

State	Newspaper Name	Primary Zip Code of Circulation	Primary City of Circulation	Primary County of Circulation	DMA Rank	DMA Name	Classification	Publication Day	Paid or Free Circulation
WI	ADAMS-FRIENDSHIP TIMES-REPORTER	53910	ADAMS	ADAMS	133	WAUSAU-RHINELANDER	General Market	WED	Paid
WI	ADVANTAGE ADVERTISER	53959	REEDSBURG	SAUK	77	MADISON	Shopper	MON	Free
WI	Advertiser Community News & Times-Press	54185	SEYMOUR	OUTAGAMIE	68	GREEN BAY-APPLETON	Shopper	MON	Free
WI	AGRI VIEW	53708	MADISON	ADAMS	133	WAUSAU-RHINELANDER	Agricultural Publication	THU	Paid
WI	AMERY FREE PRESS	54001	AMERY	POLK	16	MINNEAPOLIS-ST. PAUL	General Market	TUE	Paid
WI	ANTIGO DAILY JOURNAL	54409	ANTIGO	LANGLADE	133	WAUSAU-RHINELANDER	General Market	MON - SAT	Paid
WI	ANTIGO SHOPPERS GUIDE	54409	ANTIGO	LANGLADE	133	WAUSAU-RHINELANDER	Shopper	SAT	Free
WI	APPLETON BARGAIN BULLETIN	54912	APPLETON	OUTAGAMIE	68	GREEN BAY-APPLETON	Shopper	WED	Free
WI	APPLETON POST CRESCENT	54911	APPLETON	WINNEBAGO	68	GREEN BAY-APPLETON	General Market	MON - SUN	Paid
WI	ARROW SHOPPER	54773	WHITEHALL	TREMPEALEAU	129	LA CROSSE-EAU CLAIRE	Shopper	TUE	Free
WI	ASHLAND DAILY PRESS	54806	ASHLAND	ASHLAND	138	DULUTH-SUPERIOR	General Market	MON, WED - SAT	Paid
WI	AUGUSTA AREA TIMES	54722	AUGUSTA	EAU CLAIRE	129	LA CROSSE-EAU CLAIRE	General Market	THU	Paid
WI	BADGERLAND VALUES COLUMBIA COUNTY	53901	PORTAGE	COLUMBIA	77	MADISON	Shopper	WED	Free
WI	BADGERLAND VALUES DANE COUNTY	53711	MADISON	DANE	77	MADISON	Shopper	WED	Free
WI	BADGERLAND VALUES DODGE COUNTY	53948	BEAVER DAM	DODGE	38	MILWAUKEE	Shopper	WED	Free
WI	BADGERLAND VALUES JUNEAU COUNTY	53948	MAJSTON	JUNEAU	77	MADISON	Shopper	WED	Free
WI	BADGERLAND VALUES SAUK COUNTY	53913	BARABOO	SAUK	77	MADISON	Shopper	WED	Free
WI	BALDWIN BULLETIN	54002	BALDWIN	SAINT CROIX	16	MINNEAPOLIS-ST. PAUL	General Market	TUE	Paid
WI	BANNER JOURNAL	54615	BLACK RIVER FALLS	JACKSON	129	LA CROSSE-EAU CLAIRE	General Market	WED	Paid
WI	BARABOO NEWS REPUBLIC	53913	BARABOO	SAUK	77	MADISON	General Market	MON - SAT	Paid
WI	BARRON COUNTY SHOPPER	54812	BARRON	BARRON	16	MINNEAPOLIS-ST. PAUL	Shopper	SAT	Free
WI	BARRON NEWS SHIELD	54812	BARRON	BARRON	16	MINNEAPOLIS-ST. PAUL	General Market	WED	Paid
WI	BAY VIEW COMPASS	53207	MILWAUKEE	MILWAUKEE	38	MILWAUKEE	General Market	MONTHLY	Free
WI	BEAVER DAM DAILY CITIZEN	53916	BEAVER DAM	DODGE	38	MILWAUKEE	General Market	MON - SAT	Paid
WI	BELOIT DAILY NEWS	53511	Beloit	ROCK	77	MADISON	General Market	MON - SAT	Paid
WI	BERLIN JOURNAL	54923	BERLIN	GREEN LAKE	68	GREEN BAY-APPLETON	General Market	THU	Paid
WI	BIG BUCK DUNN COUNTY REMINDER	54735	DOWNSVILLE	DUNN	16	MINNEAPOLIS-ST. PAUL	General Market	WED	Free
WI	BIG BUCK SAVER-CHIPPEWA	54729	CHIPPEWA FALLS	CHIPPEWA	129	LA CROSSE-EAU CLAIRE	Shopper	SAT	Free
WI	BIG BUCK SAVER-EAU CLAIRE	54703	EAU CLAIRE	EAU CLAIRE	129	LA CROSSE-EAU CLAIRE	Shopper	FRI	Free
WI	BILLBOARD	54923	BERLIN	GREEN LAKE	68	GREEN BAY-APPLETON	Shopper	TUE	Free
WI	BLOOMER ADVANCE	54724	BLOOMER	CHIPPEWA	129	LA CROSSE-EAU CLAIRE	General Market	WED	Paid
WI	BOSCOBEL DIAL	53805	BOSCOBEL	GRANT	77	MADISON	General Market	THU	Paid
WI	BRILLION NEWS	54110	BRILLION	CALUMET	68	GREEN BAY-APPLETON	General Market	THU	Paid
WI	BUFFALO COUNTY NEWS	54622	ALMA	BUFFALO	129	LA CROSSE-EAU CLAIRE	General Market	THU	Paid
WI	BURLINGTON STANDARD PRESS	53105	BURLINGTON	RACINE	38	MILWAUKEE	General Market	THU	Paid
WI	BURNETT COUNTY SENTINEL	54840	GRANTSBURG	BURNETT	16	MINNEAPOLIS-ST. PAUL	General Market	WED	Paid
