

– 2011 EDITION –

Advertising & Information



Sending your business
in the right direction

THE WORLD-
Spectator Plain & Valley

www.world-spectator.com

www.plainandvalley.com

world_spectator@sasktel.net

Phone: 306.435.2445

Why Advertise?

The World-Spectator and Plain and Valley have you covered in booming southeast Saskatchewan and southwest Manitoba!

More readers than ever before

The World-Spectator has expanded its coverage area, and its readership has grown with the coverage area. As well, our communities are growing. Moosomin's population is up by 227 in the last year alone, Rocanville's is up by 148, and just about every community has seen some increase in population. Our area is benefiting from the \$2.8 billion expansion at PotashCorp Rocanville, pipeline expansion, oil activity, our new wind farm, and new businesses being established in Moosomin and Rocanville. As this area grows, we are growing with it.

The World-Spectator has the local area covered, and our regional publication, Plain and Valley, provides total market coverage over an area from Indian Head and Montmartre in the west to Oak Lake in the east, and from the U.S. border to communities along the Yellowhead Highway. It is distributed through Canada Post to 23,500 mailboxes throughout the region.

The only media that covers the whole market area

The World-Spectator covers the whole area, from the young to the old, farmers to business owners, from Tantallon and Spy Hill to Maryfield and Wawota; from Kennedy and Langbank to Elkhorn and St. Lazare. No radio station or any other media can reach all these people. The CombBase media study found only 44 per cent of people in the area listened to any local commercial radio station, and those were divided among 14 different stations. Plain and Valley covers an even larger area including communities from Alameda to Yarbo, from Binscarth to Wascada, from Bienfait to Russell.

Competitively priced advertising

We encourage you to compare the cost per thousand readers of advertising in the World-Spectator with the cost of any other media. Our cost per thousand is lower than any other newspaper we have run comparisons with.

Circulation figures you can trust

All circulation figures cited for the World-Spectator are audited figures. Audits are performed by Canadian Media Circulation Audit. As well as having our own circulation numbers audited, we have participated in ComBase, the largest media study in North America. CombBase data comes from telephone surveys of people in our market area, which gives us data that compares our readership with those of other publications in the area, daily newspapers, and listenership of radio stations.

Invest in your community

The World-Spectator and Plain and Valley provide news coverage for a wide area, and support a large number of community initiatives. The World-Spectator sponsors the annual Christmas Car Giveaway designed to increase local shopping. We provide thousands of dollars of cost-free promotion for community fundraising events such as the Moosomin and District Health Care Foundation, Relay For Life in Moosomin and Indian Head, and Bethlehem Live. We are able to promote our area because of the support of our advertisers, for which we are always grateful.

Advertising Rates

RATES FOR THE WORLD-SPECTATOR

THE WORLD-Spectator

COLOR CHARGE:
\$120 EXTRA
 DISPLAY AD RATE: \$13.00/COL. INCH.

ADVERTISING DEADLINE: THURSDAYS AT NOON FOR FOLLOWING MONDAY

1/8 Page
\$140
 Approximate Size: 3.333" x 6"

1/4 Page
\$250
 Approximate Size: 5.042" x 8"

1/3 Page
\$350
 Approximate Size: 5.042" x 11"

1/2 Page
\$450
 Approximate Size: 10.333" x 8"

Full Page
\$650
 Approximate Size: 10.333" x 15.5"

Two Pages
\$1200
 Approximate Size: 21" x 15.5"

CLASSIFIED RATES

BASED ON 25 WORD MINIMUM

One Week	Two Weeks	Three Weeks	Four Weeks
\$10.00	\$16.00	\$21.00	\$24.00
40¢ per word	\$8.00 per week 32¢ per word	\$7.00 per week 28¢ per word	\$6.00 per week 24¢ per word

ADD GST TO ALL PRICES

Advertising Rates

Plain & Valley

Covering Southeast Saskatchewan and Southwest Manitoba

COLOR CHARGE:
\$120 EXTRA
DISPLAY AD RATE:
\$16/COL. INCH

1/8 Page
\$190

Approximate Size: 3.333" x 6"

