



How will you know if the numbers are true?

Don't believe everything you read. Many newspapers claim inflated readership and circulation numbers. Choose a newspaper audited by the Circulation Verification Council to insure that your advertising dollars reach your desired audience.

**WE'RE
100%
AUDITED!**

Salesman

PUBLICATIONS

MORNING STAR • WESTERN • CENTRAL • EASTERN • HEART O' LAKES

Covering Eastern Calhoun County, All of Jackson County,
Northern Lenawee County & Parts of Eaton & Hillsdale Counties