WI	Buyer's Ex-Press - Tri-State Region	54961	NEW LONDON	LA CROSSE	129	LA CROSSE-EAU CLAIRE	Shopper	TUE	Free
WI	CAMBRIDGE NEWS	53523	CAMBRIDGE	DANE	77	MADISON	General Market	THU	Paid
WI	CAMPBELLSPORT NEWS	53010	CAMPBELLSPORT	FOND DU LAC	68	GREEN BAY-APPLETON	General Market	THU	Paid
WI	CAP TIMES	53708	MADISON	DANE	77	MADISON	General Market	WED	Free
WI	CASHTON RECORD	54619	CASHTON	MONROE	129	LA CROSSE-EAU CLAIRE	General Market	WED	Paid
WI	CENTRAL WISCONSIN RESORTER	54982	WAUTOMA	WAUSHARA	68	GREEN BAY-APPLETON	Shopper	TUE	Free
WI	CENTRAL WISCONSIN SHOPPER	54405	ABBOTSFORD	CLARK	129	LA CROSSE-EAU CLAIRE	Shopper	TUE	Free
WI	CHETEK ALERT	54728	CHETEK	BARRON	16	MINNEAPOLIS-ST. PAUL	General Market	WED	Paid
WI	CHIPPEWA HERALD	54729	CHIPPEWA FALLS	CHIPPEWA	129	LA CROSSE-EAU CLAIRE	General Market	MON - SAT	Paid
WI	CLARK COUNTY PRESS	54456	NEILLSVILLE	CLARK	129	LA CROSSE-EAU CLAIRE	General Market	WED	Paid
WI	CLINTON TOPPER	53525	CLINTON	ROCK	77	MADISON	General Market	THU	Paid
WI	COCHRANE VALLEY SHOPPER	54622	COCHRANE	BUFFALO	129	LA CROSSE-EAU CLAIRE	Shopper	TUE	Free
WI	COLFAX MESSENGER	54730	COLFAX	DUNN	16	MINNEAPOLIS-ST. PAUL	General Market	WED	Paid
WI	COMMUNITY NOW - NORTHSHORE	53217	BAYSIDE	MILWAUKEE	38	MILWAUKEE	General Market	THU	Free
WI	COMMUNITY NOW - SOUTH	53154	OAK CREEK	MILWAUKEE	38	MILWAUKEE	General Market	THU	Free
WI	COMMUNITY NOW - SOUTHWEST	53150	MUSKEGO	MILWAUKEE	38	MILWAUKEE	General Market	THU	Free
WI	COMMUNITY NOW - WALKESH COUNTY	53186	WALKESHA	WALKESHA	38	MILWAUKEE	General Market	THU	Free
WI	COMMUNITY NOW - WEST	53210	WAUWATOSA	MILWAUKEE	38	MILWAUKEE	General Market	THU	Free
WI	CONSULMIDOR HISPANO MAGAZINE	54302	GREEN BAY	BROWN	68	GREEN BAY-APPLETON	Hispanic Publication	MONTHLY - 1ST	Free
WI	CORNELL-LAKE HOLCOMBE COURIER SENTINEL	54732	CORNELL	CHIPPEWA	129	LA CROSSE-EAU CLAIRE	General Market	THU	Paid
WI	COULEE NEWS	54669	WEST SALEM	LA CROSSE	129	LA CROSSE-EAU CLAIRE	General Market	THU	Paid
WI	COUNTRY TODAY	54702	EAU CLAIRE	EAU CLAIRE	129	LA CROSSE-EAU CLAIRE	General Market	WED	Paid
WI	CRAWFORD COUNTY INDEPENDENT	54631	GAYS MILLS	CRAWFORD	129	LA CROSSE-EAU CLAIRE	General Market	THU	Paid
WI	CUBA CITY ROUND-UP	53807	CUBA CITY	GRANT	77	MADISON	Shopper	MON	Free
WI	CUMBERLAND ADVOCATE	54829	CUMBERLAND	BARRON	16	MINNEAPOLIS-ST. PAUL	General Market	WED	Paid
WI	DAILY JEFFERSON COUNTY UNION	53538	FORT ATKINSON	JEFFERSON	38	MILWAUKEE	General Market	MON - FRI	Paid
WI	DARLINGTON REPUBLICAN JOURNAL	53530	DARLINGTON	LAFAYETTE	77	MADISON	General Market	THU	Paid
WI	DEERFIELD INDEPENDENT	53531	DEERFIELD	DANE	77	MADISON	General Market	THU	Paid
WI	DEFOREST TIMES TRIUNE	53532	DE FOREST	DANE	77	MADISON	General Market	THU	Paid
WI	DELANEW ENTERPRISE	53105	BURLINGTON	RACINE	38	MILWAUKEE	General Market	THU	Paid
WI	DODGE COUNTY INDEPENDENT NEWS	53039	JUNEAU	DODGE	38	MILWAUKEE	General Market	THU	Paid
WI	DODGE COUNTY PIONEER	53050	MAYVILLE	DODGE	38	MILWAUKEE	General Market	THU	Paid
WI	DODGEVILLE AD-VISOR	53533	DODGEVILLE	IOWA	77	MADISON	Shopper	TUE	Free
WI	DODGEVILLE CHRONICLE	53533	DODGEVILLE	IOWA	77	MADISON	General Market	THU	Paid
WI	DOOR COUNTY ADVOCATE	54235	STURGEON BAY	DOOR	68	GREEN BAY-APPLETON	General Market	WED & SAT	Paid
WI	DUNN COUNTY NEWS	54751	MENOMONIE	DUNN	16	MINNEAPOLIS-ST. PAUL	General Market	WED & SAT	Paid
WI	DURAND COURIER-WEDGE	54736	DURAND	PEPIN	129	LA CROSSE-EAU CLAIRE	General Market	THU	Paid
WI	DURAND STAR SHOPPER	54736	DURAND	PEPIN	129	LA CROSSE-EAU CLAIRE	Shopper	TUE	Free
