

Homeowners Marketing Services, Inc.
 12444 Victory Blvd. Second Floor
 North Hollywood, California 91606
 Phone: (818) 506-1507 (800) 232-2134
 Fax: (818) 505-9729

TENNESSEE 1,563 6,981

ANDERSON COUNTY (AZ)

Avg Names Weekly	15
<u>Avg Names Monthly</u>	<u>65</u>
Andersonville	37705
Briceville	37710
Clinton	37716
Lake City	37769
Oak Ridge	37830

BEDFORD COUNTY (XB)

Avg Names Weekly	9
<u>Avg Names Monthly</u>	<u>40</u>
Bell Buckle	37020
Normandy	37360
Shelbyville	37160
Unionville	37180
Wartrace	37183

BLED SOE COUNTY (LD)

Avg Names Weekly	1
<u>Avg Names Monthly</u>	<u>6</u>
Pikeville	37367

BLOUNT COUNTY (NT)

Avg Names Weekly	40
<u>Avg Names Monthly</u>	<u>173</u>
Alcoa	37701
Friendsville	37737
Louisville	37777
Maryville	37801,03-04
Rockford	37853
Tallassee	37878
Townsend	37882
Walland	37886

BRADLEY COUNTY (RY)

Avg Names Weekly	27
<u>Avg Names Monthly</u>	<u>115</u>
Charleston	37310
Cleveland	37311,12,23
McDonald	37353

CAMPBELL COUNTY (AV)

Avg Names Weekly	4
<u>Avg Names Monthly</u>	<u>19</u>
Caryville	37714
Duff	37729
Jacksboro	37757
Jellico	37762
La Follette	37766
Newcomb	37819

CARROLL COUNTY (RR)

Avg Names Weekly	9
<u>Avg Names Monthly</u>	<u>40</u>
Atwood	38220
Bruceston	38317
Buena Vista	38318
Cedar Grove	38321
Hollow Rock	38342
Huntingdon	38344
Lavinia	38348
Mc Kenzie	38201
Trezevant	38258
Westport	38387
Yuma	38390

CARTER COUNTY (RT)

Avg Names Weekly	14
<u>Avg Names Monthly</u>	<u>62</u>
Elizabethton	37643
Hampton	37658
Roan Mountain	37687
Watauga	37694

CHEATHAM COUNTY (CH)

Avg Names Weekly	12
<u>Avg Names Monthly</u>	<u>54</u>
Ashland City	37015
Chapmansboro	37035
Kingston Springs	37082
Pegram	37143
Pleasant View	37146

CLAIBORNE COUNTY (XC)

Avg Names Weekly	6
<u>Avg Names Monthly</u>	<u>26</u>
Clairfield	37715
Cumberland Gap	37724
Harrogate	37752
New Tazewell	37825
Speedwell	37870
Tazewell	37879

COCKE COUNTY (CO)

Avg Names Weekly	6
<u>Avg Names Monthly</u>	<u>24</u>
Bybee	37713
Cosby	37722
Del Rio	37727
Hartford	37753
Newport	37821
Parrottsville	37843

COFFEE COUNTY (XF)

Avg Names Weekly	13
<u>Avg Names Monthly</u>	<u>57</u>
Arnold AFB	37389
Beechgrove	37018
Hillsboro	37342
Manchester	37355
Tullahoma	37388

CROCKETT COUNTY (CR)

Avg Names Weekly	1
<u>Avg Names Monthly</u>	<u>4</u>
Alamo	38001
Bells	38006
Friendship	38034
Gadsden	38337

CUMBERLAND COUNTY (XU)

Avg Names Weekly	12
<u>Avg Names Monthly</u>	<u>52</u>
Crab Orchard	37723
Crossville	38555,58,71-72

DAVIDSON COUNTY (DD)

Avg Names Weekly	185
<u>Avg Names Monthly</u>	<u>802</u>
Antioch	37013
Goodlettsville	37072
Hermitage	37076
Joelton	37080
Madison	37115
Nashville	37201,03-21,28,35,38-39, 42-43,45,47-49
Old Hickory	37138
Whites creek	37189

DECATUR COUNTY (DQ)

