |
| Star Advertiser | Losing Your hearing | 1-Oct |
| Statesman Journal | Health Notification | 2-Oct |
| Mid-Valley Newspaper | Mask Ad | 2-Oct |
| Montana Standard | Field Test | 2-Oct |
| Kitsap Sun | Field Test | 2-Oct |
| The Daily World | Health Notification | 3-Oct |
| The World | Mask Ad | 3-Oct |
| Peninsula Daily News | Mask Ad | 5-Oct |
| Tri-City Herald | Health Notification | 5-Oct |
| The Oregonian | Mask Ad | 5-Oct |
| Statesman Journal | Health Notification | 5-Oct |
| Mid-Valley Newspaper | \$28 Month | 5-Oct |
| CDA Press | Health Notification | 5-Oct |
| CDA Press | Health Notification (Sandpoint) | 5-Oct |
| Idaho Statesman | Losing Your Hearing | 5-Oct |
| Lewiston Tribune | Losing Your Hearing | 5-Oct |
| Montana Standard | Field Test | 5-Oct |
| Kitsap Sun | Field Test | 5-Oct |
| Everett Daily Herald | Mask Ad | 5-Oct |
| Hawaii Tribune Herald | Health Notification | 5-Oct |
| Peninsula Daily News | Mask Ad | 6-Oct |
| The Columbian | Kitchen Sink | 6-Oct |
| The Chronicle | Losing Your Hearing | 6-Oct |
| Tri-City Herald | Health Notification | 6-Oct |
| The World | Mask Ad | 6-Oct |
| The Oregonian | Mask Ad | 6-Oct |
| Statesman Journal | Health Notification | 6-Oct |
| The Register Guard | Mask Ad | 6-Oct |
| The News Review | Mask Ad | 6-Oct |
| Mid-Valley Newspaper | \$28 Month | 6-Oct |
| Grants Pass Courier | Mask Ad | 6-Oct |

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| Herald and News | Red WANTED | 6-Oct |
| Mail Tribune | Mask Ad | 6-Oct |
| Argus Observer | Mask Ad | 6-Oct |
| Idaho Press Tribune | Red WANTED | 6-Oct |
| Lewiston Tribune | Losing Your Hearing | 6-Oct |
| Peninsula Clarion | Health Notification | 6-Oct |
| Montana Standard | Field Test | 6-Oct |
| Kitsap Sun | New Tiny Microchip | 6-Oct |
| Everett Daily Herald | Mask Ad | 6-Oct |
| Hawaii Tribune Herald | Health Notification | 6-Oct |
| Peninsula Daily News | New Tiny Microchip | 7-Oct |
| The Columbian | New Tiny Microchip | 7-Oct |
| Spokesman Review | Field Test | 7-Oct |
| The Oregonian | Tiny Microchip | 7-Oct |
| The News Review | Mask Ad | 7-Oct |
| Mid-Valley Newspaper | \$28 Month | 7-Oct |
| Herald and News | Red WANTED | 7-Oct |
| Newport News Times | Kitchen Sink | 7-Oct |
| Idaho Press Tribune | Red WANTED | 7-Oct |
| Idaho Statesman | Losing Your Hearing | 7-Oct |
| Peninsula Clarion | Health Notification | 7-Oct |
| Montana Standard | Red WANTED | 7-Oct |
| Kitsap Sun | New Tiny Microchip | 7-Oct |
| Everett Daily Herald | Mask Ad | 7-Oct |
| The Union Bulletin | \$28 Month | 8-Oct |
| Peninsula Daily News | New Tiny Microchip | 8-Oct |
| Spokesman Review | Field Test | 8-Oct |
| Shelton Mason Journal | Mask Ad | 8-Oct |
| The Oregonian | Tiny Microchip | 8-Oct |
| The News Review | Mask Ad | 8-Oct |
| Montana Standard | Red WANTED | 8-Oct |
| Kitsap Sun | New Tiny Microchip | 8-Oct |
| The Union Bulletin | \$28 Month | 9-Oct |
| The Oregonian | Tiny Microchip | 9-Oct |
| Meridian Press | Mask Ad | 9-Oct |
| Montana Standard | Red WANTED | 9-Oct |
| Kitsap Sun | Mask Ad | 9-Oct |
| The World | Kitchen Sink | 10-Oct |
| The Union Bulletin | Field Test | 11-Oct |
| The Union Bulletin | Field Test | 12-Oct |
| Yakima Herald | Health Notification | 12-Oct |
| Spokesman Review | Tiny Microchip | 12-Oct |
| The Oregonian | Losing Your Hearing | 12-Oct |
| CDA Press | Kitchen Sink | 12-Oct |
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| CDA Press | Kitchen Sink (Sandpoint) | 12-Oct |
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| Idaho Statesman | Kitchen Sink | 12-Oct |
| Lewiston Tribune | \$28 Month | 12-Oct |
| Montana Standard | Red WANTED | 12-Oct |
| Kitsap Sun | Mask Ad | 12-Oct |
| News Tribune | Losing Your Hearing | 12-Oct |
| The Union Bulletin | Kitchen Sink | 13-Oct |
| The Columbian | New Tiny Microchip | 13-Oct |
| The World | Kitchen Sink | 13-Oct |
| The Oregonian | Losing Your Hearing | 13-Oct |
| The Register Guard | Health Notification | 13-Oct |
| The Daily Astorian | Mask Ad | 13-Oct |
| Grants Pass Courier | Kitchen Sink | 13-Oct |
| Herald and News | Mask Ad | 13-Oct |
| The Observer | Mask Ad | 13-Oct |
| Argus Observer | Health Notification | 13-Oct |
| Idaho Statesman | Kitchen Sink | 13-Oct |
| Lewiston Tribune | \$28 Month | 13-Oct |
| Peninsula Clarion | \$125 Event | 13-Oct |
| News Tribune | Losing Your Hearing | 13-Oct |
| The Columbian | Field Test | 14-Oct |
| Spokesman Review | Tiny Microchip | 14-Oct |
| The Union Bulletin | Kitchen Sink | 14-Oct |
| The Oregonian | Losing Your Hearing | 14-Oct |
| The Register Guard | Health Notification | 14-Oct |
| The Daily Astorian | WANTED | 14-Oct |
| Herald and News | Mask Ad | 14-Oct |
| Mail Tribune | Mask Ad | 14-Oct |
| Newport News Times | \$28 Month | 14-Oct |
| Peninsula Clarion | \$125 Event | 14-Oct |
| Star Advertiser | New Tiny Microchip | 14-Oct |
| The Chronicle | Field Test | 15-Oct |
| The Oregonian | Field Test | 15-Oct |
| The Observer | Mask Ad | 15-Oct |
| Star Advertiser | New Tiny Microchip | 15-Oct |
| The World | Health Notification | 17-Oct |
| The Observer | Mask Ad | 17-Oct |
| Tri-City Herald | WANTED | 19-Oct |
| The Oregonian | Field Test | 19-Oct |
| Idaho Statesman | Mask Ad | 19-Oct |
| News Tribune | WANTED | 19-Oct |
| Star Advertiser | Field Test | 19-Oct |
| Hawaii Tribune Herald | Losing Your hearing | 19-Oct |
| The Columbian | Losing Your Hearing | 20-Oct |