WI	EAST TROY NEWS	53105	BURLINGTON	RACINE	38	MILWAUKEE	General Market	THU	Paid
WI	EAU CLAIRE LEADER-TELEGRAM	54701	EAU CLAIRE	EAU CLAIRE	129	LA CROSSE-EAU CLAIRE	General Market	MON - SUN	Paid
WI	EDGERTON REPORTER	53534	EDGERTON	ROCK	77	MADISON	General Market	WED	Paid
WI	EL CONQUISTADOR LATINO NEWSPAPER	53219	MILWAUKEE	MILWAUKEE	38	MILWAUKEE	Hispanic Publication	THU	Free
WI	ELKHORN HILITER	53121	WALWORTH	WALWORTH	38	MILWAUKEE	Shopper	WED	Free
WI	ELKHORN INDEPENDENT	53105	BURLINGTON	RACINE	38	MILWAUKEE	General Market	THU	Paid
WI	ELLSWORTH SHOPPER	54011	ELLSWORTH	PIERCE	16	MINNEAPOLIS-ST. PAUL	Shopper	SUN	Free

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WI	EPTAPH NEWS	54664	VIOLA	VERNON	129	LA CROSSE-EAU CLAIRE	General Market	THU	Paid
WI	EVANSVILLE REVIEW	53536	EVANSVILLE	ROCK	77	MADISON	General Market	WED	Paid
WI	EXPRESS NEWS - ZONE 1	53051	MENOMONEE FALLS	WAUKESHA	38	MILWAUKEE	General Market	SAT	Free
WI	EXPRESS NEWS - ZONE 2	53219	MILWAUKEE	MILWAUKEE	38	MILWAUKEE	General Market	SAT	Free
WI	EXPRESS NEWS - ZONE 3	53037	JACKSON	WASHINGTON	38	MILWAUKEE	General Market	SAT	Free
WI	FENNIMORE TIMES	53809	FENNIMORE	GRANT	77	MADISON	General Market	THU	Paid
WI	FITCHBURG STAR	53711	FITCHBURG	DANE	77	MADISON	General Market	SECOND FRI OF MONTH	Free
WI	FLORENCE MINING NEWS	54121	FLORENCE	FLORENCE	181	MARQUETTE	General Market	THU	Paid
WI	FOND DU LAC ACTION ADVERTISER	54937	FOND DU LAC	FOND DU LAC	68	GREEN BAY-APPLETON	Shopper	WED & SUN	Free
WI	FOND DU LAC REPORTER	54937	FOND DU LAC	FOND DU LAC	68	GREEN BAY-APPLETON	General Market	SUN - FRI	Paid
WI	FOREST REPUBLICAN	54520	CRANDON	FOREST	133	WAUSAU-RHINELANDER	General Market	THU	Paid
WI	FOUR SEASONS SHOPPER	54843	HAYWARD	SAWYER	138	DULUTH-SUPERIOR	Shopper	SAT	Free
WI	FOX LAKE REPRESENTATIVE	54923	FOX LAKE	DODGE	38	MILWAUKEE	General Market	THU	Paid
WI	GLIDDEN ENTERPRISE	54527	GLIDDEN	ASHLAND	138	DULUTH-SUPERIOR	General Market	WED	Paid
WI	Grant County Herald Independent	53813	LANCASTER	GRANT	77	MADISON	General Market	THU	Paid
WI	GREAT DANE SHOPPING NEWS	53593	VERONA	DANE	77	MADISON	Shopper	WED	Free
WI	GREEN BAY PRESS-GAZETTE	54301	GREEN BAY	BROWN	68	GREEN BAY-APPLETON	General Market	SUN - FRI	Paid
WI	GREEN LAKE COUNTY REPORTER	54923	GREEN LAKE	GREEN LAKE	68	GREEN BAY-APPLETON	General Market	THU	Paid
WI	HARTFORD TIMES PRESS	53027	HARTFORD	WASHINGTON	38	MILWAUKEE	General Market	SUN	Free
WI	HERALD INDEPENDENT	53575	MONONA	DANE	77	MADISON	General Market	THU	Paid
WI	HILLSBORO SENTRY-ENTERPRISE	54634	HILLSBORO	VERNON	129	LA CROSSE-EAU CLAIRE	General Market	THU	Paid
WI	HODAG BUYER'S GUIDE	54501	RHINELANDER	ONEIDA	133	WAUSAU-RHINELANDER	Shopper	WED	Free
WI	HOME NEWS	53588	SPRING GREEN	SAUK	77	MADISON	General Market	WED	Paid
WI	HOUSTON COUNTY NEWS	54615	LA CROSSE	LA CROSSE	129	LA CROSSE-EAU CLAIRE	General Market	THU	Paid
WI	HUDSON HOT SHEET SHOPPER	54016	HUDSON	SAINT CROIX	16	MINNEAPOLIS-ST. PAUL	Shopper	SUN	Free
WI	HUDSON STAR-OBSERVER	54016	HUDSON	SAINT CROIX	16	MINNEAPOLIS-ST. PAUL	General Market	THU	Paid
WI	INDEPENDENT REGISTER	53520	BRODHEAD	GREEN	77	MADISON	General Market	WED	Paid
WI	INDIANHEAD ADVERTISER	54837	FREDERIC	POLK	16	MINNEAPOLIS-ST. PAUL	Shopper	MON	Free
WI	INTER-COUNTY LEADER	54837	FREDERIC	POLK	16	MINNEAPOLIS-ST. PAUL	General Market	WED	Paid
WI	IRON COUNTY MINER	54534	HURLEY	IRON	138	DULUTH-SUPERIOR	General Market	THU	Paid
WI	JACKSON & CLARK COUNTY SHOPPER	54615	BLACK RIVER FALLS	JACKSON	129	LA CROSSE-EAU CLAIRE	Shopper	WED	Free