Avg Names Bi-Weekly	10++
<u>Avg Names Monthly</u>	<u>20</u>
Bath Springs	38311
Decaturville	38329
Parsons	38363
Scotts Hill	38374
Sugar Tree	38380

DICKSON COUNTY (DN)

Avg Names Weekly	14
<u>Avg Names Monthly</u>	<u>60</u>
Burns	37029
Charlotte	37036
Cumberland Furnace	37051
Dickson	37055
Vanleer	37181
White Bluff	37187

DYER COUNTY (DY)

Avg Names Weekly	4
<u>Avg Names Monthly</u>	<u>17</u>
Dyersburg	38024
Finley	38030
Lenox	38047
Newbern	38059
Trimble	38259

FAYETTE COUNTY (FF)

Avg Names Weekly	10
<u>Avg Names Monthly</u>	<u>45</u>
Moscow	38057
Oakland	38060
Rossville	38066
Somerville	38068
Williston	38076

FRANKLIN COUNTY (FV)

Avg Names Weekly	10
<u>Avg Names Monthly</u>	<u>43</u>
Belvidere	37306
Cowan	37318
Decherd	37324
Estill Springs	37330
Huntland	37345
Saint Andrews	37372
Sewanee	37375
Sherwood	37376
Winchester	37398

GIBSON COUNTY (GI)

Avg Names Weekly	1
<u>Avg Names Monthly</u>	<u>2</u>
Kenton	38233
Bradford	38316
Dyer	38330
Humboldt	38343
Medina	38355
Milan	38358
Rutherford	38369
Trenton	38382

Homeowners Marketing Services, Inc.
 12444 Victory Blvd. Second Floor
 North Hollywood, California 91606
 Phone: (818) 506-1507 (800) 232-2134
 Fax: (818) 505-9729

TENNESSEE 2

GILES COUNTY (GQ)

Avg Names Weekly	9
<u>Avg Names Monthly</u>	<u>40</u>
Ardmore	38449
Goodsprings	38460
Lynnville	38472
Minor Hill	38473
Prospect	38477
Pulaski	38478

GRAINGER COUNTY (GG)

Avg Names Weekly	4
<u>Avg Names Monthly</u>	<u>16</u>
Bean Station	37708
Blaine	37709
Powder Springs	37848
Rutledge	37861
Thorn Hill	37881
Washburn	37888

GREENE COUNTY (GJ)

Avg Names Weekly	21
<u>Avg Names Monthly</u>	<u>91</u>
Afton	37616
Chuckey	37641
Greeneville	37743,45
Midway	37809
Mohawk	37810
Mosheim	37818

GRUNDY COUNTY (GY)

Avg Names Weekly	1
<u>Avg Names Monthly</u>	<u>5</u>
Altamont	37301
Beersheba Springs	37305
Coalmont	37313
Gruetli Laager	37339
Palmer	37365
Pelham	37366

HAMBLLEN COUNTY (HB)

Avg Names Weekly	13
<u>Avg Names Monthly</u>	<u>55</u>
Morristown	37813-14
Russellville	37860
Talbot	37877
Whitesburg	37891

HAMILTON COUNTY (HO)

Avg Names Weekly	125
<u>Avg Names Monthly</u>	<u>540</u>
Apison	37302
Bakewell	37304
Birchwood	37308
Chattanooga	37402-12,15-16,19,21,50
Harrison	37341
Hixson	37343
Lookout Mtn.	37350
Ooltewah	37363
Sale Creek	37373
Signal Mtn.	37377
Soddy Daisy	37379

HARDEMAN COUNTY (HD)

Avg Names Weekly	1
<u>Avg Names Monthly</u>	<u>5</u>
Bolivar	38008
Grand Junction	38039
Hickory Valley	38042
Hornsby	38044
Middleton	38052
Pocahontas	38061
Saulsburry	38067
Whiteville	38075
Toone	38381

HARDIN COUNTY (XH)

Avg Names Weekly	9
<u>Avg Names Monthly</u>	<u>38</u>
Counce	37326
Crump	38327
Morris Chapel	38361
Olivehill	38475
Saltillo	38370
Savannah	38372
Shiloh	38376

HAWKINS COUNTY (AW)

Avg Names Weekly	8
<u>Avg Names Monthly</u>	<u>35</u>
Bulls Gap	37711
Church Hill	37642
Eidson	37731
Mooresburg	37811
Mount Carmel	37645
Rogersville	37857
Surgoinsville	37873

