

# YOU HAVE 6,856 PROVEN SPORTS EQUIPMENT BUYERS READY TO BUY ...



**R**ecent circulation audit and survey information from Circulation Verification Council\* has revealed that 6,856 people who read The Eureka Reporter plan to buy sports equipment in the next 12 months.

That's real buyers. Buyers you can have by having your ad message in The Eureka Reporter.

So act now! Call your newspaper representative. They will show you how to get your share of this valuable buying potential.



HIGHEST DAILY CIRCULATION  
IN HUMBOLDT COUNTY



\* Circulation Verification Council Audit & Survey, 2006