

Madison DMA

Wisconsin



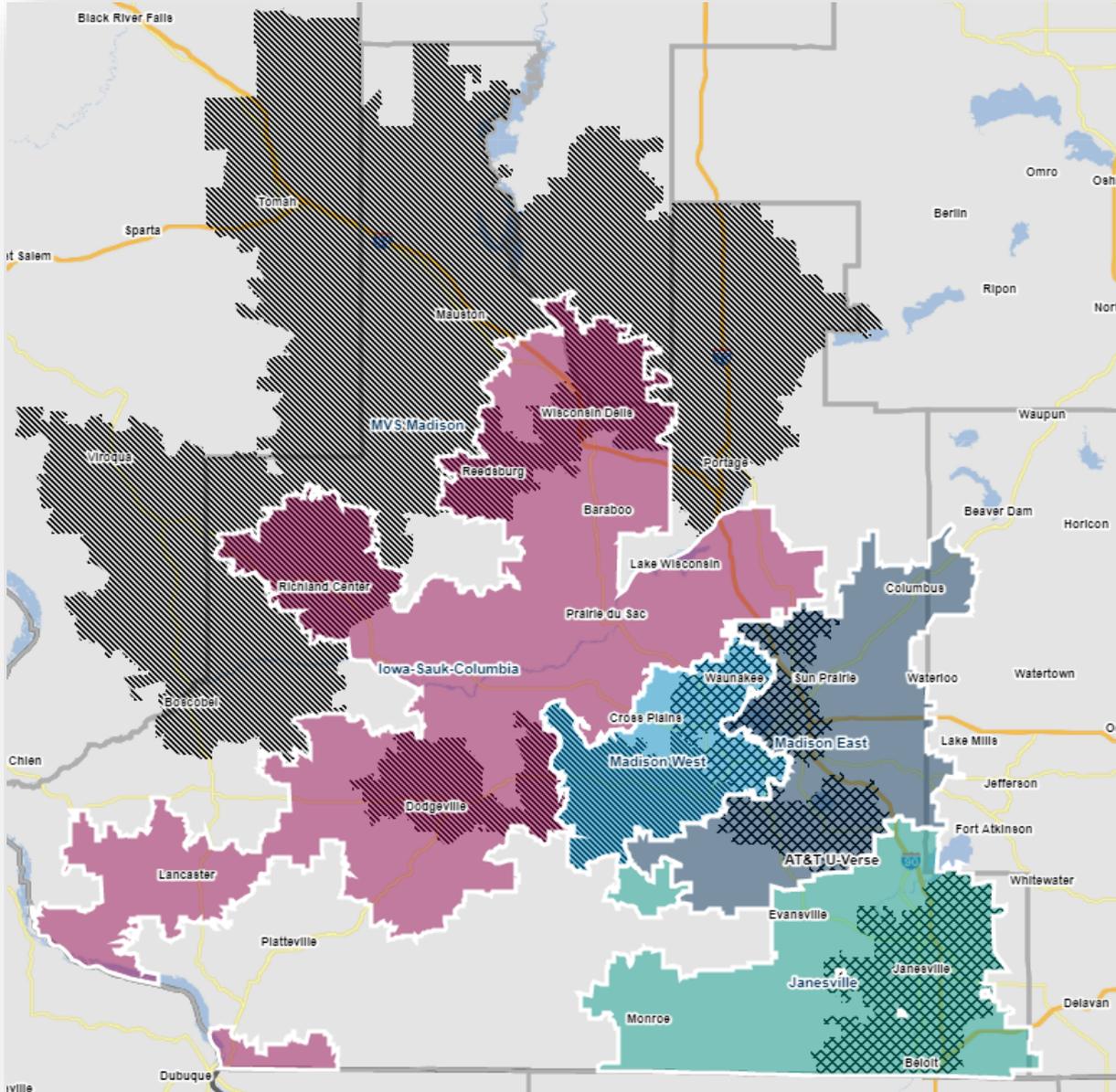
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Madison DMA Zone Map