HAYWOOD COUNTY (HA)

Avg Names Weekly	1
<u>Avg Names Monthly</u>	<u>4</u>
Brownsville	38012
Stanton	38069

HENDERSON COUNTY (NH)

Avg Names Weekly	7
<u>Avg Names Monthly</u>	<u>30</u>
Darden	38328
Huron	38345
Lexington	38351
Reagan	38368
Sardis	38371
Wildersville	38388

HENRY COUNTY (EN)

Avg Names Weekly	11
<u>Avg Names Monthly</u>	<u>48</u>
Buchanan	38222
Cottage Grove	38224
Henry	38231
Mansfield	38236
Paris	38242
Puryear	38251
Springville	38256

HICKMAN COUNTY (NI)

Avg Names Bi-Weekly	18++
<u>Avg Names Monthly</u>	<u>35</u>
Bon Aqua	37025
Centerville	37033
Duck River	38454
Lyles	37098
Nunnally	37137
Only	37140
Pleasantville	37147

HUMPHREYS COUNTY (HF)

Avg Names Weekly	5
<u>Avg Names Monthly</u>	<u>22</u>
Hurricane Mills	37078
MC Ewen	37101
New Johnsonville	37134
Waverly	37185

JACKSON COUNTY (JA)

Avg Names Weekly	3
<u>Avg Names Monthly</u>	<u>11</u>
Bloomington Spring	38545
Gainesboro	38562
Granville	38564
Whitleyville	38588

JEFFERSON COUNTY (JS)

Avg Names Weekly	8
<u>Avg Names Monthly</u>	<u>33</u>
Dandridge	37725
Jefferson City	37760
New Market	37820
Strawberry Plains	37871
White Pine	37890

JOHNSON COUNTY (JO)

Avg Names Weekly	0
<u>Avg Names Monthly</u>	<u>2</u>
Butler	37640
Laurel Bloomery	37680
Mountain City	37683
Shady Valley	37688
Trade	376

KNOX COUNTY (KX)

Avg Names Weekly	136
<u>Avg Names Monthly</u>	<u>591</u>
Corryton	37721
Heiskell	37754
Knoxville	37902,09,12,14-24 29,31-32,38
Mascot	37806
Powell	37849

LAUDERDALE COUNTY (LF)

Avg Names Weekly	5
<u>Avg Names Monthly</u>	<u>22</u>
Gates	38037
Halls	38040
Henning	38041
Ripley	38063
Taft	38488

Homeowners Marketing Services, Inc.
 12444 Victory Blvd. Second Floor
 North Hollywood, California 91606
 Phone: (818) 506-1507 (800) 232-2134
 Fax: (818) 505-9729

TENNESSEE 3

LAWRENCE COUNTY (EK)

Avg Names Weekly	10
<u>Avg Names Monthly</u>	<u>44</u>
Ethridge	38456
Five Points	38457
Iron City	38463
Lawrenceburg	38464
Leoma	38468
Loretto	38469
Saint Joseph	38481
Summertown	38483
Westpoint	38486

LEWIS COUNTY (LQ)

Avg Names Weekly	3
<u>Avg Names Monthly</u>	<u>14</u>
Hohenwald	38462

LINCOLN COUNTY (LV)

Avg Names Bi-Weekly	26++
<u>Avg Names Monthly</u>	<u>52</u>
Dellrose	38453
Elora	37328
Fayetteville	37334
Flintville	37335
Frankewing	38459
Kelso	37348
Mulberry	37359
Petersburg	37144

LOUDON COUNTY (OI)

Avg Names Weekly	13
<u>Avg Names Monthly</u>	<u>58</u>
Greenback	37742
Lenoir City	37771-72
Loudon	37774
Philadelphia	37846

MACON COUNTY (XM)

Avg Names Weekly	7
<u>Avg Names Monthly</u>	<u>30</u>
Lafayette	37083
Red Boiling Spring	37150

MADISON COUNTY (MD)

Avg Names Weekly	19
<u>Avg Names Monthly</u>	<u>84</u>
Beech Bluff	38313
Denmark	38391
Jackson	38301,05
Medon	38356
Mercer	38392
Oakfield	38362
Pinson	38366