1/4 Page
\$290

Approximate Size: 5.042" x 8"

1/3 Page
\$390

Approximate Size: 5.042" x 11"

1/2 Page
\$490

Approximate Size: 10.333" x 8"

Full Page
\$690

Approximate Size: 10.333" x 15.5"

Two Pages
\$1300

Approximate Size: 21" x 15.5"

ADD GST TO ALL PRICES

2011 DISTRIBUTION DATES

January 21, 2011

Deadline: January 12, 2011

February 11, 2011

Deadline: February 2, 2011

March 11, 2011

Deadline: March 2, 2011

April

8, 2011

Deadline: March 30, 2011

May 13, 2011

Deadline: May 4, 2011

June 10, 2011

Deadline: June 1, 2011

July 8, 2011

Deadline: June 29, 2011

August 12, 2011

Deadline: August 3, 2011

September 9, 2011

Deadline: August 31, 2011

October 14, 2011

Deadline: October 5, 2011

November 10, 2011

Deadline: November 2, 2011

December 9, 2011

Deadline: November 30, 2011

Plain & Valley



PLAIN & VALLEY DISTRIBUTION AREA:

SASKATCHEWAN

Alameda	292	Forget	33	Montmartre	340
Alida	158	Frobisher	104	Moosomin	1100
Antler	70	Grayson	180	Oxbow	599
Arcola	301	Gainsborough	233	Parkman	15
Bellegarde	33	Gerald	105	Peebles	19
Benson	61	Glen Ewen	95	Redvers	570
Bienfait	385	Glenavon	177	Rocanville	517
Bredenbury	242	Grenfell	754	Spy Hill	150
Broadview	650	Heward	37	Steelman	23
Candiac	50	Indian Head	749	Stoughton	358
Carievale	200	Kenosee Lake	140	Stockholm	236
Carnduff	334	Kelso	28	Storthoaks	74
Carlyle	885	Kipling	683	Tantallon	81
Churchbridge	250	Kisbey	86	Wapella	235
Coming	61	Kennedy	173	Wauchope	22
Creelman	110	Lampman	476	Wawota	451
Esterhazy	1428	Langbank	107	Welwyn	80
Estevan	270	Langenburg	722	Whitewood	723
Fairlight	45	Marchwell	52	Windthorst	182
Fillmore	120	Manor	191	Wolseley	419
Fleming	54	Maryfield	286	Yarbo	60

TOTAL SASKATCHEWAN DISTRIBUTION: 17,535

MANITOBA

Binscarth	300	Lyleton	37	Pipestone	198
Birtle	425	McAuley	123	Reston	318
Cromer	68	Manson	32	Russell	325
Elkhorn	350	Melita	650	Sinclair	81
Foxwarren	137	Medora	55	St. Lazare	190
Goodlands	48	Miniota	194	Tilston	90
Kirkella	21	Oak Lake	262	Virden	1600
Kola	77	Pierson	210	Waskada	100

TOTAL MANITOBA DISTRIBUTION: 5,891

TOTAL DISTRIBUTION

23,426

Advertising Rates

2011 TOURIST GUIDE RATES

Twice a year, the World-Spectator produces tourist guides that are included with the newspaper and that are distributed across the region for free distribution to newcomers and visitors to the area. The Summer Tourist Guide comes out in May, and is distributed from Moose Mountain Park to Moosomin Regional Park to Riding Mountain National Park, at hotels and gas stations along the Trans-Canada Highway, at the Manitoba and Saskatchewan tourist booths, and at tourist-related businesses throughout the region. The Winter Fun Guide comes out in November and is distributed from the Asessippi Ski Hill to Moose Mountain, and at curling rinks, hockey rinks, major events, and hotels and motels throughout the area.

