



# The Round-Up, Adel, IA

**MFCP# 170**

705 Main Street (PO Box 190) Adel, IA 50003

Tel: 515-993-4233 Fax: 515-993-4235

www.theround-up.com Email: ads@adelnews.com

**Publication Information**

**Audited Circulation:** 10,665

**Number of Editions:** One

**Format & Average Page Count:** Broadsheet / 16

**Circulation Cycle:** Weekly

**Circulation Day/Time:** Thursday / All Day

**Ownership:** Dallas County News, Inc.

**Publication Type:** Shopper

**Insert Zoning Available:** Yes

**Mechanical Data**

**ROP Deadline:** Friday 3 PM

**Column Width:** 10.8 picas

**Mechanical Data:** Six (6) columns x 21.5"

**Full page:** 11.75" X 21.5"

**Personnel**

**Publisher:** Bart McDowell

**Advertising:** Bart McDowell

**MFCP Contact:** Bart McDowell

*Volume, contract, and color rates available from publisher.*

**Distribution by Zip Code**

Zip Code	City/Area	Total	Zip Code	City/Area	Total	Zip Code	City/Area	Total
50003	Adel	3,500	50072	Earlham	945	50233	Redfield	455
50038	Booneville	85	50109	Granger	990	50250	Stuart	45
50039	Bouton	179	50146	Linden	200	50261	Van Meter	849
50063	Dallas Center	1,124	50167	Minburn	345	50276	Woodward	985
50069	DeSoto	409	50220	Perry	160			