WI	JANESVILLE GAZETTE	53547	JANESVILLE	ROCK	77	MADISON	General Market	MON - FRI	Paid
WI	JEFFERSON COUNTY LIVING	53538	FORT ATKINSON	JEFFERSON	38	MILWAUKEE	Shopper	FRI	Free
WI	JUNEAU COUNTY STAR-TIMES	53948	MAUSTON	JUNEAU	77	MADISON	General Market	WED & SAT	Paid
WI	KAUKAUNA TIMES-VILLAGER	54130	KAUKAUNA	OUTAGAMIE	68	GREEN BAY-APPLETON	General Market	WED & SAT	Paid
WI	KENOSHA NEWS	53140	KENOSHA	KENOSHA	38	MILWAUKEE	General Market	MON - SUN	Paid
WI	KETTLE MORAINÉ INDEX	53118	DOUSMAN	WAUKESHA	38	MILWAUKEE	General Market	THU	Paid
WI	KEWASKUM STATESMAN	53040	KEWASKUM	WASHINGTON	38	MILWAUKEE	General Market	THU	Paid
WI	KEWAUNEE COUNTY STAR-NEWS	54216	KEWAUNEE	KEWAUNEE	68	GREEN BAY-APPLETON	General Market	SAT	Free
WI	KIEL TRI-COUNTY NEWS	53042	KIEL	MANITOWOC	68	GREEN BAY-APPLETON	General Market	THU	Paid
WI	LA CROSSE TRIBUNE	54602	LA CROSSE	LA CROSSE	129	LA CROSSE-EAU CLAIRE	General Market	MON - SUN	Paid
WI	LADYSMITH NEWS	54848	LADYSMITH	RUSK	129	LA CROSSE-EAU CLAIRE	General Market	THU	Paid
WI	LAKE COUNTRY LIVING	53029	HARTLAND	WAUKESHA	38	MILWAUKEE	General Market	MON	Free
WI	LAKE COUNTRY REPORTER	53029	HARTLAND	WAUKESHA	38	MILWAUKEE	General Market	TUE & THU	Paid
WI	LAKE COUNTRY SUNDAY	53072	PEWAUKEE	WAUKESHA	38	MILWAUKEE	General Market	SUN	Free
WI	LAKE COUNTRY SUNDAY POST	53066	OCONOMOWOC	WAUKESHA	38	MILWAUKEE	Shopper	SUN	Free
WI	LAKE GENEVA REGIONAL NEWS	53147	LAKE GENEVA	WALWORTH	38	MILWAUKEE	General Market	THU	Paid
WI	LAKE MILLS LEADER	53551	LAKE MILLS	JEFFERSON	38	MILWAUKEE	General Market	THU	Paid
WI	LAKELAND TIMES	54548	MINOCQUA	ONEIDA	133	WAUSAU-RHINELANDER	General Market	TUE & FRI	Paid
WI	LAKESHORE CHRONICLE	54220	MANITOWOC	MANITOWOC	68	GREEN BAY-APPLETON	General Market	WED & SUN	Free
WI	LANCASTER REMINDER	53813	LANCASTER	GRANT	77	MADISON	Shopper	MON	Free
WI	LODI ENTERPRISE/ POYNETTE PRESS	53555	LODI	COLUMBIA	77	MADISON	General Market	THU	Paid
WI	MADISON ISTHMUS	53703	MADISON	DANE	77	MADISON	Alternative-Metro Publication	THU	Free
WI	MANITOWOC HERALD TIMES REPORTER	54220	MANITOWOC	MANITOWOC	68	GREEN BAY-APPLETON	General Market	MON - SUN	Paid
WI	MARINETTE EAGLE-HERALD	54143	MARINETTE	MARINETTE	68	GREEN BAY-APPLETON	General Market	MON - SUN	Paid
WI	MARION ADVERTISER	54950	MARION	WAUPACA	68	GREEN BAY-APPLETON	General Market	THU	Paid
WI	MARKESAN REGIONAL REPORTER	53946	MARKESAN	GREEN LAKE	68	GREEN BAY-APPLETON	General Market	THU	Paid
WI	MARQUETTE COUNTY TRIBUNE	53949	MONTELLO	MARQUETTE	77	MADISON	General Market	THU	Paid
WI	MARSHFIELD NEWS HERALD	54449	MARSHFIELD	WOOD	133	WAUSAU-RHINELANDER	General Market	MON - SUN	Paid
WI	McFARLAND THISTLE	53716	MC FARLAND	DANE	77	MADISON	General Market	THU	Paid
WI	MEDFORD SHOPPER	54451	MEDFORD	TAYLOR	133	WAUSAU-RHINELANDER	Shopper	TUE	Free
WI	MEDFORD STAR NEWS	54451	MEDFORD	TAYLOR	133	WAUSAU-RHINELANDER	General Market	THU	Paid
WI	MELLEN WEEKLY RECORD	54546	MELLEN	ASHLAND	138	DULUTH-SUPERIOR	General Market	WED	Paid
WI	MERRILL FOTO NEWS	54452	MERRILL	LINCOLN	133	WAUSAU-RHINELANDER	General Market	WED	Free
WI	MIDDLETON TIMES TRIBUNE	53562	MIDDLETON	DANE	77	MADISON	General Market	THU	Paid
WI	MIDWEST CN NOW	53214	WEST ALLIS	MILWAUKEE	38	MILWAUKEE	General Market	THU	Free
WI	MILTON COURIER	53563	MILTON	ROCK	77	MADISON	General Market	THU	Paid
WI	MILWAUKEE COMMUNITY JOURNAL	53212	MILWAUKEE	MILWAUKEE	38	MILWAUKEE	African American Publication	WED	Free
