

## Personnel

Jerome Ferson Publisher

## The Ledger - Lakeland

### Retail/Classified Advertising

Dawn Willis Advertising director  
 Kim Edwards Classified Display Advertising Manager  
 Karen Gammond Retail Display Advertising Manager

## Vision Latina

Dawn Willis Advertising Director  
 Karen Gammond Retail Display Advertising Manager  
 Migdalia Alvarez Vision Latina Multimedia Marketing Consultant

## Internet/www.theledger.com

Barry Friedman Internet Director  
 Scott Girouard Online Advertising Manager

## The Reporter

R. Nelson Kirkland Publisher  
 Susan Gossett Advertising

## News Chief - East Polk

### Retail/Classified Advertising

R. Nelson Kirkland Publisher  
 Nanay Pittman Bureau Advertising Manager

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## Phone Numbers and Addresses

Lakeland (863) 802-7000 Fax (863) 802-7813  
 News Chief (863) 401-6900 • Toll Free 1-(888)-669-7355  
 The Reporter (863) 422-2667 Fax (863) 422-2107

Mailing Address P.O. Box 408, Lakeland, Florida 33802  
 Lakeland: 300 West Lime Street, Lakeland, Florida 33815  
 News Chief: 455 6th Street N.W., Winter Haven, FL 33811  
 The Reporter: 5N 5th Street Haines City, FL 33844

Classified Ads Toll Free: 1-(888)-669-7355  
 Lakeland (863) 802-7355  
 East Polk (863) 401-6900  
 The Reporter (866) 279-3440  
 Classified FAX (863) 802-7814 or  
 (863) 802-7813

### Member:

- AD/SAT & AD/SPACE • AP Adsend
- Audit Bureau of Circulations (ABC)
- Florida Newspaper Advertising & Marketing Executives (FNAME)

- Florida Newspaper Co-Op Association (FNCA)
- Metro-Puck Comics Network
- Florida Newspaper Advertising Network (FNAN)
- Newspaper Association of America (NAA)