



PaydayPERX Paycheck Advertising Distribution Listing

AS OF May 2009

Paycheck advertising placements

Exhibitor	Monthly impressions	Pay schedule	Coverage area
Kroger	683,000	Weekly	AL, AR, CO, GA, IL, IN, KY, LA, MI, MS, MO, NC, NM, OH, SC, TN, TX, UT, VA, WV, WY
<i>Great Lakes</i>	160,000	Weekly	OH, WV, MI
<i>Atlanta</i>	100,000	Weekly	GA, AL, SC, TN
<i>Southwest</i>	120,000	Weekly	TX, LA
<i>Cincinnati</i>	65,000	Weekly	OH, KY, IN
<i>King Soopers</i>	78,000	Weekly	CO, NM, UT, WY
<i>Central</i>	60,000	Weekly	IN, MO, IL
<i>Mid-Atlantic</i>	60,000	Weekly	VA, WV, TN, KY, NC, OH
<i>Delta</i>	40,000	Weekly	TN, KY, MS, AR, MO
A&P	220,000	Weekly	CT, NY, NJ, DC, DE, MD, IN, PA
Darden	495,000	Weekly	All states except AK
Ruby Tuesday	54,000	Weekly	All states except AK, ID, MT, VT, WY
United Airlines	120,000	Every 2 weeks	All states
<i>United California</i>	40,000	Every 2 weeks	CA only
<i>United non-CA</i>	80,000	Every 2 weeks	All states except CA
National Staffing	130,000	Weekly	AR, AZ, CA, CO, CT, DE, FL, GA, IL, IN, KS, KY, MA, MS, NC, NJ, NV, NY, OH, OK, OR, PA, SC, TN, TX, VA, WA
Bon Ton	67,000	Every 2 weeks	MT, WY, CO, ND, SD, NE, MN, IA, WI, IL, MI, IN, OH, KY, WV, PA, NY, VT, MD, NJ, CT, MA, NH

Insert advertising stuffers (single side)

Payroll Insert Placements – Single side

Exhibitor	Monthly impressions	Pay schedule	Coverage area
Applebee's	14,200	Every 2 weeks	AZ, IN, KY, OH, PA
Safe Auto Invoices	260,000	Weekly	AZ, GA, IL, IN, KY, LA, MS, OH, OK, PA, SC, TN, TX, MO

Printing SCHEDULE – MEDIA CALENDAR



Final art is due in to PaydayPERX by close of business the FIRST THURSDAY of the month. For inserts, art is due 60 days in advance of insertion for any given month.

For checks, art is due 60 days in advance of insertion on the following schedule:

Distribution	Artwork Due date
Jan-Feb 2009	Nov 30, 2008
Mar-Apr 2009	Jan 31, 2009
May-Jun 2009	Mar 31, 2009
July - Aug 2009	May 29, 2009
Sep - Oct 2009	July 28, 2009
Nov - Dec 2009	Sept 30, 2009
Jan-Feb 2010	Nov 30 2009