WI	MILWAUKEE COURIER	53217	MILWAUKEE	MILWAUKEE	38	MILWAUKEE	African American Publication	SAT	Free
WI	MILWAUKEE DAILY REPORTER	53202	MILWAUKEE	MILWAUKEE	38	MILWAUKEE	Alternative-Metro Publication	MON - SUN	Paid
WI	MILWAUKEE JOURNAL SENTINEL	53203	MILWAUKEE	MILWAUKEE	38	MILWAUKEE	General Market	MON - SUN	Paid
WI	MILWAUKEE TIMES	53212	MILWAUKEE	MILWAUKEE	38	MILWAUKEE	African American Publication	THU	Free
WI	MINERAL POINT DEMOCRAT TRIBUNE	53565	MINERAL POINT	IOWA	77	MADISON	General Market	THU	Paid
WI	MONROE COUNTY HERALD	54656	SPARTA	MONROE	129	LA CROSSE-EAU CLAIRE	General Market	MON & THU	Paid
WI	MONROE SHOPPING NEWS	53566	MONROE	GREEN	77	MADISON	Shopper	WED	Free
WI	MONROE TIMES	53566	MONROE	GREEN	77	MADISON	General Market	MON - SAT	Paid
WI	MOSINEE TIMES	54455	MOSINEE	MARATHON	133	WAUSAU-RHINELANDER	General Market	THU	Paid
WI	Mount Horeb Mail & Town & Country Shopper	53572	MOUNT HOREB	DANE	77	MADISON	General Market	WED & THU	Paid
WI	MUKWONAGO CHIEF	53149	MUKWONAGO	WAUKESHA	38	MILWAUKEE	General Market	WED	Paid
WI	MUSCODO PROGRESSIVE	53805	BOSCOBEL	GRANT	77	MADISON	General Market	THU	Paid
WI	NEENAH / MENASHA NEWS-RECORD	54956	NEENAH	WINNEBAGO	68	GREEN BAY-APPLETON	General Market	WED	Free

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WI	NEW RICHMOND NEWS	54017	NEW RICHMOND	SAINT CROIX	16	MINNEAPOLIS-ST. PAUL	General Market	THU	Paid
WI	NEWS-SICKLE-ARROW	53515	BLACK EARTH	DANE	77	MADISON	General Market	THU	Paid
WI	NORTHWEST GILNOW	53007	BUTLER	MILWAUKEE	38	MILWAUKEE	General Market	THU	Free
WI	NORTHWOODS RIVER NEWS	54501	RHINELANDER	ONEIDA	133	WAUSAU-RHINELANDER	General Market	TUE & FRI	Paid
WI	NORTHWOODS STAR JOURNAL	54501	RHINELANDER	ONEIDA	133	WAUSAU-RHINELANDER	General Market	SUN	Free
WI	NORTHWOODS SUPER SHOPPER	54548	MINOCQUA	ONEIDA	133	WAUSAU-RHINELANDER	Shopper	WED	Free
WI	NORTHWOODS TRADER	54521	EAGLE RIVER	VILAS	133	WAUSAU-RHINELANDER	Shopper	TUE & SAT	Free
WI	O - W ENTERPRISE	54498	WITHEE	CLARK	129	LA CROSSE-EAU CLAIRE	General Market	WED	Paid
WI	OCONOMOWOC ENTERPRISE	53066	OCONOMOWOC	WAUKESHA	38	MILWAUKEE	General Market	THU	Paid
WI	OCONOMOWOC FOCUS	53066	OCONOMOWOC	WAUKESHA	38	MILWAUKEE	General Market	TUE & THU	Paid
WI	OCONTO BEACON SHOPPER	54153	OCONTO	OCONTO	68	GREEN BAY-APPLETON	Shopper	SUN	Free
WI	OCONTO COUNTY REPORTER	54153	OCONTO	OCONTO	68	GREEN BAY-APPLETON	General Market	WED	Paid
WI	OCONTO COUNTY TIMES-HERALD	54154	OCONTO FALLS	OCONTO	68	GREEN BAY-APPLETON	General Market	WED	Paid
WI	OMIRO HERALD	54923	OMIRO	WINNEBAGO	68	GREEN BAY-APPLETON	General Market	THU	Paid
WI	ONALASKA-HOLMEN COURIER	54699	ONALASKA	LA CROSSE	129	LA CROSSE-EAU CLAIRE	General Market	FRI	Free
WI	ONTARIO COUNTY LINE	54651	ONTARIO	VERNON	129	LA CROSSE-EAU CLAIRE	General Market	THU	Paid
WI	OREGON OBSERVER	53575	OREGON	DANE	77	MADISON	General Market	THU	Paid
WI	OSCEOLA SUN	54020	OSCEOLA	POLK	16	MINNEAPOLIS-ST. PAUL	General Market	WED	Paid
WI	OSHKOSH BUYER'S GUIDE	54904	OSHKOSH	WINNEBAGO	68	GREEN BAY-APPLETON	Shopper	WED	Free
WI	OSHKOSH NORTHWESTERN	54901	OSHKOSH	WINNEBAGO	68	GREEN BAY-APPLETON	General Market	MON - SUN	Paid
WI	OSSEO TRI-COUNTY NEWS	54758	OSSEO	TREMPELEAU	129	LA CROSSE-EAU CLAIRE	General Market	THU	Paid
WI	OZAUKEE COUNTY ADVERTISER	53074	PORT WASHINGTON	OZAUKEE	38	MILWAUKEE	Shopper	WED	Free
WI	OZAUKEE COUNTY GUIDE	53012	CEDARBURG	OZAUKEE	38	MILWAUKEE	Shopper	WED	Free
WI	OZAUKEE COUNTY NEWS GRAPHIC	53012	CEDARBURG	OZAUKEE	38	MILWAUKEE	General Market	TUE & THU	Paid
WI	OZAUKEE PRESS	53074	PORT WASHINGTON	OZAUKEE	38	MILWAUKEE	General Market	THU	Paid