Coverage Area	UE	Syscode
Interconnect	99,080	7838
ISC	11,310	2466
Janesville	20,638	4578
Madison East	33,510	0397
Madison West	23,806	0398
Madison U-Verse	3,534	9987
MVS Madison	6,281	1582
Dish	20,593	2504

Zip Codes and Cities in Coverage

MADISON DMA

ISC - 2466

Arena - 53503	Lone Rock - 53556
Arlington - 53911	Lyndon Station - 53944
Baraboo - 53913	Mazomanie - 53560
Barneveld - 53507	Mineral Point - 53565
Black Earth - 53515	Montfort - 53569
Bloomington - 53804	North Freedom - 53951
Cassville - 53806	Plain - 53577
Cobb - 53526	Poynette - 53955
Dane - 53529	Prairie du Sac - 53578
Dodgeville - 53533	Reedsburg - 53959
Gotham - 53540	Richland Center - 53581
Hazel Green - 53811	Ridgeway - 53582
Highland - 53543	Rock Springs - 53961
Lancaster - 53813	Sauk City - 53583
Linden - 53553	Spring Green - 53588
Livingston - 53554	Wisconsin Dells - 53965
Lodi - 53555	

Janesville - 4578

Afton - 53501	Janesville - 53546
Beloit - 53511	Janesville - 53548
Brodhead - 53520	Juda - 53550
Clinton - 53525	Milton - 53563
Edgerton - 53534	Monroe - 53566
Evansville - 53536	New Glarus - 53574
Janesville - 53545	Orfordville - 53576

Madison West - 0397

Blue Mounds - 53517	Madison - 53719
Cross Plains - 53528	Madison - 53726
Madison - 53705	Middleton - 53562
Madison - 53711	Mount Horeb - 53572
Madison - 53713	Verona - 53593
Madison - 53715	Waunakee - 53597
Madison - 53717	

Madison East - 0398

Belleville - 53508	Madison - 53716
Brooklyn - 53521	Madison - 53718
Cambridge - 53523	Marshall - 53559
Columbus - 53925	Mc Farland - 53558
Cottage Grove - 53527	Morrisonville - 53571
Deerfield - 53531	Oregon - 53575
Deforest - 53532	Stoughton - 53589
Madison - 53703	Sun Prairie - 53590
Madison - 53704	Windsor - 53598
Madison - 53714	

