

---

---

**M**edia **K**it

**D**ubuque  
*The* **A**dvertiser

*"The Little Paper with the Big Impact"*

**CONTACT INFORMATION AT A GLANCE:**

**Mailing Address - 2966 J.F.K. Road  
Dubuque, Iowa 52002**

**Shipping Address - 2966 J.F.K. Road  
Dubuque, Iowa 52002**

**Phone (563) 588-0162**

**Fax No. (563) 582-0335**

**e-mail: [dbqadvertiser@dbqadvertiser.com](mailto:dbqadvertiser@dbqadvertiser.com)  
website: [www.dbqadvertiser.com](http://www.dbqadvertiser.com)**

---

# Dubuque *The* Advertiser

2966 J. F. K. Road  
Dubuque, Iowa 52002  
Phone (563) 588-0162  
Fax No. (563) 582-0335  
e-mail: dbqadvertiser@dbqadvertiser.com

Thank you for your interest in The Dubuque Advertiser.

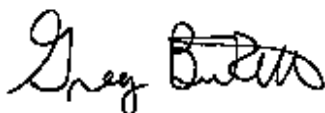
I know you will find our low rates and large circulation suitable for your marketing plans.

Since the beginning of the Dubuque Advertiser in 1963, we have been striving for quality in lay-out and design, readership and distribution.

The bottom line, if we can market your products or service effectively at a low cost, you'll keep returning to...

***“The Little Paper With The Big Impact”***

Sincerely,



Greg Birkett

General Manager

---

---

# Facts

Publication Date.....Wednesday

Copy Deadline.....Friday Noon

*Ads received by deadline can be proofed through Monday noon.*

*(Ads accepted through Monday if space is available)*

Width of Column.....10 Picas

Size of Page.....6 Column x 16 Inches

## Electronic Ad Transfers

We accept ads via e-mail, or we can retrieve ads from FTP sites. Ads that are completely camera ready, no changes to be made and sized to our column format, should be sent as a pdf. Other formats are not always compatible. Artwork or photos to be used in creating an ad should be sent as a tiff.

If you advertise with The Dubuque Advertiser, the information contained in this brochure constitutes a written agreement between you and The Dubuque Advertiser. You agree that our liability to you for errors in advertisements shall not exceed the cost of the advertisement. This is called 'liquidated damages'. You assume all liability for errors in advertisements if you have proofed the ad, or if the same ad has been run previously.

All advertising is subject to the approval of the publisher and/or management. The Dubuque Advertiser reserves the right to refuse any advertisement.

**FOR ALL OF YOUR  
COMMERCIAL PRINTING NEEDS...  
COUNT ON US!!**

**•QUALITY WORK •LOW, LOW PRICES**

From Business Cards & Letterheads to  
Complete Books...

***Let Us Give You A Bid.***

# Rates

EFFECTIVE OCTOBER 1, 2010

## DISPLAY RATES

Per Column Inch

**Preferred Rate**.....\$9.50

This rate applies to accounts that run at least a 12 column inch ad each week of the year. Also valid for non-profit groups.

**Campaign Rate**.....\$10.25

This rate applies to accounts that run any size ad at least 4 weeks in a row, or every other week of the year. Also for accounts that guarantee 576 inches annually.

**Space Rate**.....\$11.00

This rate applies to accounts that run at least a 12 column inch ad or larger from one week to three weeks.

**Open Rate**.....\$12.25

This rate applies to accounts that run up to a 12 column inch ad from one to three weeks.

## RATES FOR PREFERRED POSITIONING

1/2 Back Page.....\$549.00

1/2 Page Three.....\$549.00

1/4 Page Three.....\$274.50

1/2 Front Page.....\$649.00

Front Page Square.....\$20.00

## COLOR RATES

Spot Color\*.....\$90.00

Two Color\*.....\$150.00

Process Color\*.....\$180.00

\*Color charges are based on in house separations. Price does not include special scans, etc.

