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# CENTRAL CALIFORNIA

## FRESNO COUNTY (FR) 142 615

### AREA A

|                          |                   |
|--------------------------|-------------------|
| Avg Names Weekly         | 38                |
| <u>Avg Names Monthly</u> | <u>163</u>        |
| Cantua Creek             | 93608             |
| Caruthers                | 93609             |
| Coalinga                 | 93210             |
| Del Rey                  | 93616             |
| Firebaugh                | 93622             |
| Fowler                   | 93625             |
| Fresno                   | 93701,02,06,21,25 |
| Kerman                   | 93630             |
| Kingsburg                | 93631             |
| Laton                    | 93242             |
| Mendota                  | 93640             |
| Parlier                  | 93648             |
| Raisin City              | 93652             |
| Riverdale                | 93656             |
| San Joaquin              | 93660             |
| Selma                    | 93662             |
| Tranquillity             | 93668             |

### AREA B

|                          |                   |
|--------------------------|-------------------|
| Avg Names Weekly         | 36                |
| <u>Avg Names Monthly</u> | <u>157</u>        |
| Fresno                   | 93705,11,22-23,28 |

### AREA C

|                          |                        |
|--------------------------|------------------------|
| Avg Names Weekly         | 45                     |
| <u>Avg Names Monthly</u> | <u>195</u>             |
| Fresno                   | 93703-04, 10, 20,26-27 |
| Pinedale/ Fresno         | 93650                  |

## AREA D

|                          |            |
|--------------------------|------------|
| Avg Names Weekly         | 23         |
| <u>Avg Names Monthly</u> | <u>100</u> |
| Auberry                  | 93602      |
| Clovis                   | 93611-12   |
| Dunlap                   | 93621      |
| Friant                   | 93626      |
| Hume                     | 93628      |
| Huron                    | 93234      |
| Miramonte                | 93641      |
| Orange Cove              | 93646      |
| Prather                  | 93651      |
| Reedley                  | 93654      |
| Sanger                   | 93657      |
| Shaver Lake              | 93664      |
| Squaw Valley             | 93675      |
| Tollhouse                | 93667      |

## KINGS COUNTY (KS)

|                          |           |
|--------------------------|-----------|
| Avg Names Weekly         | 17        |
| <u>Avg Names Monthly</u> | <u>75</u> |
| Armona                   | 93202     |
| Avenal                   | 93204     |
| Corcoran                 | 93212     |
| Hanford                  | 93230     |
| Kettleman City           | 93239     |
| Lemoore                  | 93245     |
| Stratford                | 93266     |

## MADERA COUNTY (MA)

|                          |            |
|--------------------------|------------|
| Avg Names Weekly         | 24         |
| <u>Avg Names Monthly</u> | <u>106</u> |
| Ahwahnee                 | 93601      |
| Bass Lake                | 93604      |
| Chowchilla               | 93610      |
| Coarsegold               | 93614      |
| Madera                   | 93636-38   |
| North Fork               | 93643      |
| Oakhurst                 | 93644      |
| O Neals                  | 93645      |
| Raymond                  | 93653      |
| Wishon                   | 93669      |

## MERCED COUNTY (ME)

|                          |                |
|--------------------------|----------------|
| Avg Names Weekly         | 42             |
| <u>Avg Names Monthly</u> | <u>180</u>     |
| Atwater                  | 95301          |
| Ballico                  | 95303          |
| Delhi                    | 95315          |
| Dos Palos                | 93620          |
| El Nido                  | 95317          |
| Gustine                  | 95322          |
| Hilmar                   | 95324          |
| Le Grand                 | 95333          |
| Livingston               | 95334          |
| Los Banos                | 93635          |
| Merced                   | 95340,41,43,48 |
| Planada                  | 95365          |
| Snelling                 | 95369          |
| Stevinson                | 95374          |
| Winton                   | 95388          |

## MONTEREY COUNTY (MO)

|                          |             |
|--------------------------|-------------|
| Avg Names Weekly         | 45          |
| <u>Avg Names Monthly</u> | <u>193</u>  |
| Aromas                   | 95004       |
| Big Sur                  | 93920       |
| Bradley                  | 93426       |
| Carmel                   | 93923       |
| Carmel Valley            | 93924       |
| Castroville              | 95012       |
| Chualar                  | 93925       |
| Gonzales                 | 93926       |
| Greenfield               | 93927       |
| King City                | 93930       |
| Marina                   | 93933       |
| Monterey                 | 93940,43    |
| Moss Landing             | 95039       |
| Pacific Grove            | 93950       |
| Pebble Beach             | 93953       |
| Salinas                  | 93901,05-08 |
| San Ardo                 | 93450       |
| Seaside                  | 93955       |
| Soledad                  | 93960       |

## SANTA CRUZ COUNTY (SA)

|                           |                |
|---------------------------|----------------|
| Avg Names Weekly          | 28             |
| <u>Avg Names Monthly</u>  | <u>123</u>     |
| Aptos                     | 95003          |
| Ben Lomond                | 95005          |
| Boulder Creek             | 95006          |
| Capitola                  | 95010          |
| Davenport                 | 95017          |
| Felton                    | 95018          |
| Freedom                   | 95019          |
| Los Gatos                 | 95033          |
| Santa Cruz                | 95060,62,64-65 |
| Scotts Valley/ Santa Cruz | 95066          |
| Soquel                    | 95073          |
| Watsonville/ La Selva Bch | 95076          |

## STANISLAUS COUNTY (ST)

|                          |                |
|--------------------------|----------------|
| Avg Names Weekly         | 98             |
| <u>Avg Names Monthly</u> | <u>424</u>     |
| Ceres                    | 95307          |
| Crows Landing            | 95313          |
| Denair                   | 95316          |
| Farmington               | 95230          |
| Hickman                  | 95323          |
| Hughson                  | 95326          |
| Keyes                    | 95328          |
| La Grange                | 95329          |
| Modesto                  | 95350-51,54-58 |
| Newman                   | 95360          |
| Oakdale                  | 95361          |
| Patterson                | 95363          |
| Riverbank                | 95367          |
| Salida                   | 95368          |
| Turlock                  | 95380,82       |
| Vernalis                 | 95385          |
| Waterford                | 95386          |

## TULARE COUNTY (TU)

|                          |             |
|--------------------------|-------------|
| Avg Names Weekly         | 69          |
| <u>Avg Names Monthly</u> | <u>297</u>  |
| Badger                   | 93603       |
| California Hot Springs   | 93207       |
| Cutler                   | 93615       |
| Dinuba                   | 93618       |
| Earlimart                | 93219       |
| Exeter                   | 93221       |
| Farmersville             | 93223       |
| Ivanhoe                  | 93235       |
| Lemon Cove               | 93244       |
| Lindsay                  | 93247       |
| Orosi                    | 93647       |
| Pixley                   | 93256       |
| Porterville              | 93257       |
| Posey                    | 93260       |
| Sequoia National Park    | 93262       |
| Springville              | 93265       |
| Strathmore               | 93267       |
| Terra Bella              | 93270       |
| Three Rivers             | 93271       |
| Tipton                   | 93272       |
| Tulare                   | 93274       |
| Visalia                  | 93277,91-92 |
| Woodlake                 | 93286       |

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