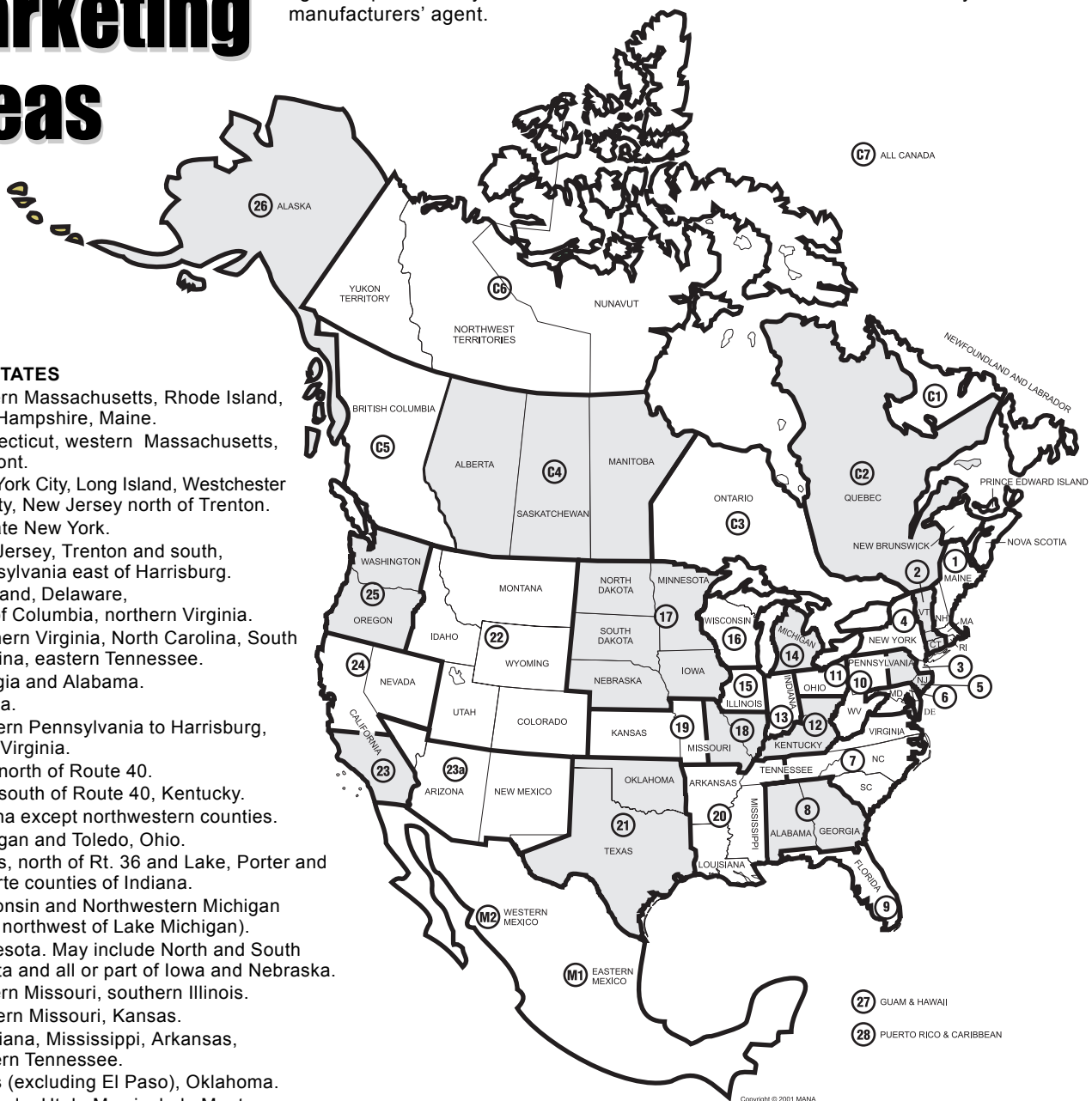
Typical Marketing Areas

These territorial designations are only suggestions, and should be modified to suit your needs and the marketing capabilities of your manufacturers' agent. The modifications should be based on the type of material or product to be sold, your agent's established territory, natural geographic boundaries, and historical marketing divisions. The agreed-upon territory or territories should be included in the contract with your manufacturers' agent.



UNITED STATES

1. Eastern Massachusetts, Rhode Island, New Hampshire, Maine.
2. Connecticut, western Massachusetts, Vermont.
3. New York City, Long Island, Westchester County, New Jersey north of Trenton.
4. Upstate New York.
5. New Jersey, Trenton and south, Pennsylvania east of Harrisburg.
6. Maryland, Delaware, Dist of Columbia, northern Virginia.
7. Southern Virginia, North Carolina, South Carolina, eastern Tennessee.
8. Georgia and Alabama.
9. Florida.
10. Western Pennsylvania to Harrisburg, West Virginia.
11. Ohio north of Route 40.
12. Ohio south of Route 40, Kentucky.
13. Indiana except northwestern counties.
14. Michigan and Toledo, Ohio.
15. Illinois, north of Rt. 36 and Lake, Porter and LaPorte counties of Indiana.
16. Wisconsin and Northwestern Michigan (area northwest of Lake Michigan).
17. Minnesota. May include North and South Dakota and all or part of Iowa and Nebraska.
18. Eastern Missouri, southern Illinois.
19. Western Missouri, Kansas.
20. Louisiana, Mississippi, Arkansas, western Tennessee.
21. Texas (excluding El Paso), Oklahoma.
22. Colorado, Utah. May include Montana, Idaho, Wyoming.
23. Southern California (please note that southern Nevada is often included in territory 23 depending on the industry and other variables).

23a. Southern Nevada; Arizona; New Mexico; El Paso, Texas.

24. California, north of Bakersfield, northern Nevada.
25. Washington and Oregon.
26. Alaska.
27. Hawaii and Guam.
28. Puerto Rico and Caribbean.

CANADA & MEXICO

C1. New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador.
C2. Quebec.
C3. Ontario.
C4. Alberta, Saskatchewan, Manitoba.
C5. British Columbia.
C6. Yukon Territory, Northwest Territories, Nunavut.
C7. All Canada.
M1. Eastern Mexico.
M2. Western Mexico.

OTHER TERRITORIES

31. International.
32. National.
33. Central America.
34. South America.
35. Europe.
36. Asia.
37. Middle East.
38. Continental U.S.

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