MARION COUNTY (RW)

Avg Names Weekly	4
<u>Avg Names Monthly</u>	<u>23</u>
Guild	37340
Jasper	37347
Monteagle	37356
Sequatchie	37374
South Pittsburg	37380
Tracy City	37387
Whiteside	37396
Whitwell	37397

MARSHALL COUNTY (ML)

Avg Names Weekly	5
<u>Avg Names Monthly</u>	<u>22</u>
Belfast	37019
Chapel Hill	37034
Cornersville	37047
Lewisburg	37091

MAURY COUNTY (YM)

Avg Names Weekly	30
<u>Avg Names Monthly</u>	<u>132</u>
Columbia	38401
Culleoka	38451
Hampshire	38461
Mount Pleasant	38474
Santa Fe	38482
Spring Hill	37174
WilliamSPORT	38487

McMINN COUNTY (MM)

Avg Names Weekly	13
<u>Avg Names Monthly</u>	<u>55</u>
Athens	37303
Calhoun	37309
Englewood	37329
Etowah	37331
Niota	37826

McNAIRY COUNTY (MC)

Avg Names Weekly	3
<u>Avg Names Monthly</u>	<u>12</u>
Adamsville	38310
Bethel Springs	38315
Finger	38334
Guys	38339
Michie	38357
Ramer	38367
Selmer	38375
Stantonville	38379

MEIGS COUNTY (ME)

Avg Names Weekly	2
<u>Avg Names Monthly</u>	<u>10</u>
Decatur	37322
Georgetown	37336

MONTGOMERY COUNTY (TM)

Avg Names Weekly	77
<u>Avg Names Monthly</u>	<u>335</u>
Clarksville	37040,42-44
Cunningham	37052
Palmyra	37142
Southside	37171
Woodlawn	37191

MONROE COUNTY (RO)

Avg Names Weekly	10
<u>Avg Names Monthly</u>	<u>41</u>
Madisonville	37354
Sweetwater	37874
Tellico Plains	37385
Vonore	37885

POLK COUNTY (PO)

Avg Names Weekly	1
<u>Avg Names Monthly</u>	<u>4</u>
Benton	37307
Copperhill	37317
Delano	37325
Farner	37333
Ocoee	37361
Reliance	37369
Turtletown	37391

PUTNAM COUNTY (PZ)

Avg Names Weekly	18
<u>Avg Names Monthly</u>	<u>77</u>
Baxter	38544
Bloomington Spring	38545
Buffalo Valley	38548
Cookeville	38501,06
Monterey	38574
Silver Point	38582

RHEA COUNTY (RH)

Avg Names Weekly	4
<u>Avg Names Monthly</u>	<u>17</u>
Dayton	37321
Evensville	37332
Graysville	37338
Spring City	37381

ROANE COUNTY (RQ)

Avg Names Weekly	11
<u>Avg Names Monthly</u>	<u>49</u>
Harriman	37748
Kingston	37763
Oliver Springs	37840
Rockwood	37854

++Average based on two weeks
 Quantities & Prices are Based on 1/11-6/11 Totals
 MS-PUB: J:\DATA\AREASHEETS 2011

Homeowners Marketing Services, Inc.
 12444 Victory Blvd. Second Floor
 North Hollywood, California 91606
 Phone: (818) 506-1507 (800) 232-2134
 Fax: (818) 505-9729

TENNESSEE 4

SHELBY COUNTY (SH)

Avg Names Weekly	192
<u>Avg Names Monthly</u>	<u>831</u>
Arlington	38002
Collierville	38017
Cordova	38018
Eads	38028
Germantown	38138-39
Memphis	38103-09,11-12,14-20,
22,25-28,31-35,37,41,57	
Millington	38053

SMITH COUNTY (IT)

Avg Names Bi-Weekly	5
<u>Avg Names Monthly</u>	<u>22</u>
Carthage	37030
Dixon Springs	37057
Pleasant Shade	37145
Ridgleton	37151
Brush Creek	38547
Chestnut Mound	38552
Elmwood	38560
Gordonsville	38563
Hickman	38567
Lancaster	38569

SULLIVAN COUNTY (VU)

