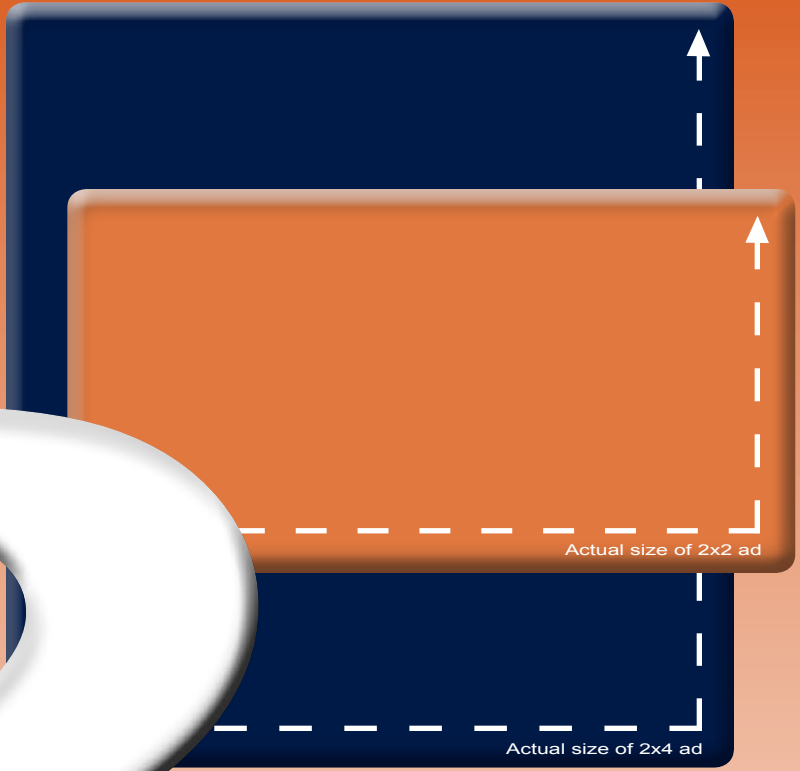


The power of

2

X 2

X 4



► Place effective, affordable small-space newspaper ads statewide or nationwide with one call & one order

► 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 **your logo** and much more in a 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!



hspa.com/advertising-services

The Power of 2 advertising

Small-space ads are effective!

The Power of 2 advertising is an effective and economical way to advertise your product, service or event throughout Indiana and beyond.

All you do is e-mail your ad and pre-pay with a check, money order, MasterCard or Visa. We do the rest to place your ad!

Our newspapers reach more than 1.5 million readers a week in Indiana alone.

The network is a terrific value for advertisers seeking widespread circulation at a minimum cost per thousand. It's much cheaper than advertising in each paper individually!

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

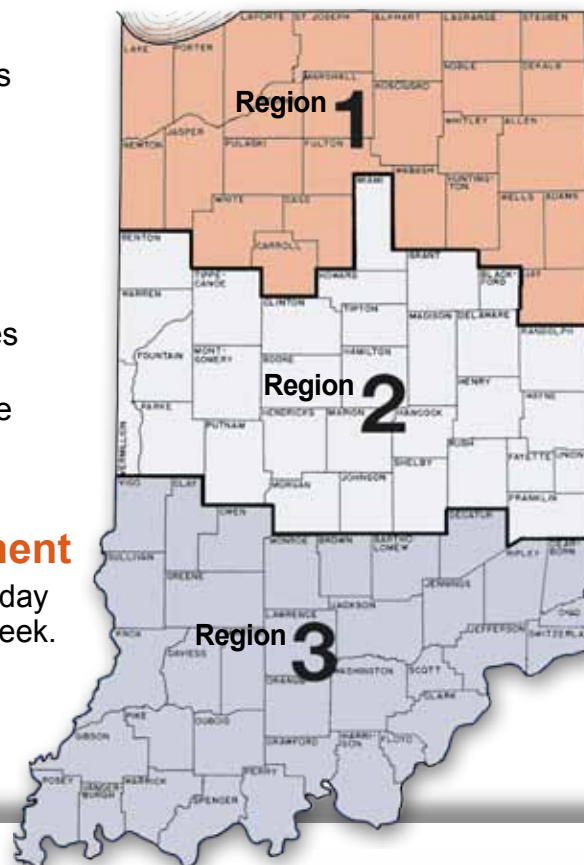
2x4 display ads

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

Deadlines and payment

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



Indiana advertising regions

Region 1:
Area codes
219, 260 & 574

Region 2:
Area codes
317 & 765

Region 3:
Area code 812

How do I run an ad or get information?

