

THE LEADER DELIVERS RESULTS FOR THEM...

And We Can Do The Same For You!

There are some good reasons why so many successful companies trust the Leader to deliver their advertising circulars. They know that they'll receive extremely **reliable distribution** inside a **popular newspaper** that readers use to make local buying decisions... and all this at **very attractive rates.**

The Circulation Verification Council, a national organization that audits over



4,000 newspapers for major advertisers, rated our delivery **among the best in the country.**

Their survey found that over 98% of the homes in our coverage area received their Leader each week.

Even more importantly, **3 out of 4 read the paper** and regularly **use it to buy** products or services. So your message gets a **tremendous readership bonus** over other types of distribution.

Come With Us As A Welcome Visitor Into 45,000 Northwest Houston Homes



For exact circulation figures, zip codes and other information click on the "Rates and Data" section on our "Advertising Information" page.



SHOE CARNIVAL