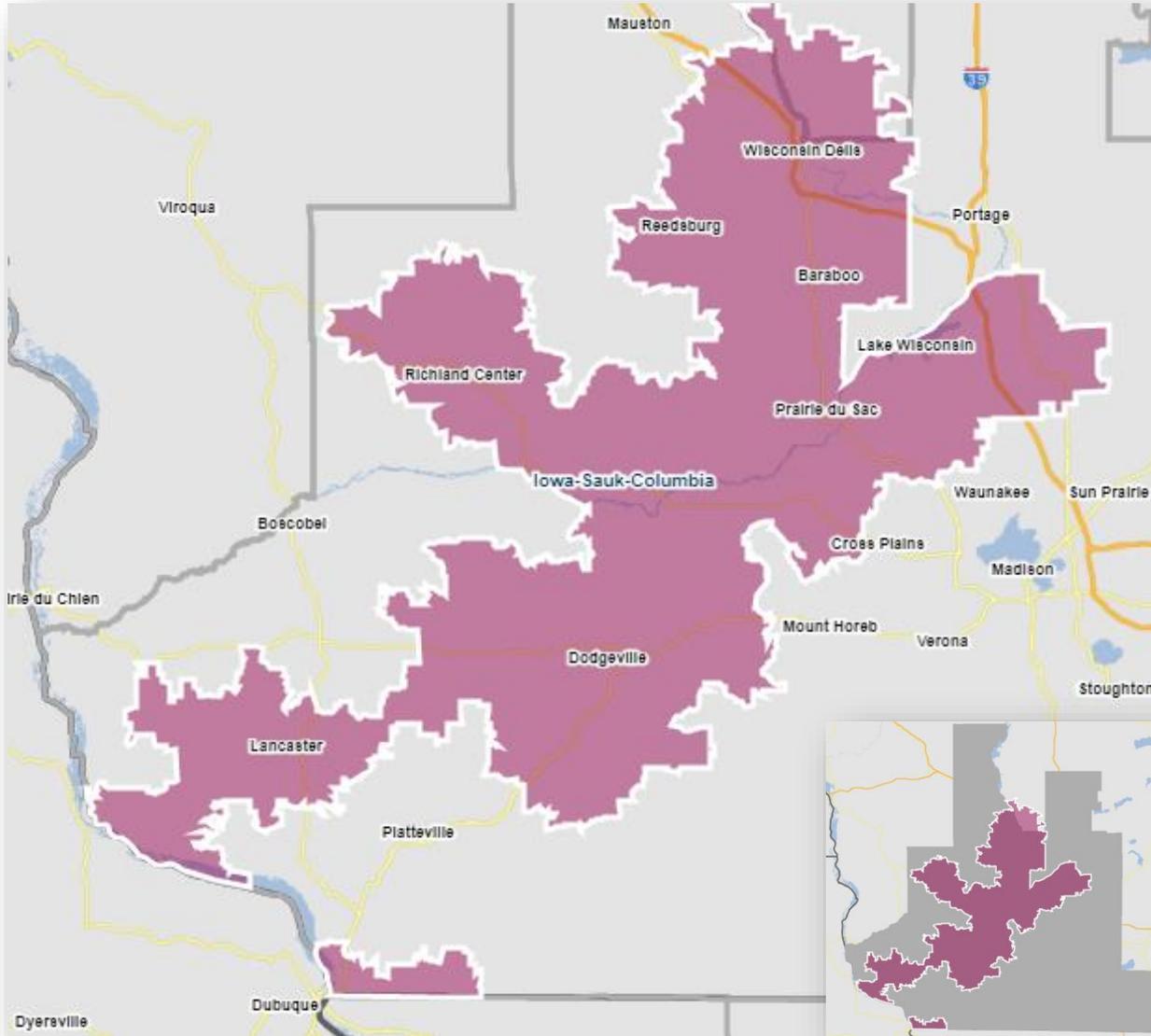
AT&T U-Verse - 9987

Beloit - 53511	Madison - 53715
Deforest - 53532	Madison - 53716
Janesville - 53545	Madison - 53718
Janesville - 53546	Madison - 53719
Janesville - 53548	Madison - 53726
Madison - 53703	Middleton - 53562
Madison - 53704	Milton - 53563
Madison - 53705	Oregon - 53575
Madison - 53711	Stoughton - 53589
Madison - 53713	Waunakee - 53597
Madison - 53714	

MVS Madison = 1582

Adams - 53910	Mount Horeb - 53572
Barneveld - 53507	Muscoda - 53573
Blue Mounds - 53517	Necedah - 54646
Blue River - 53518	New Lisbon - 53950
Boscobel - 53805	Oxford - 53952
Briggsville - 53920	Portage - 53901
Camp Douglas - 54618	Readstown - 54652
Cazenovia - 53924	Reedsburg - 53959
Dodgeville - 53533	Richland Center - 53581
Elroy - 53929	Soldiers Grove - 54655
Endeavor - 53930	Tomah - 54660
Friendship - 53934	Verona - 53593
Gays Mills - 54631	Viola - 54664
Grand Marsh - 53936	Viroqua - 54665
Hillsboro - 54634	Warrens - 54666
Hustler - 54637	Westfield - 53964
Kendall - 54638	Wilton - 54670
La Valle - 53941	Wisconsin Dells - 53965
Mauston - 53948	Wonewoc - 53968
Montello - 53949	