1/8 Page
\$110

Approximate Size: 3.375" x 2.25"

1/4 Page
\$220

Approximate Size: 3.375" x 4.667"

1/3 Page
\$330

Approximate Size: 6.833" x 6.923"

1/2 Page
\$440

Approximate Size: 6.833" x 4.667"

Full Page
\$550

Approximate Size: 6.833" x 9.528"

Two Pages
\$990

Approximate Size: 15.4" x 9.528"

COLOR CHARGE: \$110 EXTRA

2011 TOURIST GUIDE DATES

Summer Tourist Guide

Scheduled for May 16

Winter Fun Guide

Scheduled for November 14

Market Analyzer

The Market Analyzer is a national web-based geographic information system created for Canada's community newspapers. This technology provides a powerful tool for media planners and researchers to link circulation and penetration data with a comprehensive range of consumer, social-economic and readership data. The Market Analyzer taps into the most current Statistics Canada and Generation 5 databases. With over 5,000 fields of information available, this tool plays a key role in building successful advertising plans.

For more information on using the Market Analyzer visit: www.marketanalyzer.ca.

TOP 5 INDUSTRIES

Agriculture and resources	33%
Health care and social services	12%
Accommodation and food services	8%
Construction	8%
Retail trade	7%

(Numbers represent percentage of population that work in the newspaper area's labor force.)

PROFILE

Total population	8,955
Total number of households	3,658
Average household income	\$51,914

POPULATION BY AGE:

0-14	1,448
15-24	855
25-34	605
35-44	1,019
45-64	1,757
65 & over	1,501

CONSUMER SPENDING (2010)

Food	\$22,026,000
Housing	\$34,545,000
Household operations	\$8,227,000
Household furnishings and equipment	\$4,622,000
Clothing	\$6,598,000
Transportation	\$24,131,000
Health care	\$5,316,000
Personal care	\$2,214,000
Recreation	\$9,803,000
Reading materials and other printed matter	\$767,000
Education	\$2,160,000
Tobacco products and alcoholic beverages	\$3,788,000

PEOPLE

Marital Status

Single	1,732
Married	4,272
Separated	83
Widowed	735
Divorced	285

Household Structure

H/W family with child	1,039
H/W no child	1,086
Average number of persons per household	3

Family Structure (Married)

No children	1,086
1 child	282
2 children	329
3 plus children	304

EMPLOYMENT/EDUCATION

Employment in labor force

Unemployed	5%
Employed	95%

Education

(Population 15+)	6,365
Less than Grade 9	907
Grade 9 -12	2,871
Other university	934
Trade certificates	940
University degree	301

HOUSING

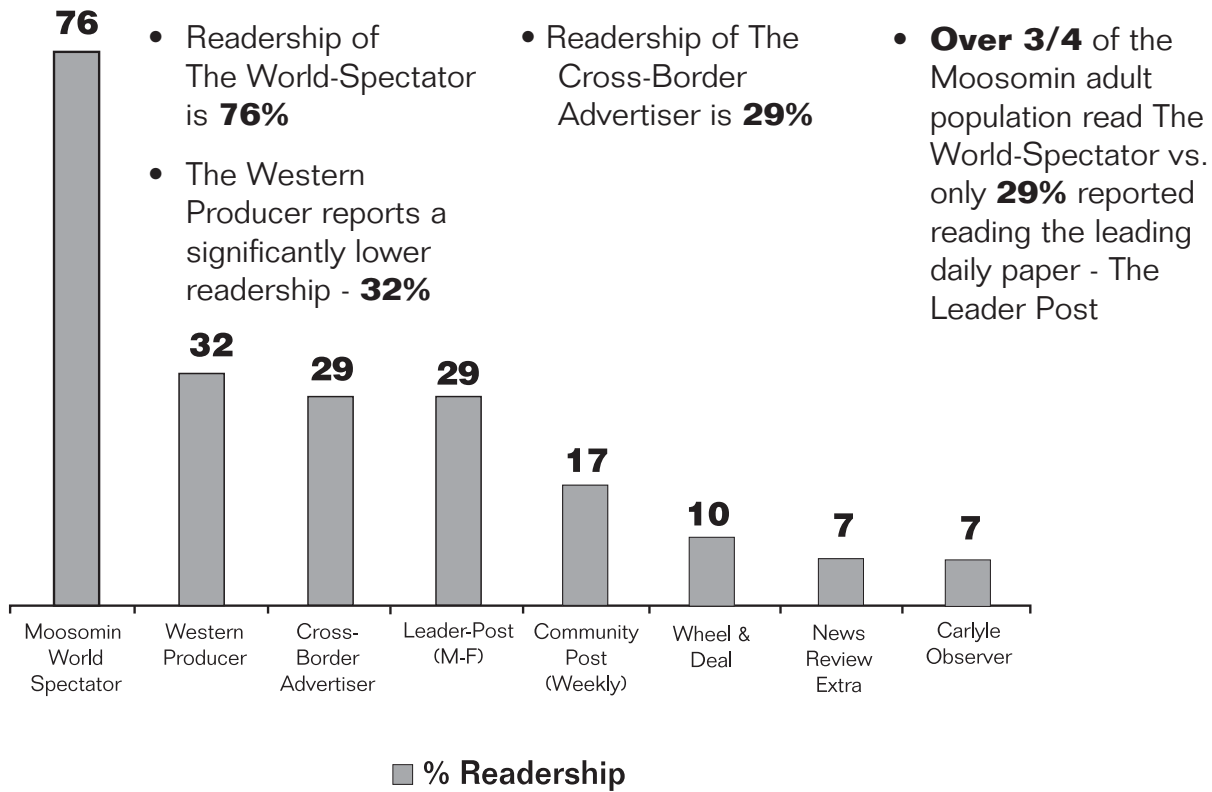
Total number of dwellings	3,649
Single detached	3,164
Owned dwellings	2,980
Rented dwellings	663

