



# ATLANTA 2009 MAILING SCHEDULE

|                  |              |          |           |           |           |          |           |           |              |
|------------------|--------------|----------|-----------|-----------|-----------|----------|-----------|-----------|--------------|
| In-home dates... | Jan 30-Feb 4 | Mar 7-11 | Apr 13-17 | May 15-20 | Jun 19-24 | Aug 7-12 | Sep 12-17 | Oct 24-28 | Nov 30-Dec 4 |
| Mail dates...    | Jan 28       | Mar 5    | Apr 10    | May 13    | Jun 17    | Aug 5    | Sept 10   | Oct 22    | Nov 27       |
| Art deadline...  | Jan 14       | Feb 19   | Mar 27    | Apr 29    | Jun 3     | July 22  | Aug 26    | Oct 7     | Nov 13       |

| Map Zone                      | Zone Description   | Avg. Income 1,000's | Zip Codes (Primary zips first) | Apt/Condo % | Bus % | Avg. Age | Child % |
|-------------------------------|--------------------|---------------------|--------------------------------|-------------|-------|----------|---------|
| <b>CHEROKEE COUNTY 40,000</b> |                    |                     |                                |             |       |          |         |
| BC                            | Bridge Mill/Canton | 101                 | 30114, 15                      | 2           | 0     | 46       | 37      |
| TLE                           | Towne Lake East    | 115                 | 30188, 89                      | 8           | 0     | 47       | 32      |
| TLW                           | Towne Lake West    | 123                 | 30189, 02                      | 7           | 0     | 46       | 37      |
| WO                            | Woodstock          | 109                 | 30188                          | 0           | 0     | 47       | 33      |

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| <b>COBB COUNTY 130,000</b> |                  |                     |                                |             |       |          |         |
| AW                         | Acworth          | 115                 | 30101, 132, 02                 | 2           | 0     | 46       | 41      |
| CU                         | Cumberland       | 93                  | 30080                          | 22          | 0     | 39       | 17      |
| ECN                        | East Cobb North  | 168                 | 30062, 75                      | 0           | 0     | 51       | 36      |
| ECS                        | East Cobb South  | 197                 | 30068, 67, 62                  | 0           | 0     | 52       | 31      |
| EM                         | East Marietta    | 120                 | 30062, 68                      | 5           | 0     | 50       | 26      |
| KN                         | Kennesaw         | 101                 | 30144                          | 3           | 0     | 45       | 34      |
| NC                         | North Cobb       | 103                 | 30066, 144                     | 0           | 0     | 51       | 29      |
| NEC                        | Northeast Cobb   | 136                 | 30066, 62                      | 0           | 0     | 49       | 36      |
| PF                         | Powers Ferry     | 117                 | 30067                          | 1           | 0     | 42       | 20      |
| SV                         | Smyrna Vinings   | 116                 | 30080, 30082                   | 0           | 0     | 45       | 14      |
| VN                         | Vinings          | 153                 | 30339, 080, 327                | 9           | 0     | 37       | 14      |
| WK                         | West Kennesaw    | 119                 | 30152                          | 0           | 0     | 49       | 34      |
| WM                         | West Marietta    | 140                 | 30064, 127                     | 0           | 0     | 51       | 34      |

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| <b>N. FULTON COUNTY 120,000</b> |                          |                     |                                |             |       |          |         |
| ALM                             | Alpharetta/Milton        | 160                 | 30004, 09                      | 0           | 0     | 49       | 31      |
| ALC                             | Alpharetta/Cumming       | 165                 | 30004, 40                      | 0           | 0     | 46       | 32      |
| ALE                             | Alpharetta East          | 184                 | 30022, 97                      | 0           | 1     | 48       | 36      |
| BH                              | Buckhead                 | 211                 | 30305, 09, 18, 24              | 18          | 8     | 46       | 14      |
| BN                              | Buckhead North(Chastain) | 243                 | 30342, 27                      | 9           | 2     | 49       | 23      |
| DN                              | Dunwoody                 | 178                 | 30338, 46                      | 0           | 1     | 52       | 25      |
| RE                              | Roswell East             | 172                 | 30076, 22                      | 0           | 0     | 49       | 30      |
| RW                              | Roswell West             | 117                 | 30075, 76                      | 6           | 0     | 47       | 22      |
| SSN                             | Sandy Springs North      | 144                 | 30350, 38                      | 4           | 2     | 44       | 18      |
| SSS                             | Sandy Springs South      | 187                 | 30328, 327                     | 6           | 1     | 52       | 19      |
| VH                              | Virginia Highlands       | 185                 | 30306, 07, 08, 09, 24          | 7           | 0     | 42       | 14      |
| WW                              | Windward                 | 217                 | 30005                          | 0           | 0     | 45       | 41      |

