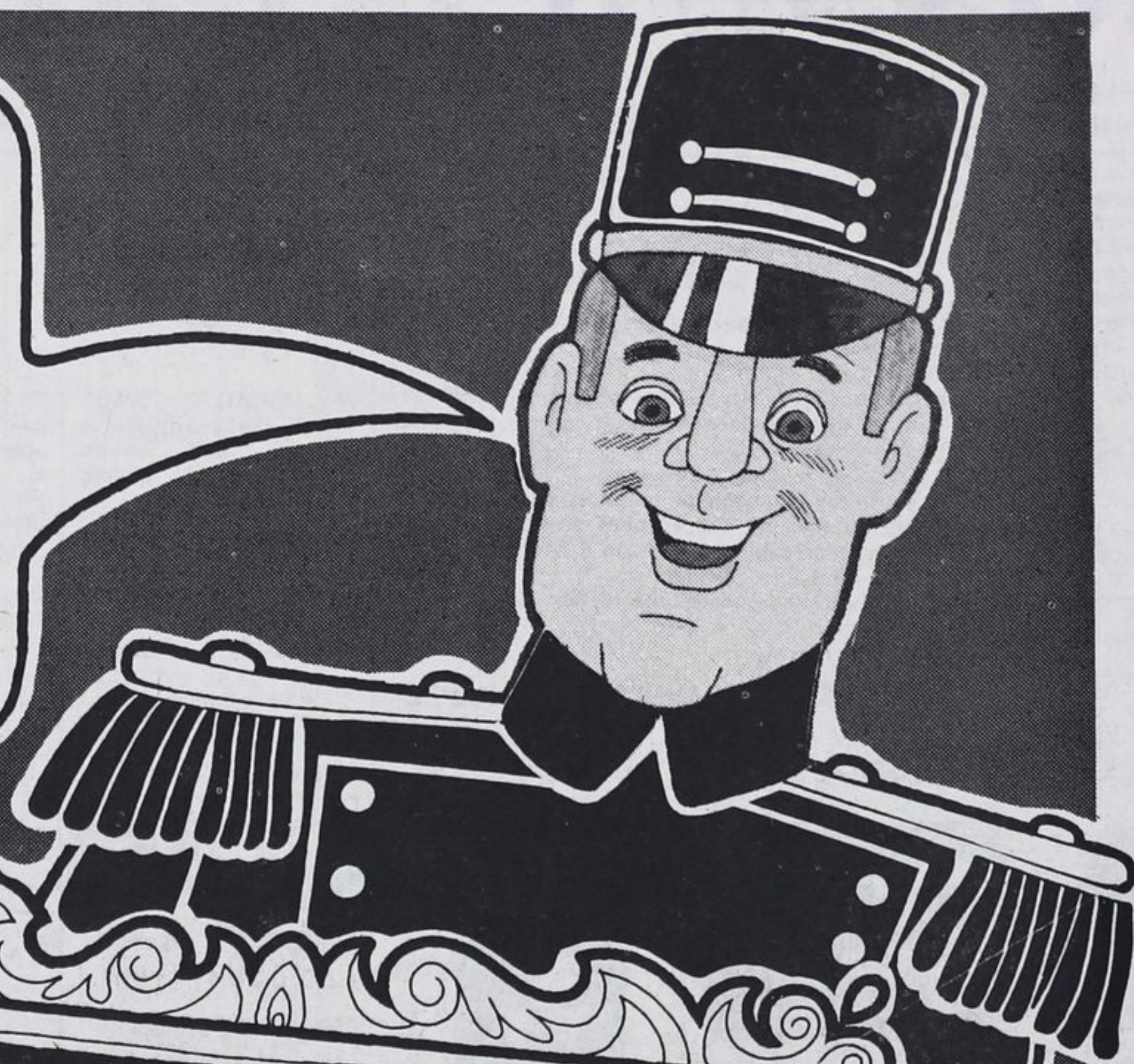


ATTENTION Midland and Penetanguishene Advertisers!!

TMC* is
here



With the introduction of Friday editions
in the Huronia area, Markle Newspapers
offer every advertiser

* **T M C**
TOTAL MARKET COVERAGE

- 1. **Readership** Award-winning news content on Wednesday, plus bright new Friday features.
- +2. **Coverage** The wide area coverage of our Wednesday ABC paid circulation papers, **plus** full coverage of your primary market, Midland and Penetang, on Fridays.
- +3. **Flexibility** With the introduction of Friday editions, more flexibility for Huronia advertisers - and a new homes section for realtors.
- +4. **Value** An attractive rate structure is available to Huronia advertisers who use our Wednesday and/or Friday editions.

= TMC*

Victor Mlodecki, Gord Lang, and Ron Hughes are the TMC* men.
Call them today for the full Total Market Coverage story.

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