AGRICULTURAL DATA

Total farm count	1,019
Acres under cultivation	872,766
Total farms receipts	\$143,533,744
Total expenses	\$130,777,000
Livestock and poultry market value	\$119,450,359
Fertilizer purchases	\$11,852,000
Chemical purchases	\$10,067,000

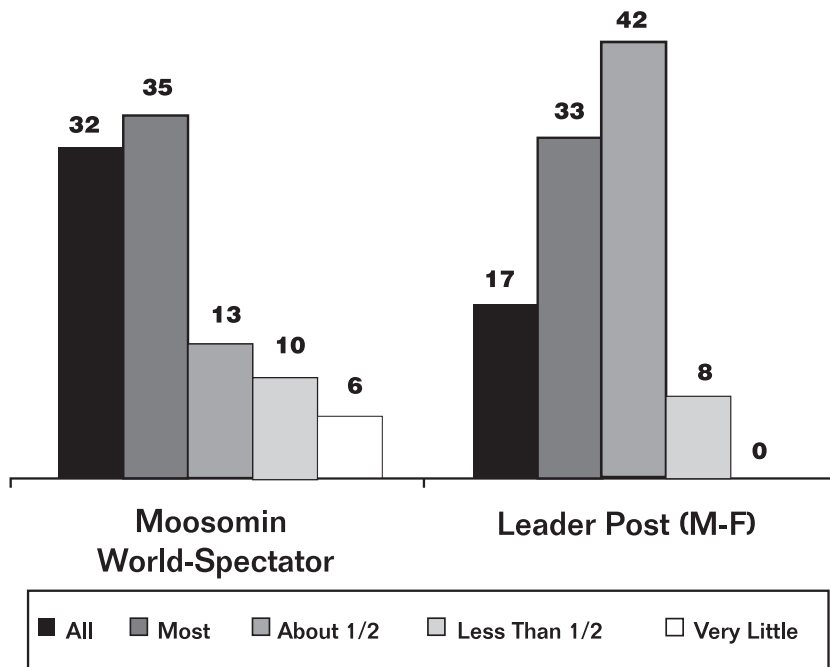
Combase Information

NEWSPAPER READERSHIP OVERVIEW



HOW MUCH OF THE PAPER IS READ

- Readers of each paper were asked how much they read
- Moosomin adults are strong newspaper readers, reading the majority of every issue!
- 67% of The World-Spectator readers tend to read all or most of the paper vs. only 50% of Leader-Post readers who tend to read all or most of the paper