WI	PALMYRA/EAGLE ENTERPRISE	53156	PALMYRA	JEFFERSON	38	MILWAUKEE	General Market	FRI	Paid
WI	PECATONICA VALLEY LEADER	53504	ARGYLE	LAFAYETTE	77	MADISON	General Market	THU	Paid
WI	PESHIGO TIMES	54157	PESHIGO	MARINETTE	68	GREEN BAY-APPLETON	General Market	WED	Paid
WI	PESHIGO TIMES SAVER	54157	PESHIGO	MARINETTE	68	GREEN BAY-APPLETON	Shopper	MON	Free
WI	PHILLIPS EXTRA SHOPPER	54555	PHILLIPS	PRICE	133	WAUSAU-RHINELANDER	Shopper	THU	Free
WI	PIERCE COUNTY HERALD	54011	ELLSWORTH	PIERCE	16	MINNEAPOLIS-ST. PAUL	General Market	WED	Paid
WI	PIERCE COUNTY JOURNAL	54021	PRESCOTT	PIERCE	16	MINNEAPOLIS-ST. PAUL	General Market	THU	Paid
WI	PITTSVILLE RECORD	54466	PITTSVILLE	WOOD	133	WAUSAU-RHINELANDER	General Market	THU	Paid
WI	PLATTEVILLE JOURNAL	53818	PLATTEVILLE	GRANT	77	MADISON	General Market	WED	Paid
WI	PLATTEVILLE SHOPPING NEWS	53818	PLATTEVILLE	GRANT	77	MADISON	Shopper	TUE	Free
WI	PLYMOUTH REVIEW	53073	PLYMOUTH	SHEBOYGAN	38	MILWAUKEE	General Market	TUE & THU	Paid
WI	PORTAGE DAILY REGISTER	53901	PORTAGE	COLUMBIA	77	MADISON	General Market	MON - SAT	Paid
WI	POST-MESSENGER RECORDER	53574	NEW GLARUS	GREEN	77	MADISON	General Market	THU	Paid
WI	Prairie Du Chien Courier-Press	53821	PRAIRIE DU CHIEN	CRAWFORD	129	LA CROSSE-EAU CLAIRE	General Market	MON & WED	Paid
WI	PRICE COUNTY REVIEW	54555	PHILLIPS	PRICE	133	WAUSAU-RHINELANDER	General Market	THU	Paid
WI	PRINCETON TIMES-REPUBLIC	54923	PRINCETON	GREEN LAKE	68	GREEN BAY-APPLETON	General Market	THU	Paid
WI	RACINE JOURNAL TIMES	53403	RACINE	RACINE	38	MILWAUKEE	General Market	MON - SUN	Paid
WI	RACINE PENNSYVAER	53405	RACINE	RACINE	38	MILWAUKEE	Shopper	WED	Free
WI	RECORD-REVIEW	54426	EDGAR	MARATHON	133	WAUSAU-RHINELANDER	General Market	WED	Paid
WI	REEDSBURG INDEPENDENT	53959	REEDSBURG	SAUK	77	MADISON	General Market	THU	Paid
WI	REEDSBURG TIMES-PRESS	53959	REEDSBURG	SAUK	77	MADISON	General Market	WED & SAT	Paid
WI	RICE LAKE CHRONOTYPE	54868	RICE LAKE	BARRON	16	MINNEAPOLIS-ST. PAUL	General Market	WED	Paid
WI	RICE LAKE EARLY BIRD	54868	RICE LAKE	BARRON	16	MINNEAPOLIS-ST. PAUL	Shopper	FRI	Free
WI	RICHLAND CENTER SHOPPING NEWS	53581	RICHLAND CENTER	RICHLAND	77	MADISON	Shopper	TUE	Free
WI	RICHLAND OBSERVER	53581	RICHLAND CENTER	RICHLAND	77	MADISON	General Market	THU	Paid
WI	RIPON COMMONWEALTH-EXPRESS	54971	RIPON	FOND DU LAC	68	GREEN BAY-APPLETON	General Market	WED	Free
WI	RIPON COMMONWEALTH-PRESS	54971	RIPON	FOND DU LAC	68	GREEN BAY-APPLETON	General Market	THU	Paid
WI	RIVER FALLS JOURNAL	54022	RIVER FALLS	PIERCE	16	MINNEAPOLIS-ST. PAUL	General Market	THU	Paid
WI	RIVER FALLS JOURNAL EXPRESS	54022	RIVER FALLS	PIERCE	16	MINNEAPOLIS-ST. PAUL	Shopper	SUN	Free
WI	RIVER FALLS SHOPPER	54021	PRESCOTT	SAINT CROIX	16	MINNEAPOLIS-ST. PAUL	Shopper	SUN	Free
WI	RUSK COUNTY SHOPPER	54848	LADYSMITH	RUSK	129	LA CROSSE-EAU CLAIRE	Shopper	FRI	Free
WI	SAUK IOWA BUYER'S GUIDE	53583	SAUK CITY	SAUK	77	MADISON	Shopper	TUE	Free
WI	SAUK PRAIRIE STAR	53583	SAUK CITY	SAUK	77	MADISON	General Market	THU	Paid
WI	SAWYER COUNTY GAZETTE	54896	WINTER	SAWYER	138	DULUTH-SUPERIOR	General Market	WED	Paid
WI	SAWYER COUNTY RECORD	54843	HAYWARD	SAWYER	138	DULUTH-SUPERIOR	General Market	WED	Paid
WI	SHARON REPORTER	53585	SHARON	WALWORTH	38	MILWAUKEE	General Market	THU	Paid
WI	SHAWANO LEADER	54166	SHAWANO	SHAWANO	68	GREEN BAY-APPLETON	General Market	FRI	Paid
WI	SHAWANO SHOPPER	54166	SHAWANO	SHAWANO	68	GREEN BAY-APPLETON	Shopper	WED	Free