## PRE-PRINT INSERTS

Insert Rate - Standard insert - 5M minimum.....\$42.00 per thousand

## BUSINESS CLASSIFIEDS

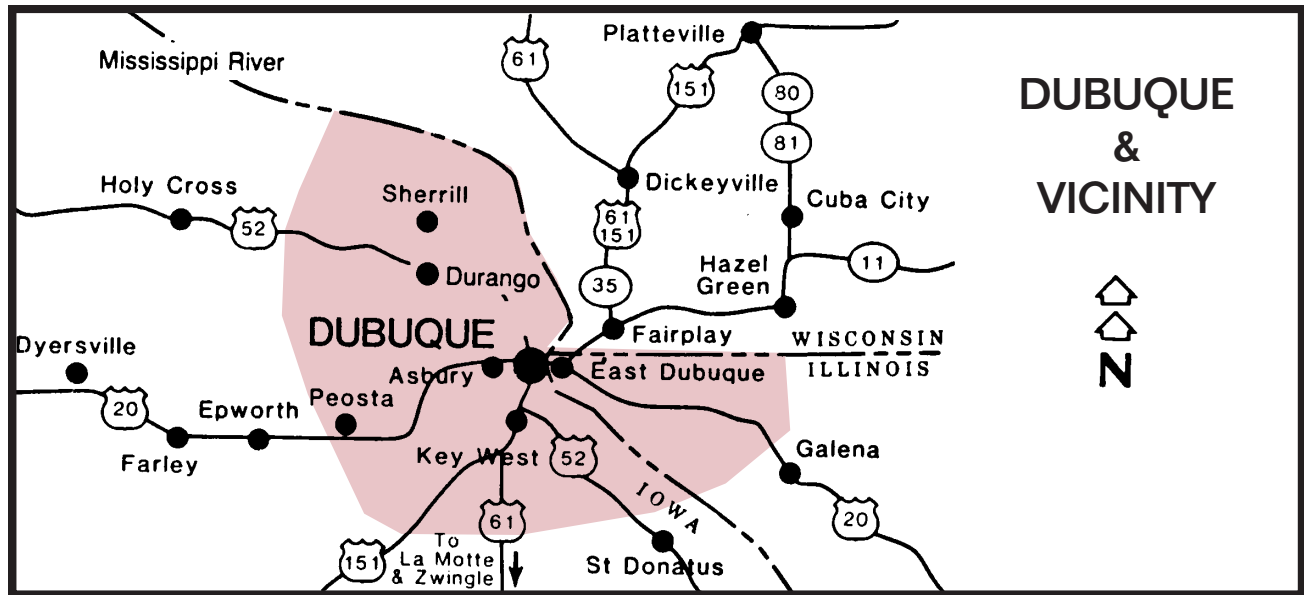
**\$8.99** per insertion of 15 words or less for standard classified ads.

Each additional word.....**25¢**

Only steady classified ads will be billed at no charge (*except service charge on past due balance*). All others will have \$1.00 billing charge added if payment is not received within 7 days of ad placement. Additional billing charges may be added if payment is not received after first billing.

\* Rates subject to change without notice \*

# Circulation



PRIMARY DELIVERY AREA

Dubuque, Iowa

Peosta, Iowa

East Dubuque, Illinois

Durango, Iowa

Sherrill, Iowa

And Many Small Communities in the Tri-State Area

NEARLY 36,000 PAPERS WEEKLY

**Reinstatement Audit Period: January 1, 2009 – December 31, 2009**

**Dubuque Advertiser**

2966 JFK Road (PO Box 782)  
Dubuque, IA 52002 (52004)  
(563) 588-0162  
(563) 582-0335 FAX

EMAIL: [gbirkett@dbqadvertiser.com](mailto:gbirkett@dbqadvertiser.com)  
[www.dbadvertiser.com](http://www.dbadvertiser.com)

**1. Publication Information**

Average Net Circulation:	35,511 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 24 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / By 8 PM
Ownership:	Dubuque Advertiser, Inc.
Year Established:	1963
Publication Type:	Shopper
Content:	90% Advertising / 10% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	83% Home Delivery / 1% Mail / 16% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / County / Zone
CVC Member Number:	10-0029
DMA/MSA:	Cedar Rapids, IA / Dubuque, IA
Audit Funded By:	Midwest Free Community Papers Independent Free Papers of America

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	May 1, 2008
Mechanical Data:	Six (6) columns x 16-inch column depth Full page: 10.375" wide X 16" depth.
Open Rate:	Local: \$12.00 per column inch National: \$12.00 per column inch
Insert Open Rate:	\$42.00 per thousand
Classified Rate:	\$8.99

Volume, frequency, contract, color, and other rates may be available from the publisher.