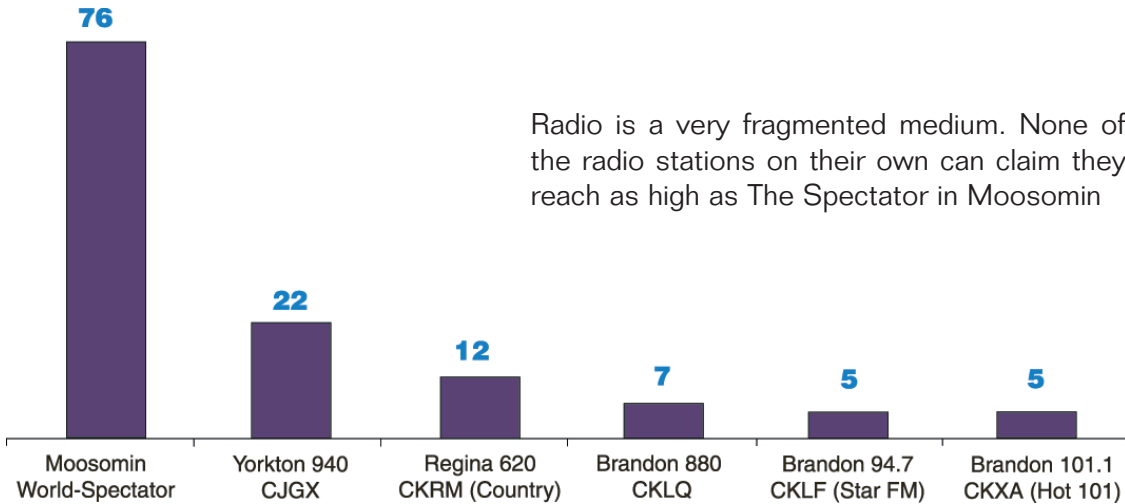


Newspaper vs. Radio

The World-Spectator is the most cost effective way to reach potential customers in the Moosomin area

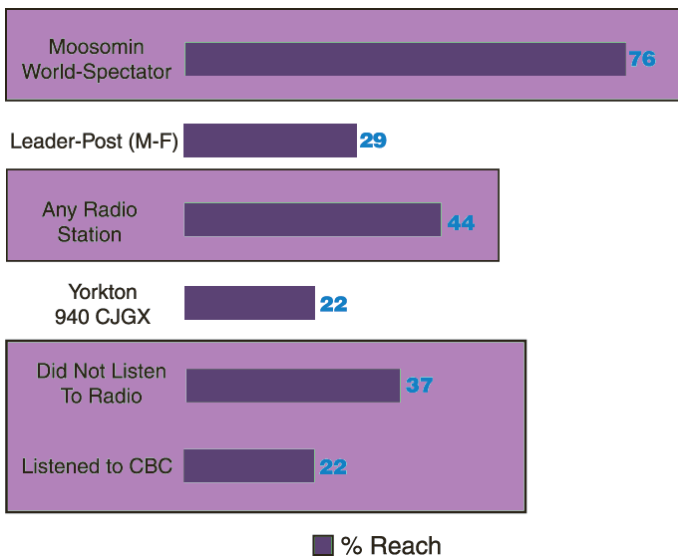
Media Habits - Newspaper vs. Radio

(Moosomin, SK)



Radio is a very fragmented medium. None of the radio stations on their own can claim they reach as high as The Spectator in Moosomin

The following are some of the remaining radio stations, not shown on the graph, that respondents reported listening to in the World-Spectator's readership area: Weyburn 1190 CFSL 2 per cent, Regina 9890 CJME 2 per cent, Moose Jaw 800 CHAB 2 per cent, Brandon 96.1 KX96 2 per cent, Dauphin 730 CKDM 2 per cent. and Regina CKCK 2 per cent.