ISC - 2466



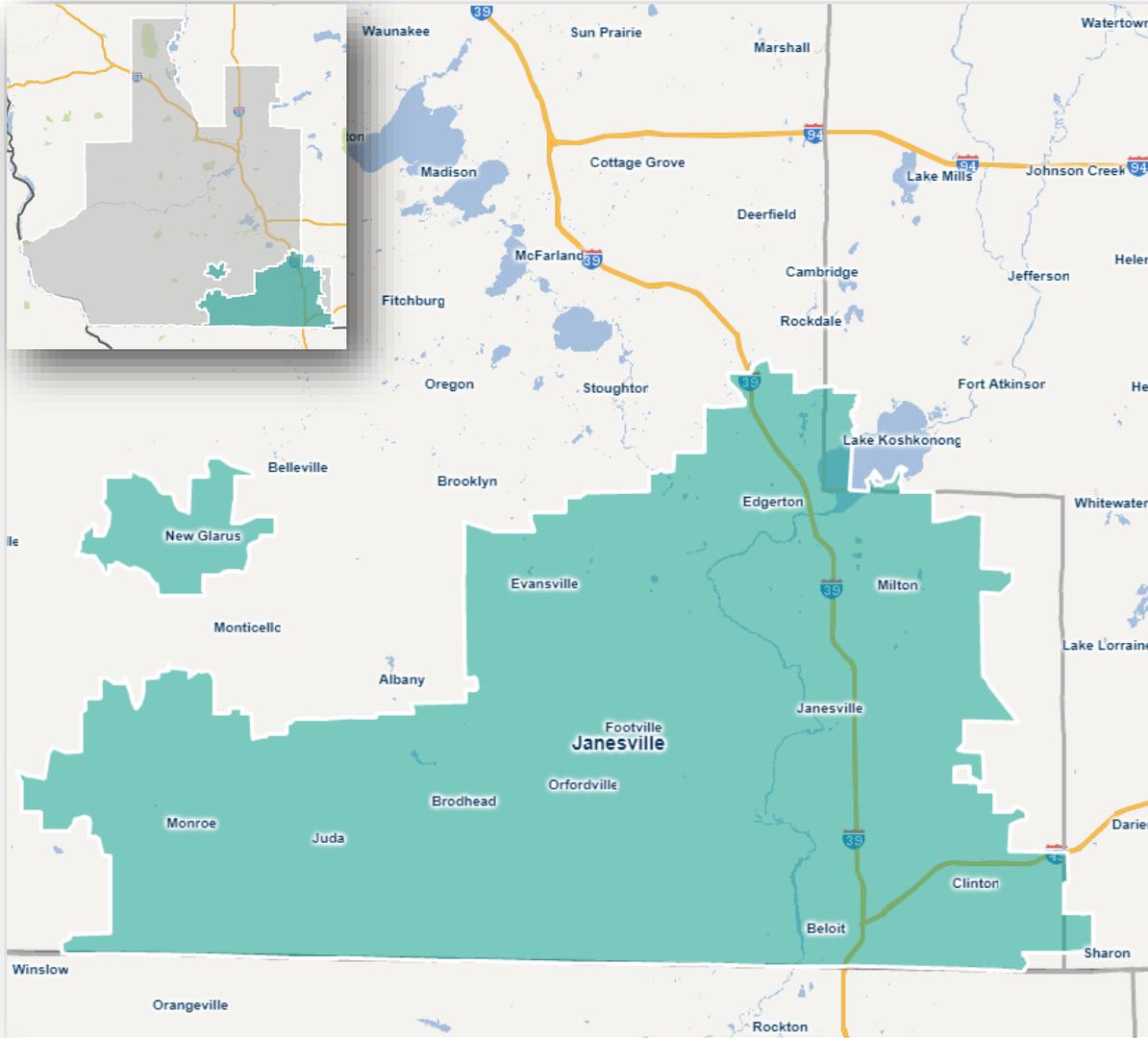
Demographics

Avg. Age	42
Avg. HHI	\$81,698
Adults with Bachelor's Degree+	21%
Home Owner	73%
HHs with Kids	29%
Avg. Home Value	\$245,843
% of Employed: Blue Collar	29%
% of Employed: White Collar	54%
% Hispanic	4.3%
% Black	1.5%
% Asian	0.8%