**3. Contact Information**

Publisher:	Randall Aird	EMAIL: <a href="mailto:raird@dbqadvertiser.com">raird@dbqadvertiser.com</a>
Advertising:	Greg Birkett	EMAIL: <a href="mailto:gbirkett@dbqadvertiser.com">gbirkett@dbqadvertiser.com</a>
Circulation:	Chris Aird	EMAIL: <a href="mailto:caird@dbqadvertiser.com">caird@dbqadvertiser.com</a>

**4. Circulation Pricing**

Dubuque Advertiser is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$15.00



**5. Audited Circulation, Distribution and Net Press Averages - Print Edition**

CVC Account Number: 10-0029		Dubuque Advertiser Dubuque, IA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>35,511</b>
Average Gross Distribution	(5-F)	36,109
Average Net Press Run	(5-A)	36,159
<b>Audit Period Detail</b>		
A. Average Net Press Run		36,159
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		29,865
2. Controlled Bulk Delivery / Demand Distribution		5,779
3. Mail		200
4. Restock & Office Service		265
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>36,109</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		36,109
G. Unclaimed / Returns		(598)*
<b>H. Average Net Circulation</b>		<b>35,511</b>

**6A. Audited Average Website Reporting**

	Audit Period Average
Website Unique Visitors	Not Reported
Website Page Views	Not Reported

**6B. Audited Online Edition Reporting**

	Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable

## 7. Explanatory

### PARAGRAPH FIVE

#### AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

#### AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
1. HOME DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle \*(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

#### PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

PAGE VIEWS: The transmittal of a full page contained within the website to the user's browser.

#### PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, within a defined time period (i.e. day, week or month). A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS: Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user's browser. Several page views are expected to be logged per Visit/Session.



**8. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	35,495	35,547	35,506	35,497
01/01/08-12/31/08	No Reporting	No Reporting	No Reporting	No Reporting	No Reporting
01/01/07-12/31/07	CVC	35,718	35,504	35,252	35,412
01/01/06-12/31/06	CVC	35,936	36,281	35,992	35,963
01/01/05-12/31/05	CVC	36,123	35,906	36,021	36,108
01/01/04-12/31/04	CVC	35,821	35,717	35,748	35,961
01/01/03-12/31/03	CVC	35,803	35,792	35,676	35,520
01/01/02-12/31/02	CVC	35,803	35,757	35,839	35,863
01/01/01-12/31/01	CVC	35,698	35,653	35,517	35,867
01/01/00-12/31/00	CVC	-	-	-	-
01/01/99-12/31/99	CVC	36,695	36,564	36,568	36,589

**9. Distribution by Zip Code (9/30/2009 Edition) Wednesday**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
52001	Dubuque	Dubuque	16,224	2,104	0	0	18,328
52002	Dubuque	Dubuque	5,545	1,098	0	315	6,958
52003	Dubuque	Dubuque	4,661	1,065	0	0	5,726
52039	Durango	Dubuque	465	0	0	0	465
52040	Dyersville	Dubuque	0	150	0	0	150
52045	Epworth	Dubuque	0	78	0	0	78
52046	Farley	Dubuque	0	80	0	0	80
52052	Guttenberg	Clayton	0	100	0	0	100
52053	Holy Cross	Dubuque	0	45	0	0	45
52056	Luxemburg	Dubuque	0	28	0	0	28
52065	New Vienna	Dubuque	0	30	0	0	30
52066	North Buena Vista	Clayton	0	40	0	0	40
52068	Peosta	Dubuque	1,058	70	0	0	1,128
52073	Sherrill	Dubuque	450	0	0	0	450
53807	Cuba City	Grant, WI	0	146	0	0	146
53808	Dickeyville	Grant, WI	0	125	0	0	125
53811	Hazel Green	Grant, WI	0	70	0	0	70
53812	Kieler	Grant, WI	0	30	0	0	30
61025	East Dubuque	Jo Daviess, IL	1,462	420	0	0	1,882
61036	Galena	Jo Daviess, IL	0	215	0	0	215
Misc.	Assorted	Assorted	0	0	200	0	200
<b>TOTAL</b>			<b>29,865</b>	<b>5,894</b>	<b>200</b>	<b>315</b>	<b>36,274</b>



[www.cvcaudit.com](http://www.cvcaudit.com)

**10. Distribution by County (9/30/2009 Edition) Wednesday**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Clayton	Guttenberg North Buena Vista	0	140	0	0	140
Dubuque	Dubuque Durango Dyersville Epworth Farley Holy Cross Luxemburg New Vienna Peosta Sherrill	28,403	4,748	0	315	33,466
Jo Daviess, IL	East Dubuque Galena	1,462	635	0	0	2,097
Grant, WI	Cuba City Dickeyville Hazel Green Kieler	0	371	0	0	371
Misc.	Assorted	0	0	200	0	200
<b>TOTAL</b>		<b>29,865</b>	<b>5,894</b>	<b>200</b>	<b>315</b>	<b>36,274</b>

**11. Verification of Receivership & Readership**

**Controlled Home Delivery and Mail Distribution**

The Circulation Verification Council interviewed 506 residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. Dubuque Advertiser is distributed regularly in your area. Do you receive Dubuque Advertiser on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Dubuque Advertiser?