- The Moosomin World-Spectator out-performs all other media
- One insertion in The World-Spectator reaches more than all market radio stations combined (76% vs 44%)
- And to reach the 44% listening to any radio station you would have to buy all 14* radio stations available in Moosomin!
- Radio reach is limited!
59% of the population cannot be reached with radio advertising - 37% did not listen to the radio yesterday and 22% listened to CBC.

Source: ComBase 2003 National Study
*Base Population - Moosomin World-Spectator Distribution Area (4,100)

THE WORLD-Spectator

ComBase
COMMUNITY NEWSPAPERS - DEFINITELY

**Call us at (306) 435-2445
to discuss your
advertising needs!**

Special Sections

January 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10 Travel Page	11	12	13	14	15
16	17 Financial Planning	18	19	20	21 Plain & Valley Snowmobile Section	22
23	24 Home Plan	25	26	27	28	29
30	31 Snowmobile Section Dining Guide Minor Hockey/ Figure Skating Issue					

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Special Sections

February 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 RRSP Section Travel Page	8	9	10	11 Plain & Valley Financial Planning	12
13	14	15	16	17	18	19
20	21 Home Plan RRSP Section	22	23	24	25	26
27	28 I Shop Local section Dining Guide					

Special Sections

March 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 Travel Page	8	9	10	11 Plain & Valley Plain & Valley Spring Agriculture	12
13	14	15	16	17	18	19
20	21 Financial Planning	22	23	24	25	26
27	28 Home Plan Spring Ag Issue Car Care Section Dining Guide	29	30	31		

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Special Sections

April 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 RV/ATV Section Travel Page	5	6	7	8 Plain & Valley RVs/Summer Leisure	9
10	11 Financial Planning	12	13	14	15	16
17	18 Spring, Home & Garden Section Easter Section Home Plan	19	20	21	22	23
24	25 Administrative Professionals Section Home, Farm & Leisure Show Section Restaurant Guide	26	27	28	29	30

Special Sections


May 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Mothers Day Section Occupational Health and Safety Week	3	4	5	6	7
8	9 Get Involved Nurses Week Financial Planning	10	11	12	13  Plain & Valley Mining, Energy & Manufacturing	14
15	16 Home Plan Summer Guide	17	18	19	20	21
22	23 Restaurant Guide	24	25	26	27	28
29	30 Mining, Energy and Manufacturing Section	31				

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Special Sections

June 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6 Summer Activities Page begins Travel Page Minor Ball Section	7	8	9	10  Plain & Valley Summer Events	11
12	13 Grad Section Financial Planning Father's Day Section	14	15	16	17	18
19	20 Home Plan	21	22	23	24	25
26	27 Rodeo Section Restaurant Guide	28	29	30		

Special Sections

July 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 Travel Page	5	6	7	8 Plain & Valley Boats & RV Section	9
10	11 Financial Planning	12	13	14	15	16
17	18 Home Plan	19	20	21	22	23
24	25 Fireworks Competition Promotion Restaurant Guide	26	27	28	29	30
31						

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Special Sections

August 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Back To School Section Travel Page	2	3	4	5	6
7	8 Financial Planning	9	10	11	12 Plain & Valley Plain & Valley Back To School	13
14	15 Home Plan	16	17	18	19	20
21	22 Restaurant Guide	23	24	25	26	27
28	29 Labor Day Section Summer Activity page ends	30	31			

Special Sections


September 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5 Salute to Local Heroes Travel Page	6	7	8	9 Plain & Valley Plain & Valley Winter Travel	10
11	12 Salute to Local Professionals Financial Planning	13	14	15	16	17
18	19 Get Involved! Home Plan	20	21	22	23	24
25	26 Restaurant Guide	27	28	29	30	

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Special Sections


November 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 Remembrance Day Section Travel Page	8	9	10  Plain & Valley Restaurant Guide	11	12
13	14 Winter Activities Guide Financial Planning	15	16	17	18	19
20	21 Christmas Gift Guide Home Plan	22	23	24	25	26
27	28 Restaurant Guide	29	30			

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Special Sections

December 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
	Travel Page				 Plain & Valley Winter Travel	
11	12	13	14	15	16	17
	Last Minute Gift Guide Financial Planning					
18	19	20	21	22	23	24
	Christmas Greetings Home Plan					
25	26	27	28	29	30	31
	New Years Greetings Restaurant Guide					

Custom Printing

THE WORLD-SPECTATOR IS YOUR LOCAL CUSTOM PRINTER!

