Rev
11-4-09

Valpak Area Breakdowns
Areas for Mailing 2010

Map Referenc	Neighborhood Trading Areas (NTA)	Primary Zip Codes	Median Home Value	Median Income	Households
Toledo Area Households					
AA	Sylvania/Berkey	43560, 43504	$229,383	$93,618	10,000
BB	Sylvania Township/Franklin Park	43623, 43560, 43615	$171,698	$71,799	10,000
CC	Wernerts Corner/West Toledo	43613, 43623	$115,727	$51,261	10,000
DD	Westgate	43606, 43615, 43607	$213,884	$82,896	10,000
EE	De Veaux/Start	43613, 43612, 43606, 43610	$95,445	$50,087	10,000
FF	N. Towne Square	43612, 43613	$95,311	$48,690	10,000
GG	Point Place	43611, 43608, 43612	$103,913	$52,271	10,000
HH	Oregon/Northwood	43616, 43619	$164,201	$66,966	10,000
II	Navarre Park/Starr Ave.	43605, 43616	$63,276	$38,542	10,000
LL	Sylvania Twp./Springfield	43615, 43617, 43560	$170,251	$72,888	10,000
MM	Spring Meadows/Holland	43528, 43615, 43537	$188,905	$74,769	10,000
NN	Heatherdowns & Byrne	43614, 43609	$139,806	$60,456	10,000
OO	Reynolds & Airport/Southwyck	43615, 43614, 43607	$102,058	$48,290	10,000
PP	Maumee	43537, 43614	$184,663	$73,282	10,000
WW	Waterville, Whitehouse, Monclova	43566, 43571, 43558, 542, 532, 522	$209,838	$63,230	10,000
				Total	**150,000**
Wood County Households					
PE	Perrysburg	43551, 43525	$213,849	$88,409	10,000
PR	Perrysburg, Rossford	43551, 43460, 46465, 43447, 43619	$152,944	$70,631	10,000
BG	Bowling Green	43402	$176,183	*$69,149*	*10,000*
				Total:	***30,000***
Southeast Michigan Households					
BW	Lambertville, Ottawa Lk., Temperance	48144, 48182, 48920, 49267, 48140	$214,808	$76,218	10,000
BE	Temperance/Erie, Ida/Luna Pier	48182, 48133, 48145, 48157	$178,618	$69,149	10,000
				Total	**20,000**
Northwest Ohio Households					
FO	Fostoria	44830, 43457, 44802, 44841, 44845	$96,654	$47,528	10,000
FN	Findlay - North East	44840, 44858, 44804, 45889	$152,390	$59,684	10,000
FS	Findlay - South East	45840, 814,881, 867, 8441, 868, 890	$144,701	$62,479	10,000
Denotes TMC				**Total**	**30,000**
2010 In Home Dates (week of)		***Grand Total***			***230,000***

Jan. 11, Feb. 8, March 8 April 12, May 10, June 7, July 12, Aug. 9, Sept. 6, Oct. 11, Nov. 8, Dec. 6

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Comments

CP 20, CP40, CP44, 2FP40, 2FP44, 3FP40 F=Food Program, D= Stimulus Program. Z=TMC,V=Valpak CoOp