Zone Cities and Zips

Arena - 53503	Lone Rock - 53556
Arlington - 53911	Lyndon Station - 53944
Baraboo - 53913	Mazomanie - 53560
Barneveld - 53507	Mineral Point - 53565
Black Earth - 53515	Montfort - 53569
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Cassville - 53806	Plain - 53577
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Dodgeville - 53533	Reedsburg - 53959
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Highland - 53543	Rock Springs - 53961
Lancaster - 53813	Sauk City - 53583
Linden - 53553	Spring Green - 53588
Livingston - 53554	Wisconsin Dells - 53965
Lodi - 53555	

Janesville - 4578



Demographics

Avg. Age	41
Avg. HHI	\$74,546
Adults with Bachelor's Degree+	19%
Home Owner	71%
HHs with Kids	30%
Avg. Home Value	\$196,592
% of Employed: Blue Collar	32%
% of Employed: White Collar	52%
% Hispanic	8.7%
% Black	4.7%
% Asian	1.2%

Zone Cities and Zips

Afton - 53501	Janesville - 53546
Beloit - 53511	Janesville - 53548
Brodhead - 53520	Juda - 53550
Clinton - 53525	Milton - 53563
Edgerton - 53534	Monroe - 53566
Evansville - 53536	New Glarus - 53574
Janesville - 53545	Orfordville - 53576

Madison East - 397



Demographics

Avg. Age	39
Avg. HHI	\$92,738
Adults with Bachelor's Degree+	37%
Home Owner	61%
HHs with Kids	26%
Avg. Home Value	\$301,747
% of Employed: Blue Collar	17%
% of Employed: White Collar	67%
% Hispanic	5.4%
% Black	5.4%
% Asian	4.2%

Zone Cities and Zips

Belleville - 53508	Madison - 53716
Brooklyn - 53521	Madison - 53718
Cambridge - 53523	Marshall - 53559
Columbus - 53925	Mc Farland - 53558
Cottage Grove - 53527	Morrisonville - 53571
Deerfield - 53531	Oregon - 53575
Deforest - 53532	Stoughton - 53589
Madison - 53703	Sun Prairie - 53590
Madison - 53704	Windsor - 53598
Madison - 53714	