BUSINESS CARDS

Prices based on 500 cards

Black & White . . . **\$30**

Raised Ink (1 color) . **\$70**

Full Color. **\$90**

BROCHURES

Based on 1500 or more brochures

One color for as low as

25¢ each

Full color for as low as

90¢ each

BUSINESS OR PERSONAL CHEQUES

Many styles and

sizes to choose from!

\$54/250

NCR FORMS

Based on 250 forms, glued in sets, 2-part NCR. (does not include set up)

8.5" x 11" **\$110**

5.5" x 8.5" **\$55**

4.25" x 5.5" **\$35**

NCR SETS

2-part NCR, 8.5" x 11",

Glued in Sets

as low as

32¢/set

Price based on 750 sets, Setup and bindery extra.

TICKETS

Many styles and

sizes to choose from!

as low as

5¢/each

Price based on 500 tickets, 3.5" x 2", one color on card stock

CUSTOM MAGNETS

Quantity of 500, 3.5" x 2", Full Color as low as

60¢/each

CUSTOM STICKERS

Quantity of 500, 3.5" x 2", Full Color, Permanent Adhesive

as low as

15¢/each

CUSTOM NOTEPADS

Quantity of 100, 4.25" x 5.5", One Color, 100 Pages/Pad

as low as

\$2⁰⁰/each

CUSTOM LETTERHEAD

500, 8.5" x 11", One Color

\$55

CUSTOM ENVELOPES

500, Plain #10 Envelope, One Color

\$117

CUSTOM FLYERS

2500+, 8.5" x 11", One Color, Setup extra

as low as

8¢/each

PURCHASE TOGETHER AND SAVE!

**CONTACT THE WORLD-SPECTATOR
AT (306) 435-2445
FOR CUSTOM QUOTES.**

Blanket Classifieds

BLANKET ALL OR PART OF SASKATCHEWAN WITH YOUR CLASSIFIED

PRICE FOR ONE ZONE

ONLY \$86

PRICE FOR ALL OF SASKATCHEWAN

ONLY \$209

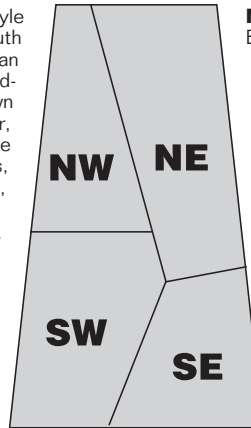
PRICE FOR 2 ZONES

ONLY \$123

Above prices are for 25 words or less. \$5 per word more for more than 25 words.

SE ZONE INCLUDES: Broadview Express, Carlyle Observer, Carnduff Gazette Post News, Deep South Star, Esterhazy Miner-Journal, Estevan Lifestyles, Estevan Mercury, Fort Qu'Appelle Times, Grenfell Sun, Indian Head-Wolseley News, Kipling Citizen, Langenburg Four-Town Journal, Melville Advance, Moosomin World-Spectator, Oxbow Herald, Wolseley R Town News, Radville Star, The Redvers New Optimist, The South West Trader Express, Weyburn Review, Weyburn This Week, Whitewood Herald, The Wolseley Bulletin

SW ZONE INCLUDES: Assiniboia Times, Biggar Independent, Davidson Leader, Eston-Elrose Press Review, Gravelbourg Tribune, Gull Lake Advance, Herbert Herald, Kerrobert Citizen, Kindersley Clarion, Lanigan Adviser, Leader News, Maple Creek & Southwest Advance Times, Maple Creek News, Lumsden Waterfront Press, The Outlook, Rosetown Eagle, Shaunavon Standard, Strasbourg Last Mountain Times, Watrous Manitou, West Central Crossroads



NW ZONE INCLUDES: Battlefords News Optimist, Beaver River Banner, The Country Press, Cutknife Highway 40 Courier, Hafford Riverbend Review, Humboldt Journal, Lloydminster Meridian Booster, Macklin Mirror, Maidstone Mirror, Meadow Lake Northern Pride, Meadow Lake Progress, Rosthern Sask. Valley News, Rural Roota, Shellbrook Chronicle, Spiritwood Herald, Turtleford Northwest Neighbors, Unity Northwest Herald, Wakaw Recorder, Wilkie Press.