| The Chronicle | F'-1-1 T1 | 20.0-1 |
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| Tri-City Herald | Field Test | 20-Oct |
| The World | WANTED | 20-Oct |
| | Health Notification | 20-Oct |
| The Oregonian | Field Test | 20-Oct |
| The News Review | Losing Your Hearing | 20-Oct |
| The Observer | Losing Your Hearing | 20-Oct |
| Argus Observer | Kitchen Sink | 20-Oct |
| East Oregonian | Mask Ad | 20-Oct |
| Idaho Press Tribune | Losing Your Hearing | 20-Oct |
| Peninsula Clarion | Kitchen Sink | 20-Oct |
| News Tribune | WANTED | 20-Oct |
| Star Advertiser | Field Test | 20-Oct |
| Hawaii Tribune Herald | Losing Your hearing | 20-Oct |
| The Oregonian | Field Test | 21-Oct |
| The Register Guard | WANTED | 21-Oct |
| The News Review | Losing Your Hearing | 21-Oct |
| Grants Pass Courier | Losing Your Hearing | 21-Oct |
| Mail Tribune | Mask Ad | 21-Oct |
| Newport News Times | Kitchen Sink | 21-Oct |
| East Oregonian | Mask Ad | 21-Oct |
| Idaho Press Tribune | Losing Your Hearing | 21-Oct |
| Emmett Messenger | Field Test | 21-Oct |
| Idaho Statesman | Mask Ad | 21-Oct |
| Lewiston Tribune | Mask Ad | 21-Oct |
| Peninsula Clarion | Kitchen Sink | 21-Oct |
| Star Advertiser | Field Test | 21-Oct |
| The Columbian | Losing Your Hearing | 22-Oct |
| The Daily World | Kitchen Sink | 22-Oct |
| Shelton Mason Journal | Mask Ad | 22-Oct |
| The News Review | Losing Your Hearing | 22-Oct |
| The Observer | Losing Your Hearing | 22-Oct |
| East Oregonian | Red WANTED | 22-Oct |
| Idaho Press Tribune | Losing Your Hearing | 22-Oct |
| East Oregonian | Red WANTED | 23-Oct |
| The World | Mask Ad | 24-Oct |
| The Observer | Losing Your Hearing | 24-Oct |
| Tri-City Herald | Kitchen Sink | 26-Oct |
| Statesman Journal | New Tiny Microchip | 26-Oct |
| CDA Press | Field Test | 26-Oct |
| The Columbian | Health Notification | 27-Oct |
| Tri-City Herald | Kitchen Sink | 27-Oct |
| The World | Mask Ad | 27-Oct |
| Statesman Journal | New Tiny Microchip | 27-Oct |
| Argus Observer | Kitchen Sink | 27-Oct |
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| CDA Press | Field Test | 27-Oct |
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| Idaho Press Tribune | Health Notification | 27-Oct |
| Star Advertiser | New Tiny Microchip | 27-Oct |
| The Oregonian | \$28 Month | 28-Oct |
| Statesman Journal | New Tiny Microchip | 28-Oct |
| Newport News Times | \$28 Month | 28-Oct |
| Emmett Messenger | Field Test | 28-Oct |
| Statesman Journal | New Tiny Microchip | 29-Oct |

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