**CVC interviews indicate that 490 of 506 households or 96.8% indicated they receive Dubuque Advertiser on a regular basis.**

**CVC interviews indicate that 376 of 490 or 76.7% indicate they regularly read or look through Dubuque Advertiser.**

\*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.



www.cvcaudit.com

**12. Verification of Distribution**

**Controlled Bulk / Demand Distribution**

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution locations chosen randomly from the publication's delivery list. The purpose was to identify the number of locations who indicate they receive the publication on a regular basis, and further verify the number of publications distributed at the beginning of the edition cycle, and the number of editions left unclaimed by readers at the end of the edition cycle.

**CVC interviews indicate that 100% of reported controlled bulk drop locations indicated they received Dubuque Advertiser on a regular basis.**

**CVC interviews indicate that less than 10% of Dubuque Advertiser's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.**

**13. Paid Reporting Analysis**

<b>HOME DELIVERY</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
<b>MAIL</b>	Basic Rates: \$15.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
<b>OTHER:</b>	

**14. Council Audit Statement**

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



[www.cvcaudit.com](http://www.cvcaudit.com)

**The current status of this report expires December 31, 2011.**  
If this report is presented after December 31, 2011 please call the toll-free number listed below.

Dubuque Advertiser - Dubuque, IA - 10-0029 - Supplemental Readership Study

The Circulation Verification Council interviewed 408 readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 at the 95% confidence level. \*376 Survey respondents were interviewed during the verification of home delivery and mail distribution. 32 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- **Average readers per edition during the audit period: 2.05\***  
\*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Dubuque Advertiser is distributed regularly in your area. Do you regularly read or look through Dubuque Advertiser?

YES	408	Survey Respondents
-----	-----	--------------------

2. Do you frequently purchase products or services from ads seen in Dubuque Advertiser?

YES	338	82.8%
NO	70	17.2%

3. How long do you keep Dubuque Advertiser before discarding it?

57%	1-2 Days
08%	3-4 Days
04%	5-6 Days
31%	1 Week or More

4. Please select the category that best describes your age.

Reader Demographics	Market Demographics	
01%	05%	18 - 20
06%	08%	21 - 24
18%	14%	25 - 34
22%	18%	35 - 44
23%	20%	45 - 54
15%	16%	55 - 64
11%	09%	65 - 74
04%	10%	75 years or older