NE ZONE INCLUDES: Canora Courier, Creighton/Flin Flon Northern Visions Gazette, Foam Lake Review, Hudson Bay Post Review, Ituna News, Kamsack Times, Kelvington Radio, Kinistino/Birch Hills Post-Gazette, La Ronge Northener, Melfort Journal, Naicam News, Nipawin Journal, Norquay North Star, Northeast Chronicle, Parkland Review, Preeceville Progress, Tisdale Recorder, Wadena News, Watson Witness, Wynyard Advance/Gazette, Yorkton News Review, Yorkton This Week.

BLANKET ALL OR PART OF CANADA WITH YOUR CLASSIFIED

All ads are subject to 5% GST. All classified prices are based on 25 words or less.

BRITISH COLUMBIA/ YUKON

Deadline: Wednesday
Circulation: 1,923,139
Papers: 123
Basic Charge: \$395.00
Extra Words: \$9.00

ALBERTA/NWT

Deadline: Wednesday
Circulation: 900,460
Papers: 118
Basic Charge: \$259.00
Extra Words: \$8.00

SASKATCHEWAN

Deadline: Wednesday
Circulation: 345,518
Papers: 83
Basic Charge: \$209.00
Extra Words: \$5.00
1 Zone: \$86.00
2 Zones: \$123.00

MANTOBA

Deadline: Wednesday
Circulation: 383,429
Papers: 43
Basic Charge: \$189.00
Extra Words: \$5.00

Manitoba Breakdown WESTMAN

Circulation: 78,903
Papers: 24
Basic Charge: \$119.00
Extra Words: \$5.00

EASTMAN

Circulation: 304,526
Papers: 19
Basic Charge: \$119.00
Extra Words: \$5.00

ONTARIO

Deadline: Wednesday
Circulation: 2,528,718
Papers: 201
Basic Charge: \$475.00
Extra Words: \$6.00

Ontario Breakdown WESTERN ONTARIO

Circulation: 562,235
Papers: 66
Basic Charge: \$142.00
Extra Words: \$6.00

CENTRAL ONTARIO

Circulation: 749,026
Papers: 43
Basic Charge: \$145.00
Extra Words: \$6.00

EASTERN ONTARIO

Circulation: 1,054,590
Papers: 63
Basic Charge: \$155.00
Extra Words: \$6.00

NORTHERN ONTARIO

Circulation: 162,867
Papers: 29
Basic Charge: \$90.00
Extra Words: \$6.00

QUÉBEC (ENGLISH)

Deadline: Tuesday
Circulation: 391,241
Papers: 25
Basic Charge: \$160.00
Extra Words: \$6.00

QUEBEC (FRENCH)

Circulation: 4,383,685
Papers: 146
Basic Charge: \$1,097.00

MONTREAL (ENGLISH)

Circulation: 274,126
Papers: 10
Basic Charge: \$80.00
Extra Words: \$6.00

ATLANTIC CANADA

Deadline: Tuesday
Circulation: 504,211
Papers: 63
Basic Charge: \$179.00
Extra Words: \$5.00
**ALL CANADA
(INCLUDING FRENCH)**
Circulation: 11,359,001
Papers: 801
Basic Charge: \$2,963.00

ALL CANADA (ENGLISH ONLY)

Circulation: 6,975,316
Papers: 655
Basic Charge: \$1,866.00



Coverage Areas



**ENTIRE AREA SHOWN IS COVERED BY
THE PLAIN & VALLEY**

**BLUE SHADED AREA IS COVERED BY
THE WORLD-SPECTATOR**

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BUSINESS IN THE PLAIN & VALLEY**