WI	SHEBOYGAN FALLS NEWS	53085	SHEBOYGAN FALLS	SHEBOYGAN	38	MILWAUKEE	General Market	WED	Paid
WI	SHEBOYGAN PRESS	53081	SHEBOYGAN	SHEBOYGAN	38	MILWAUKEE	General Market	MON - SUN	Paid
WI	SHOP NOW - SOUTH ZONE	53214	WEST ALLIS	MILWAUKEE	38	MILWAUKEE	Shopper	WED	Free
WI	SHOP NOW - WEST ZONE	53214	WEST ALLIS	MILWAUKEE	38	MILWAUKEE	Shopper	WED	Free
WI	Shopper Stopper - Northern Dane	53590	SUN PRAIRIE	DANE	77	MADISON	Shopper	WED	Free
WI	SHOPPER STOPPER - SAUK	53913	BARABOO	SAUK	77	MADISON	Shopper	SUN	Free
WI	Shopper Stopper - Southern Dane	53589	STOUGHTON	DANE	77	MADISON	Shopper	WED	Free
WI	Shopper Stopper - Western Dane	53593	VERONA	DANE	77	MADISON	Shopper	WED	Free
WI	SHOPPING REMINDER	53925	COLUMBUS	COLUMBIA	77	MADISON	Shopper	MON	Free
WI	SHORELINE CHRONICLE	53082	SHEBOYGAN	SHEBOYGAN	38	MILWAUKEE	Shopper	TUE	Free
WI	SOUNDER	53075	RANDOM LAKE	SHEBOYGAN	38	MILWAUKEE	General Market	THU	Paid
WI	SOUTH SHORE CN NOW	53235	ST. FRANCIS	MILWAUKEE	38	MILWAUKEE	General Market	THU	Free
WI	SPANISH JOURNAL	53215	MILWAUKEE	MILWAUKEE	38	MILWAUKEE	Hispanic Publication	WED	Free
WI	SPOONER ADVOCATE	54801	SPOONER	WASHBURN	16	MINNEAPOLIS-ST. PAUL	General Market	THU	Paid
WI	STANLEY REPUBLICAN	54769	STANLEY	CHIPPEWA	129	LA CROSSE-EAU CLAIRE	General Market	THU	Paid
WI	STATELINE NEWS	53511	BELOIT	ROCK	77	MADISON	General Market	WED & SUN	Free
WI	STEVENS POINT JOURNAL	54481	STEVENS POINT	PORTAGE	133	WAUSAU-RHINELANDER	General Market	MON - SUN	Paid
WI	STOUGHTON COURIER-HUB	53589	STOUGHTON	DANE	77	MADISON	General Market	THU	Paid

State	Newspaper Name	Primary Zip Code of Circulation	Primary City of Circulation	Primary County of Circulation	DMA Rank	DMA Name	Classification	Publication Day	Paid or Free Circulation
WI	SUN PRAIRIE STAR	53590	SUN PRAIRIE	DANE	77	MADISON	General Market	TUE & FRI	Paid
WI	SUN-ARGUS	54767	SPRING VALLEY	PIERCE	16	MINNEAPOLIS-ST. PAUL	General Market	THU	Paid
WI	SUNDAY BOOSTER	53027	HARTFORD	WASHINGTON	38	MILWAUKEE	General Market	SUN	Free
WI	SUPERIOR TELEGRAM	54880	SUPERIOR	DOUGLAS	138	DULUTH-SUPERIOR	General Market	FRI	Paid
WI	SUSSEX SUN	53089	SUSSEX	WAUKESHA	38	MILWAUKEE	General Market	WED	Paid
WI	THORP COURIER	54771	THORP	CLARK	129	LA CROSSE-EAU CLAIRE	General Market	WED	Paid
WI	TOMAH JOURNAL	54660	TOMAH	MONROE	129	LA CROSSE-EAU CLAIRE	General Market	FRI	Paid
WI	TOMAHAWK LEADER	54487	TOMAHAWK	LINCOLN	133	WAUSAU-RHINELANDER	General Market	TUE	Paid
WI	TREMPEALEAU COUNTY TIMES	54773	WHITEHALL	TREMPEALEAU	129	LA CROSSE-EAU CLAIRE	General Market	WED	Paid
WI	TRIBUNE PRESS REPORTER	54013	GLENWOOD CITY	SAINT CROIX	16	MINNEAPOLIS-ST. PAUL	General Market	WED	Paid
WI	TRIBUNE-PHONOGRAPH	54405	ABBOTSFORD	CLARK	129	LA CROSSE-EAU CLAIRE	General Market	WED	Paid
WI	TRIBUNE-RECORD-GLEANER	54446	LOYAL	CLARK	129	LA CROSSE-EAU CLAIRE	General Market	WED	Paid
WI	TRI-COUNTY NORTH	54001	AMERY	POLK	16	MINNEAPOLIS-ST. PAUL	General Market	MON	Free
WI	TRI-COUNTY PRESS	53807	CUBA CITY	GRANT	77	MADISON	General Market	THU	Paid
WI	TRI-COUNTY SOUTH	54017	NEW RICHMOND	SAINT CROIX	16	MINNEAPOLIS-ST. PAUL	General Market	MON	Free
WI	TUESDAY TRADER	53821	PRAIRIE DU CHIEN	CRAWFORD	129	LA CROSSE-EAU CLAIRE	Shopper	TUE	Free
WI	TURTLE LAKE TIMES	54889	TURTLE LAKE	BARRON	16	MINNEAPOLIS-ST. PAUL	General Market	THU	Paid
WI	UMOJA MAGAZINE	53713	MADISON	DANE	77	MADISON	African American Publication	MONTHLY	Paid
WI	VALDERS JOURNAL	54245	VALDERS	MANITOWOC	68	GREEN BAY-APPLETON	General Market	THU	Paid