5. What category best describes your combined annual household income for last year?

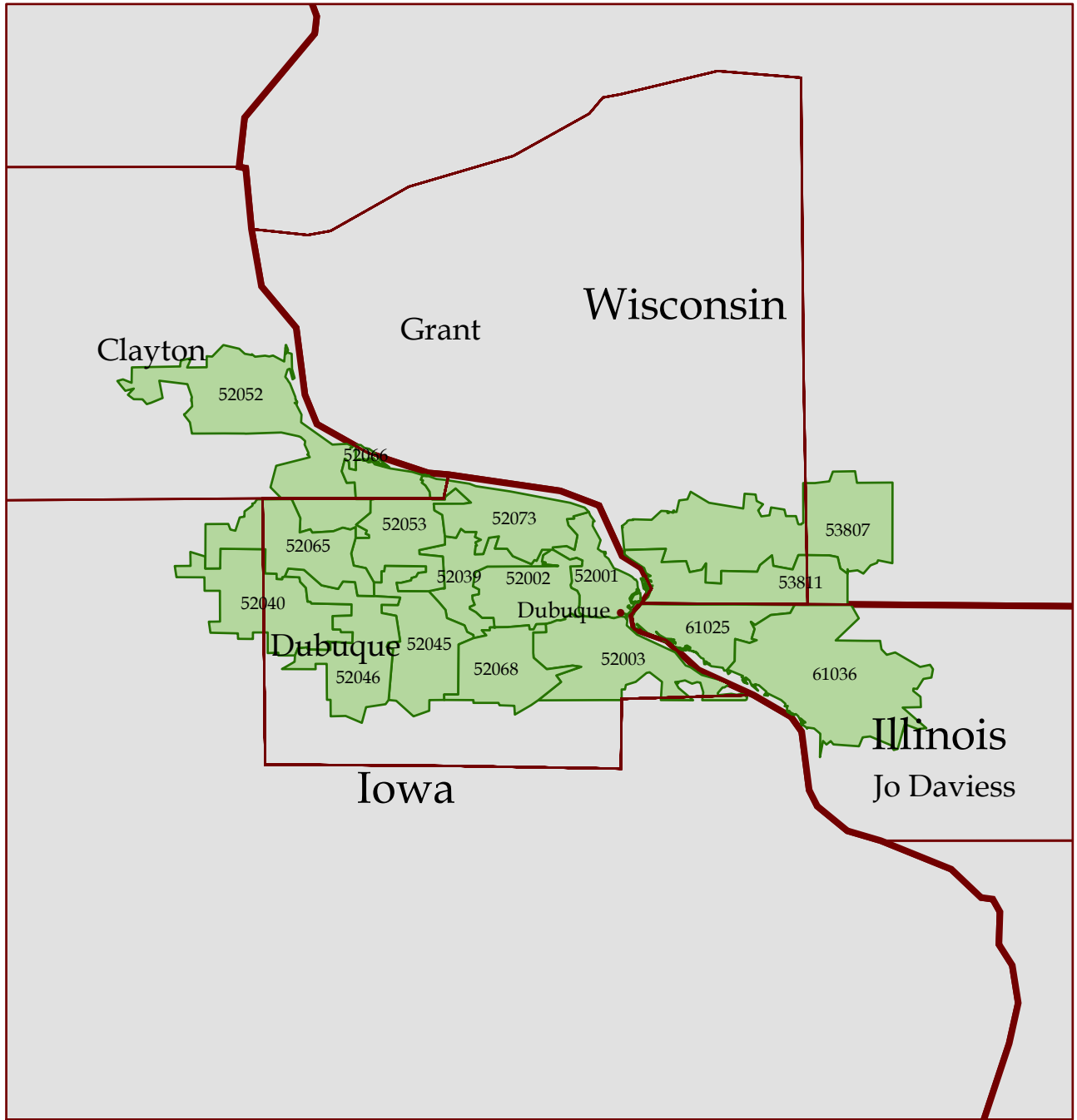
Reader Demographics	Market Demographics	
12%	21%	Under \$25,000
36%	30%	\$25,001 - \$49,999
28%	22%	\$50,000 - \$74,999
16%	14%	\$75,000 - \$99,999
07%	09%	\$100,000 - \$149,999
01%	04%	Over \$150,000

6. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
04%	13%	Some High School or Less
37%	39%	Graduated High School
33%	26%	Some College
21%	15%	Graduated College
05%	07%	Completed Post Graduate




7. Which of the following products or services do you plan to purchase during the next twelve months?

		(% = Positive respondents)
18%	New Automobile	
09%	Used Automobile	
21%	Antiques / Auctions	
42%	Furniture / Home Furnishings	
20%	Major Home Appliance	
11%	Home Computers	
36%	Home Improvements / Supplies	
36%	Television / Electronics	
15%	Carpet / Flooring	
65%	Automobile Accessories (tires, brakes & service)	
70%	Lawn & Garden	
28%	Florist / Gift Shops	
41%	Home Heating / Air Conditioning (service, new equipment)	
55%	Vacations / Travel	
03%	Real Estate	
81%	Men's Apparel	
90%	Women's Apparel	
43%	Children's Apparel	
01%	Boats / Personal Watercraft	
24%	Art & Crafts Supplies	
19%	Childcare	
36%	Education / Classes	
11%	Attorney	
28%	Veterinarian	
15%	Chiropractor	
29%	Financial Planner (Retirement, Investing)	
64%	Tax Advisor / Services	
26%	Health Club / Exercise Class	
32%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
07%	Weight Loss	
31%	Lawn Care Service (Maintenance & Landscaping)	
54%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
70%	Pharmacist / Prescription Service	
21%	Cellular Phone New/Update Service	
83%	Dining & Entertainment	
21%	Jewelry	
09%	Wedding Supplies	
37%	Athletic & Sports Equipment	



Dubuque Advertiser  
 Dubuque, Iowa  
 10-0029

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