Avg Names Weekly	41
<u>Avg Names Monthly</u>	<u>179</u>
Blountville	37617
Bluff City	37618
Bristol	37620
Kingsport	37660,63-65
Piney Flats	37686
Unicoi	37692

SUMNER COUNTY (SN)

Avg Names Weekly	44
<u>Avg Names Monthly</u>	<u>190</u>
Bethpage	37022
Castalian Springs	37031
Cottontown	37048
Gallatin	37066
Hendersonville	37075
Portland	37148
Westmoreland	37186

TIPTON COUNTY (TN)

Avg Names Weekly	15
<u>Avg Names Monthly</u>	<u>65</u>
Atoka	38004
Brighton	38011
Burlison	38015
Covington	38019
Drummonds	38023
Munford	38058

TROUSDALE (TR)

Avg Names Weekly	1
<u>Avg Names Monthly</u>	<u>5</u>
Dixon Springs	37057
Hartsville	37074

UNICOI COUNTY (UC)

Avg Names Bi-Weekly	10++
<u>Avg Names Monthly</u>	<u>20</u>
Erwin	37650
Flag Pond	37657
Sharon	38255

UNION COUNTY (UZ)

Avg Names Weekly	3
<u>Avg Names Monthly</u>	<u>15</u>
Luttrell	37779
Maynardville	37807
Powder Springs	37848
Sharps Chapel	37866

WARREN COUNTY (XW)

Avg Names Bi-Weekly	30++
<u>Avg Names Monthly</u>	<u>59</u>
Mc Minnville	37110
Morrison	37357
Rock Island	38581

WASHINTON COUNTY (AQ)

Avg Names Weekly	31
<u>Avg Names Monthly</u>	<u>135</u>
Johnson City	37601,04,15
Fall Branch	37656
Jonesborough	37659
Limestone	37681
Telford	37690

WAYNE COUNTY (XY)

Avg Names Weekly	4
<u>Avg Names Monthly</u>	<u>18</u>
Clifton	38425
Collinwood	38450
Cypress Inn	38452
Lutts	38471
Waynesboro	38485

WEAKLEY COUNTY (KL)

Avg Names Weekly	7
<u>Avg Names Monthly</u>	<u>32</u>
Dresden	38225
Dukedom	38226
Gleason	38229
Greenfield	38230
Martin	38237
Palmersville	38241

WHITE COUNTY (XT)

Avg Names Weekly	6
<u>Avg Names Monthly</u>	<u>27</u>
Doyle	38559
Quebeck	38579
Sparta	38583
Walling	38587

WILLIAMSON COUNTY (WM)

Avg Names Weekly	78
<u>Avg Names Monthly</u>	<u>339</u>
Arrington	37014
Brentwood	37027
College Grove	37046
Fairview	37062,64,67,69
Franklin	37064,67,69
Nolensville	37135
Primm Springs	38476
Thompsons Station	37179

WILSON COUNTY (XN)

Avg Names Weekly	24
<u>Avg Names Monthly</u>	<u>103</u>
Lebanon	37087,90
Mount Juliet	37122
Watertown	37184

UNION COUNTY (UZ)

Avg Names Bi-Weekly	4
<u>Avg Names Monthly</u>	<u>15</u>
Luttrell	37779
Maynardville	37807
Sharps Chapel	37866
Whiteside	37396

ROBERTSON COUNTY (RB)

Avg Names Weekly	17
<u>Avg Names Monthly</u>	<u>75</u>
Adams	37010
Cedar Hill	37032
Cross Plains	37049
Greenbrier	37073
Orlinda	37141
Springfield	37172
White House	37188

RUTHERFORD COUNTY (RU)

Avg Names Weekly	79
<u>Avg Names Monthly</u>	<u>342</u>
Christiana	37037
Eagleville	37060
Lascassas	37085
Milton	37118
Murfreesboro	37127-30
Rockvale	37153
Smyrna	37167

SEVIER COUNTY (VI)

Avg Names Weekly	23
<u>Avg Names Monthly</u>	<u>101</u>
Gatlinburg	37738
Kodak	37764
Pigeon Forge	37863
Sevierville	37862,76
Seymour	37865

++Average based on two weeks
 Quantities & Prices are Based on 1/11-6/11 Totals
 MS-PUB: J:\DATA\AREASHEETS 2011