

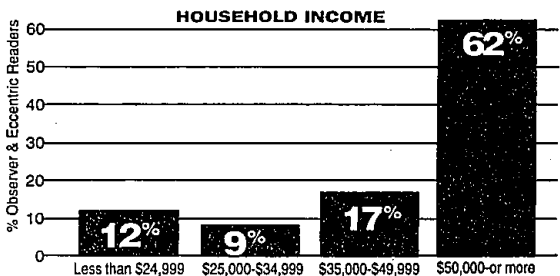
How interested are you in selling your home?



Interested enough to spend a few moments and discover the best place to advertise the fact that your home is for sale? Yes? Smart. Speaking of smart, did you know that 42% of our readers have college degrees or better?*

What does that have to do with selling your house? Well, wouldn't you rather reach educated, upper income readers when you are putting your home on the market?

Upper income? You bet! Your hometown newspaper reaches some of the most affluent households in Wayne and Oakland counties. Take a look at this chart:



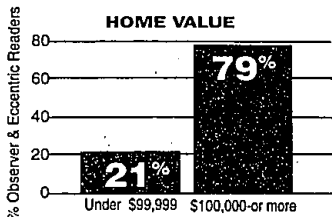
Ours is a very rich market filled with more than 316,000 readers. Ours is an award-winning newspaper reaching 24 communities with important local news that is not available anywhere else. Our classified ads are common to every edition —when you place your advertisement it will reach 15 communities and a huge, interested reading audience.

Be sure to mention Observer & Eccentric's **HOMELINE**, when you list your home. This service allows prospective buyers to check on area open houses—yours included. And, if you're moving into the area, you can do the same. Our **HOMELINE** number is **313-953-2020**.



That's a median household income of more than \$50,000 (\$10,000 more than that of the people who aren't our readers). This means that when you advertise in The Observer & Eccentric

Newspapers, you not only reach thousands of educated people, you reach people with substantial incomes. **OUR CIRCULATION AREA HAS 88% HOME OWNERSHIP.** And look at the value of these homes:

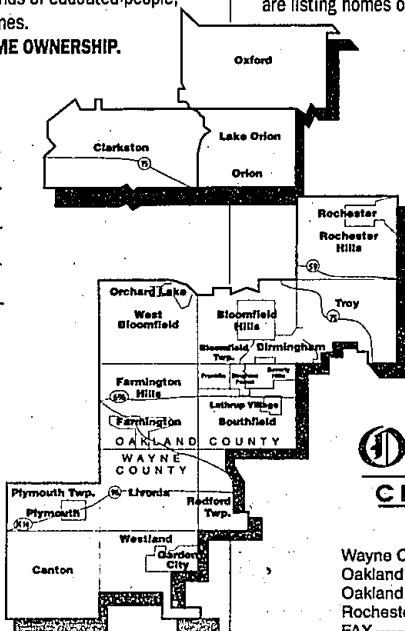


- ★ Reach eight out of 10 adults in our market area who have read weekly classified advertising.
- ★ 85% of the adults in our market area who have read classified in the past seven days have read it in one of The Observer & Eccentric Newspapers

We also have **REALnet**, the service that lets you view property listings on your home computer! **REALnet's** Internet access code is <http://oeonline.com/realnet.html> Check today's REAL ESTATE section for the Realtors who are listing homes on



REALnet



Observer & Eccentric
CLASSIFIED ADVERTISING

Wayne County-----313-591-0900
Oakland County-----810-644-1070
Oakland County (Clarkston, Lake Orion, Oxford)-----810-475-4596
Rochester-Rochester Hills-----810-852-3222
FAX-----313-953-2232
24-Hour Voice Mail-----313-591-0900
Internet-----<http://oeonline.com>

*Source: 1996 Belden Study, Observer & Eccentric Prime Market Area