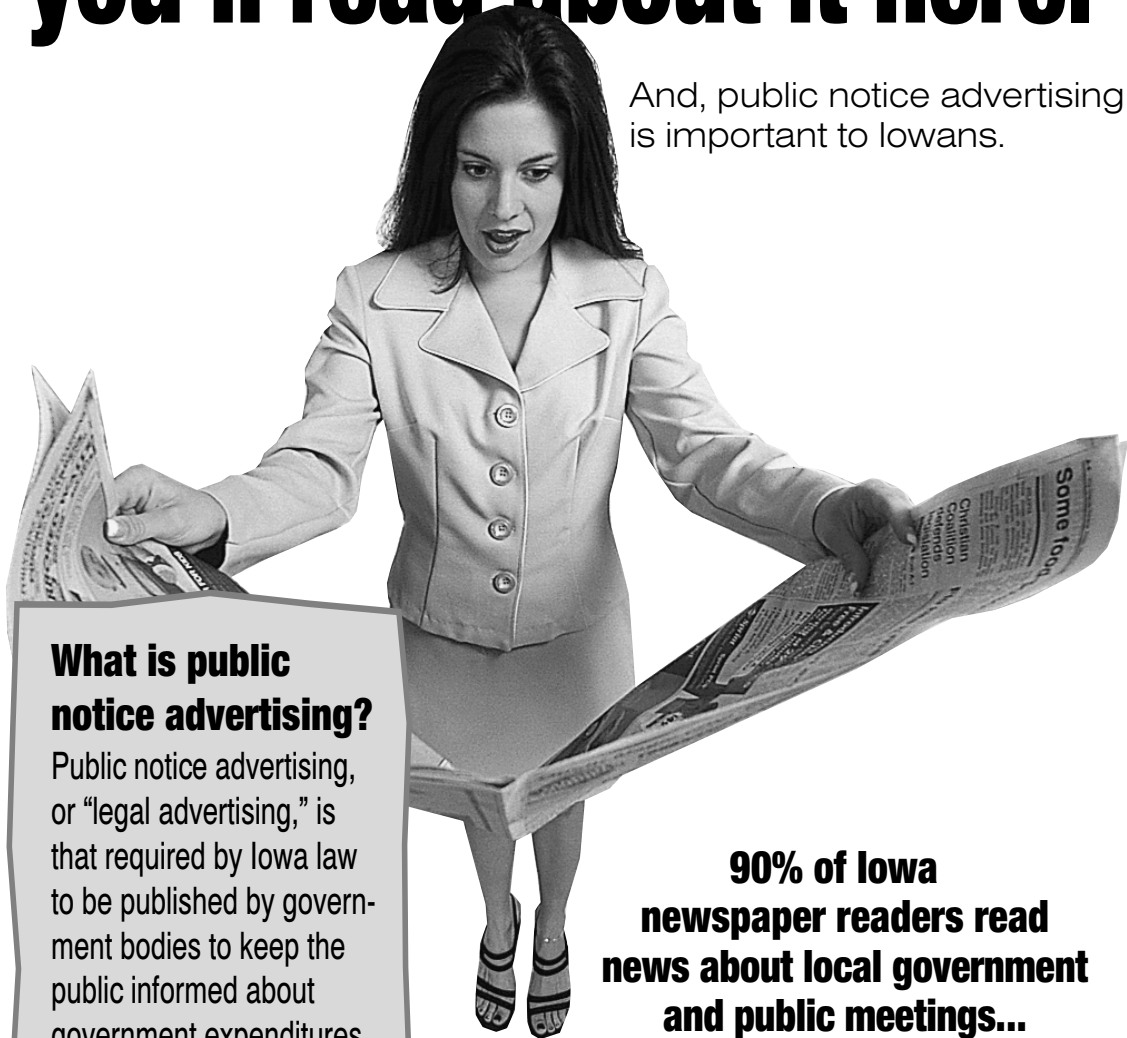


When it's important to you, you'll read about it here.

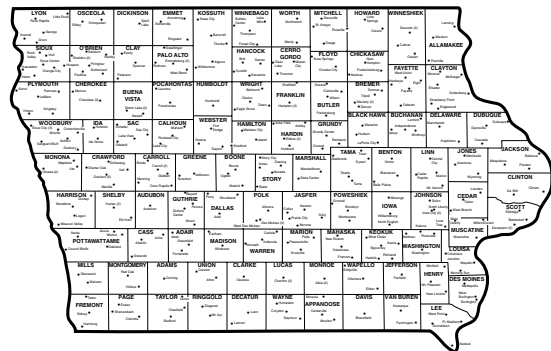
And, public notice advertising is important to Iowans.



What is public notice advertising?

Public notice advertising, or "legal advertising," is that required by Iowa law to be published by government bodies to keep the public informed about government expenditures and actions taken by their elected officials. **75%** of Iowans believe public notices should be published* and **90%** read their local newspaper, according to a 2000 readership survey.**

90% of Iowa newspaper readers read news about local government and public meetings...



...and Iowa newspapers cover every community in the state!

*2003 Newton Marketing Research Statewide Survey
**2000 Newton Marketing Research Statewide Survey

Public Notices Are Most Effective In Local Newspapers.