Madison West – 0398



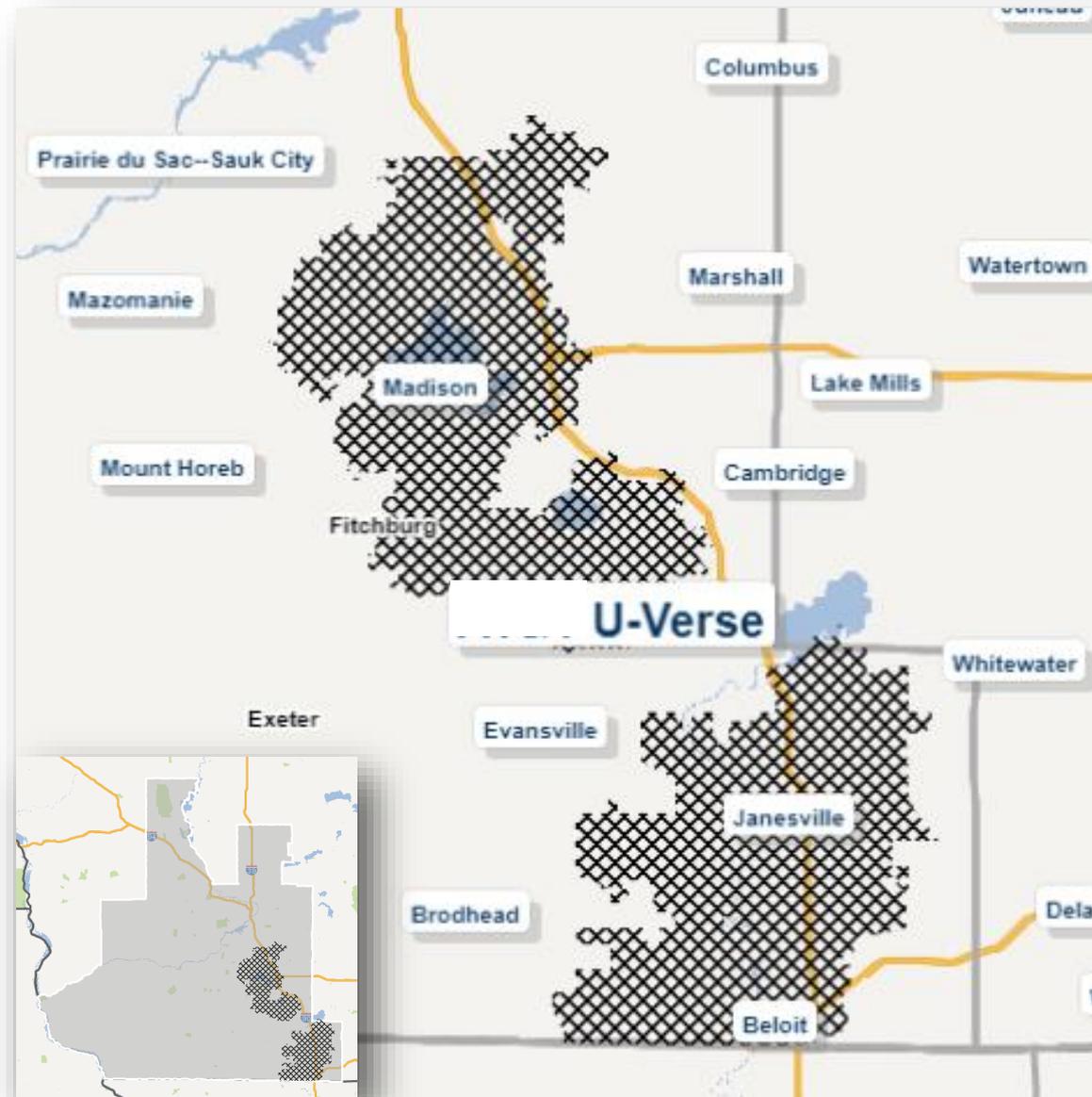
Demographics

Avg. Age	38
Avg. HHI	\$107,907
Adults with Bachelor's Degree+	49%
Home Owner	58%
HHs with Kids	28%
Avg. Home Value	\$395,308
% of Employed: Blue Collar	12%
% of Employed: White Collar	75%
% Hispanic	8.1%
% Black	5.8%
% Asian	8.7%

Zone Cities and Zips

Blue Mounds - 53517	Madison - 53719
Cross Plains - 53528	Madison - 53726
Madison - 53705	Middleton - 53562
Madison - 53711	Mount Horeb - 53572
Madison - 53713	Verona - 53593
Madison - 53715	Waunakee - 53597
Madison - 53717	