WI	VERNON COUNTY BROADCASTER	54665	VIROQUA	VERNON	129	LA CROSSE-EAU CLAIRE	General Market	THU	Paid
WI	VERONA PRESS	53593	VERONA	DANE	77	MADISON	General Market	THU	Paid
WI	VILAS COUNTY NEWS-REVIEW	54521	EAGLE RIVER	VILAS	133	WAUSAU-RHINELANDER	General Market	WED	Paid
WI	VIROQUA FOXY SHOPPER	54665	VIROQUA	VERNON	129	LA CROSSE-EAU CLAIRE	Shopper	FRI	Free
WI	WALWORTH COUNTY ADVERTISER	53115	DELAWAN	WALWORTH	38	MILWAUKEE	Shopper	WED	Free
WI	WALWORTH COUNTY SUNDAY	53115	DELAWAN	WALWORTH	38	MILWAUKEE	Shopper	SUN	Free
WI	WALWORTH COUNTY WEEKENDER	53115	DELAWAN	WALWORTH	38	MILWAUKEE	Alternative-Metro Publication	THU	Free
WI	WALWORTH/FONTANA TIMES	53184	WALWORTH	WALWORTH	38	MILWAUKEE	General Market	THU	Paid
WI	WASHINGTON COUNTY POST	53095	WEST BEND	WASHINGTON	38	MILWAUKEE	Shopper	SUN	Free
WI	WATERFORD POST	53185	WATERFORD	RACINE	38	MILWAUKEE	General Market	FRI	Paid
WI	WATERLOO/MARSHALL COURIER	53594	WATERLOO	JEFFERSON	38	MILWAUKEE	General Market	THU	Paid
WI	WATERTOWN DAILY TIMES	53094	WATERTOWN	JEFFERSON	38	MILWAUKEE	General Market	MON - SAT	Paid
WI	WAUKESHA FREEMAN	53187	WAUKESHA	WAUKESHA	38	MILWAUKEE	General Market	TUE - FRI	Paid
WI	WAUNAKEE SHOPPER	53955	POYNETTE	DANE	77	MADISON	Shopper	TUE	Free
WI	WAUNAKEE TRIBUNE	53597	WAUNAKEE	DANE	77	MADISON	General Market	THU	Paid
WI	WAUPACA BUYER'S GUIDE	54981	WAUPACA	WAUPACA	68	GREEN BAY-APPLETON	Shopper	WED	Free
WI	WAUPACA COUNTY POST	54981	WAUPACA	WAUPACA	68	GREEN BAY-APPLETON	General Market	THU	Paid
WI	WAUSAU BUYER'S GUIDE	54403	WAUSAU	MARATHON	133	WAUSAU-RHINELANDER	Shopper	WED	Free
WI	WAUSAU DAILY HERALD	54401	WAUSAU	MARATHON	133	WAUSAU-RHINELANDER	General Market	MON - SUN	Paid
WI	WAUSHARA ARGUS	54982	WAUTOMA	WAUSHARA	68	GREEN BAY-APPLETON	General Market	THU	Paid
WI	WEEKENDER	54901	SPOONER	WASHBURN	16	MINNEAPOLIS-ST. PAUL	Shopper	FRI	Free
WI	WEEKLY RAMBLER	53910	ADAMS	ADAMS	133	WAUSAU-RHINELANDER	General Market	MON	Free
WI	WEST BEND DAILY NEWS	53095	WEST BEND	WASHINGTON	38	MILWAUKEE	General Market	TUE - SAT	Paid
WI	WESTBY TIMES	54667	WESTBY	VERNON	129	LA CROSSE-EAU CLAIRE	General Market	THU	Paid
WI	WESTINE REPORT	53182	UNION GROVE	RACINE	38	MILWAUKEE	General Market	FRI	Paid
WI	WESTOSHA REPORT	53170	SILVER LAKE	KENOSHA	38	MILWAUKEE	General Market	FRI	Free
WI	WHITEWATER REGISTER	53191	WHITEWATER	WALWORTH	38	MILWAUKEE	General Market	THU	Paid
WI	WILD RIVERS NORTH	54801	SPOONER	WASHBURN	16	MINNEAPOLIS-ST. PAUL	General Market	SAT	Free
WI	WILD RIVERS SOUTH	54868	RICE LAKE	BARRON	16	MINNEAPOLIS-ST. PAUL	General Market	SAT	Free
WI	WINNECONNE NEWS	54986	WINNECONNE	WINNEBAGO	68	GREEN BAY-APPLETON	General Market	WED	Paid
WI	WISCONSIN DELLS EVENTS	53965	WISCONSIN DELLS	COLUMBIA	77	MADISON	General Market	WED & SAT	Paid
WI	WISCONSIN HI-LITER	53105	BURLINGTON	RACINE	38	MILWAUKEE	Shopper	WED	Free
WI	WISCONSIN LAW JOURNAL	53202	MILWAUKEE	MILWAUKEE	38	MILWAUKEE	Legal Publication	WED	Paid
WI	WISCONSIN RAPIDS DAILY TRIBUNE	54494	WISCONSIN RAPIDS	WOOD	133	WAUSAU-RHINELANDER	General Market	MON - SUN	Paid
WI	WISCONSIN STATE FARMER	54981	WAUPACA	WAUPACA	68	GREEN BAY-APPLETON	Agricultural Publication	FRI	Paid
WI	WISCONSIN STATE JOURNAL	53713	MADISON	DANE	77	MADISON	General Market	MON - SUN	Paid
WI	WITTENBERG ENTERPRISE-NEWS	54499	WITTENBERG	SHAWANO	68	GREEN BAY-APPLETON	General Market	THU	Paid
WI	WOODVILLE LEADER	54028	WOODVILLE	SAINT CROIX	16	MINNEAPOLIS-ST. PAUL	General Market	WED	Paid
WI	WRIGHTSTOWN AREA SPIRIT	54130	KAUKAUNA	BROWN	68	GREEN BAY-APPLETON	General Market	WED	Free