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| <b>FAYETTE COUNTY 40,000</b> |                    |                     |                                |             |       |          |         |
| FVN                          | Fayetteville North | 117                 | 30214                          | 5           | 0     | 51       | 35      |
| FVS                          | Fayetteville South | 120                 | 30215                          | 5           | 0     | 51       | 35      |
| PTN                          | Peachtree North    | 146                 | 30214, 15, 69, 90              | 6           | 0     | 49       | 34      |
| PTS                          | Peachtree South    | 135                 | 30215, 69                      | 4           | 0     | 50       | 39      |

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| <b>HALL &amp; JACKSON COUNTIES 10,000</b> |                      |                     |                                |             |       |          |         |
| LE  | Lake East            | 78                  | 30504, 66, 42, 07              | 1           | 0     | 50       | 30      |
| <b>FORSYTH COUNTY 20,000</b>              |                      |                     |                                |             |       |          |         |
| FCN                                       | Forsyth County North | 124                 | 30040                          | 0           | 0     | 48       | 35      |
| FCS                                       | Forsyth County South | 155                 | 30041                          | 0           | 0     | 47       | 39      |

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| <b>GWINNETT COUNTY 170,000</b> |                       |                     |                                |             |       |          |         |
| BE                             | Buford East           | 115                 | 30519, 18                      | 1           | 0     | 45       | 46      |
| BW                             | Buford West           | 90                  | 30518                          | 2           | 0     | 46       | 35      |
| DH                             | Dacula/Hamilton Mill  | 118                 | 30019, 11, 43                  | 0           | 0     | 45       | 44      |
| DU                             | Duluth                | 141                 | 30096, 97                      | 2           | 0     | 51       | 28      |
| FF                             | Five Forks            | 129                 | 30044, 78                      | 0           | 3     | 47       | 35      |
| LLE                            | Lilburn East          | 118                 | 30047, 44, 39                  | 2           | 6     | 51       | 33      |
| LLW                            | Lilburn West          | 118                 | 30047, 87                      | 3           | 6     | 53       | 26      |
| LO                             | Loganville            | 95                  | 30052                          | 0           | 6     | 50       | 31      |
| LS                             | Lawrenceville/Suwanee | 127                 | 30043, 24                      | 0           | 0     | 47       | 41      |
| MC                             | Mill Creek            | 97                  | 30519, 42, 48                  | 0           | 0     | 46       | 34      |
| NL                             | North Lawrenceville   | 127                 | 30043                          | 0           | 0     | 47       | 42      |
| PCN                            | Peachtree Corners N   | 200                 | 30022, 92, 97                  | 2           | 1     | 52       | 32      |
| SD                             | Suwanee/Duluth        | 226                 | 30024, 97                      | 0           | 0     | 48       | 41      |
| SG                             | Snellville/Grayson    | 106                 | 30017, 78, 52                  | 0           | 5     | 46       | 40      |
| SL                             | South Lawrenceville   | 100                 | 30045                          | 0           | 0     | 47       | 32      |
| SN                             | Snellville            | 102                 | 30039, 78                      | 0           | 0     | 48       | 41      |
| SU                             | Suwanee               | 156                 | 30024, 97                      | 0           | 0     | 47       | 38      |

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| <b>DEKALB COUNTY 10,000</b> |                       |                     |                                |             |       |          |         |
| BT                          | Brookhaven/Toco Hills | 149                 | 30317, 29, 24, 33, 34          | 0           | 0     | 49       | 13      |

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| <b>HENRY COUNTY 30,000</b> |                  |                     |                                |             |       |          |         |
| MD                         | McDonough        | 95                  | 30252, 48                      | 1           | 1     | 48       | 37      |
| MW                         | McDonough West   | 105                 | 30253, 28, 30248               | 1           | 5     | 47       | 38      |
| SK                         | Stockbridge      | 97                  | 30281                          | 6           | 5     | 46       | 34      |

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| <b>COWETA COUNTY 20,000</b> |                  |                     |                                |             |       |          |         |
| CC                          | Coweta South     | 93                  | 30263, 65, 76, 77              | 0           | 0     | 49       | 37      |
| CW                          | Coweta North     | 104                 | 30263, 65, 77                  | 0           | 0     | 48       | 35      |

A New Zone DE - Decatur - Will Be Opening In 2110!

Each zone represents 10,000 addresses.