

Anything else I should know?

- Advertisers e-mail their 2x2 and 2x4 ads to sgoldsby@hspa.com.
- Ads run once a week with print dates & page placement at newspapers' discretion.
- Frequency discounts are available.
- For a list of participating newspapers, visit hspa.com/advertising-services.

Can I do multi-state advertising?

Yes, you can do that!

Call (317) 803-4772 or e-mail sgoldsby@hspa.com for rates.

Can I run classified ads?

You can do that too!

- We offer classified ads in 140+ newspapers.
- Statewide prices start at \$320 for 25 words. Regional rates are available.

Hoosier State Press Association
41 E. Washington St., Suite 301
Indianapolis, IN 46204

The
power
of
2^{x2}
2^{x4}

Place effective, affordable
2x2 and 2x4
newspaper ads
statewide or nationwide
with just one call



hspa.com/advertising-services

Why use Hoosier State Press Association's **2x2 & 2x4 advertising?**

Quickly spread the word about your **product, service or event.**

Your ad prints in 90+ Indiana newspapers – that's nearly **1.5 million readers a week.**

Include all the **words, logos and photos** you can fit in the 2x2 or 2x4 space – that's two newspaper columns wide by 2 or 4 inches tall.

Run your message in one region of Indiana, the whole state or multiple states. You decide!

**Get all this with one call,
one order and
one affordable price!**

Your investment reaches millions of readers

2x2 display ads

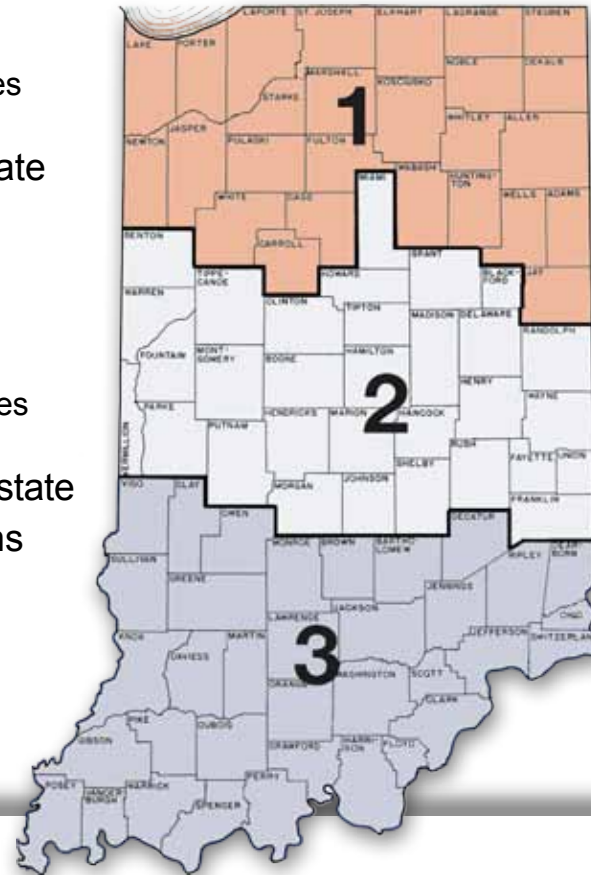
Dimensions are 3.792 inches wide by 2 inches high.

- \$900 for the whole state
- \$750 for two regions
- \$550 for one region

2x4 display ads

Dimensions are 3.792 inches wide by 4 inches high.

- \$1,800 for the whole state
- \$1,400 for two regions
- \$1,100 for one region



Indiana advertising regions

Region 1:
Area codes
219, 260 & 574

Region 2:
Area codes
317 & 765

Region 3:
Area code 812

What's the deadline for 2x2 & 2x4 advertising?

- Ads are due by 5 p.m. Monday for placement the following week.
- Please note: Ads must be prepaid. We accept cash, check, money order, Visa and MasterCard.

How do I run an ad or get information?

- Call (317) 803-4772 or e-mail sgoldsby@hspa.com.
- Or go online to www.hspa.com/advertising-services for an order form.