Madison U-verse – 9987



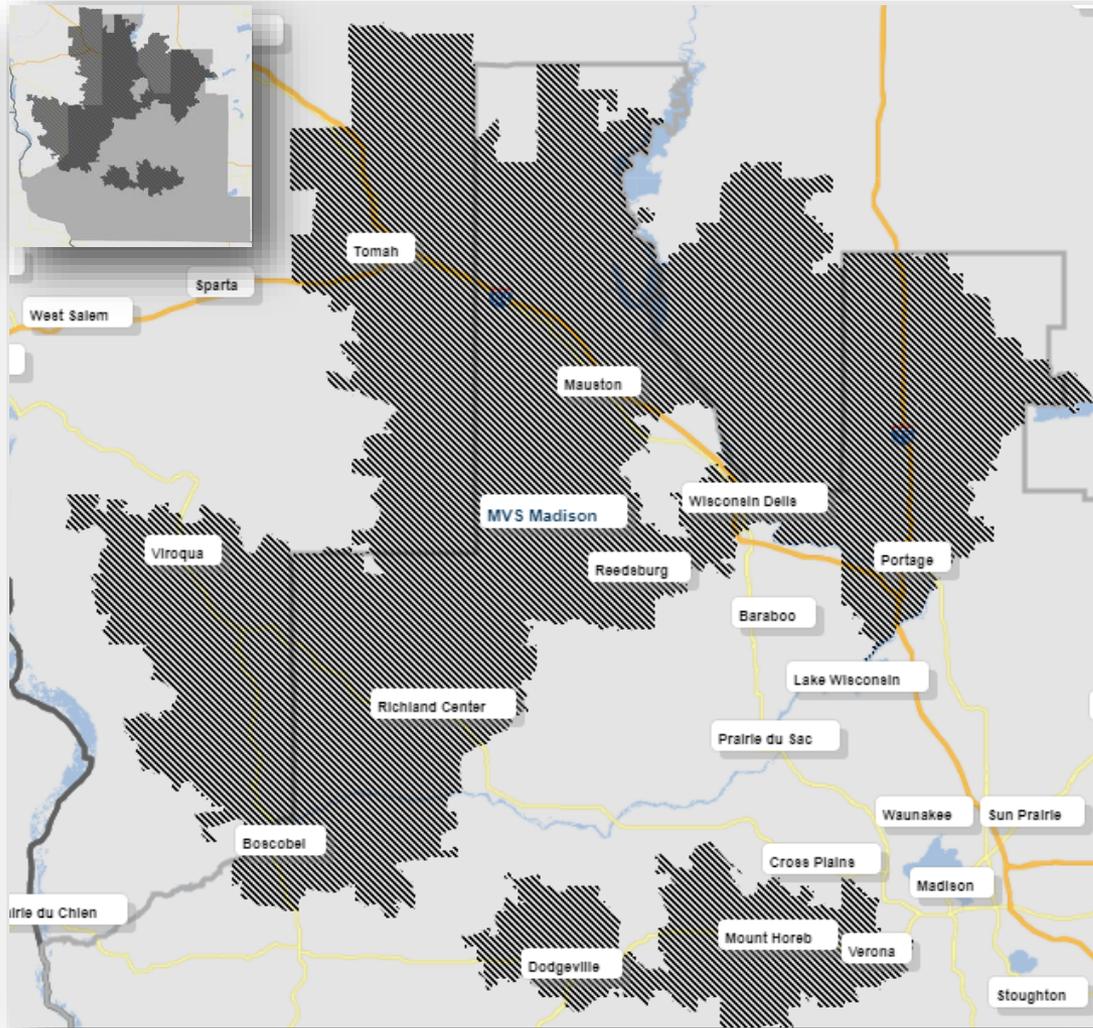
Demographics

Avg. Age	39
Avg. HHI	\$89,828
Adults with Bachelor's Degree+	38%
Home Owner	58%
HHs with Kids	26%
Avg. Home Value	\$294,866
% of Employed: Blue Collar	18%
% of Employed: White Collar	66%
% Hispanic	8.5%
% Black	6.6%
% Asian	5.7%

Zone Cities and Zips

Beloit - 53511	Madison - 53715
Deforest - 53532	Madison - 53716
Janesville - 53545	Madison - 53718
Janesville - 53546	Madison - 53719
Janesville - 53548	Madison - 53726
Madison - 53703	Middleton - 53562
Madison - 53704	Milton - 53563
Madison - 53705	Oregon - 53575
Madison - 53711	Stoughton - 53589
Madison - 53713	Waunakee - 53597
Madison - 53714	

MVS Madison – 1582



Demographics

Avg. Age	46
Avg. HHI	\$65,633
Adults with Bachelor's Degree+	12%
Home Owner	81%
HHs with Kids	22%
Avg. Home Value	\$187,075
% of Employed: Blue Collar	38%
% of Employed: White Collar	43%
% Hispanic	3.8%
% Black	2.3%
% Asian	0.7%

Zone Cities and Zips

Adams - 53910	Mount Horeb - 53572
Barneveld - 53507	Muscoda - 53573
Blue Mounds - 53517	Necedah - 54646
Blue River - 53518	New Lisbon - 53950
Boscobel - 53805	Oxford - 53952
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