- Return the order form in this brochure.
- Or go to www.hspa.com/advertising-services for an order form.
- Or call our helpful advertising coordinator Shawn Goldsby at (317) 803-4772 or send her an e-mail at sgoldsby@hspa.com.



Shawn Goldsby,
advertising
coordinator

The Power of 2 advertising

Frequently asked questions

What day will my ad print?

Our newspapers run each ad at least once a week with print dates at newspapers' discretion.

Where will my ad run in the paper?

Page placement is at newspapers' discretion.

Do I design my own ad?

Yes. Advertisers e-mail their ads in pdf format to sgoldsby@hspa.com. We can help with minor design assistance.

What size should I make my ad?

Dimensions for 2x2 ads are 3.792 inches wide by 2 inches high. The 2x4 ads are 3.792 inches wide by 4 inches high.

What are the deadlines and payment arrangements?

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

Is there a discount for running the same ad multiple times?

Yes. The fourth week is 50 percent off. If you publish the ad eight consecutive times, the fourth and eighth ads are half price, and so forth.

Which newspapers will run my ad?

A list is included in this kit. The list is also available on our website at hspa.com/advertising-services.

What if I want to run the ad again but want to change part of it?

Simply fill out another form and send it and your updated ad with payment. Advertisers may order as many weeks as they wish on a single order form as long as there are no changes between weeks.

Can I get tearsheets after my ad prints?

Because of the low cost of the program and high number of participating newspapers, it is not possible to offer individual tearsheets.

However, upon request, the association will furnish an affidavit that a particular ad was distributed to newspapers or will obtain a sample tearsheet from a newspaper if the request is made before the ad runs.

Are other businesses like mine advertising the same week?

Possibly, but that coincidence is rare.

Can I do multistate advertising?

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

Can I run classified ads in your network of newspapers too?

Yes. We offer classified ads that run weekly or daily. Visit hspa.com/advertising-services, call (317) 803-4772 or e-mail sgoldsby@hspa.com for rates.

Is there an agency commission on the rates?

No.

The Power of 2 advertising

Dozens of newspapers run your ad

Region 1

(Area codes 219, 574 & 260)

Total circulation: 235,945

Papers: 29

Albion New Era – N
Herald-Republican (Angola) – D
The Evening Star (Auburn) – D
The News-Banner (Bluffton) – D
Churubusco News – N
Columbia City Post & Mail – D
Decatur Daily Democrat – D
Carroll County Comet (Delphi) – N
Kankakee Valley Post-News (DeMotte) – N
Francesville Tribune (Francesville) – N
The Goshen News – D
Northwest News (Huntertown) – N
The Herald-Press (Huntington) – D
The News-Sun (Kendallville) – D
LaGrange News – N
LaGrange Standard – N
Pharos-Tribune (Logansport) – D
Middlebury Independent – N
The News & Review (Monon) – N
Herald Journal (Monticello) – D
The Times of Northwest Indiana (Munster) – D
Ossian Journal – N
The Commercial Review (Portland) – D
Rensselaer Republican – D
The Rochester Sentinel – D
Royal Centre Record – N
South Bend Tribune – D
The Plain Dealer (Wabash) – D
Pulaski County Journal (Winamac) – N

Region 2

(Area codes 317 & 765)

Total circulation: 178,570

Papers: 29

Alexandria Times-Tribune – N
The Herald Bulletin (Anderson) – D
Herald News (Cayuga) – N
The Paper of Montgomery Co. (Crawfordsville) – D
The Elwood Call-Leader – D
The Times (Frankfort) – D
Franklin Challenger – N
Daily Journal (Franklin) – D
Daily Reporter (Greenfield) – D
Greenwood & Southside Challenger – N
Court & Commercial Record (Indianapolis) – N
Kokomo Herald – N
Kokomo Tribune – D
Lebanon Reporter – D
Chronicle-Tribune (Marion) – D
The Reporter Times (Martinsville) – D
The Mooresville/Decatur Times – N
The Star Press (Muncie) – D
The Courier-Times (New Castle) – D
The Times (Noblesville) – D
The Noblesville Ledger – N
The Times Post (Pendleton) – N
Peru Tribune – D
Palladium-Item (Richmond) – D
Rushville Republican – D
The Shelbyville News – D
The Tipton County Tribune – D
The News-Gazette (Winchester) – D
Zionsville Times Sentinel – N

Region 3

(Area code 812)

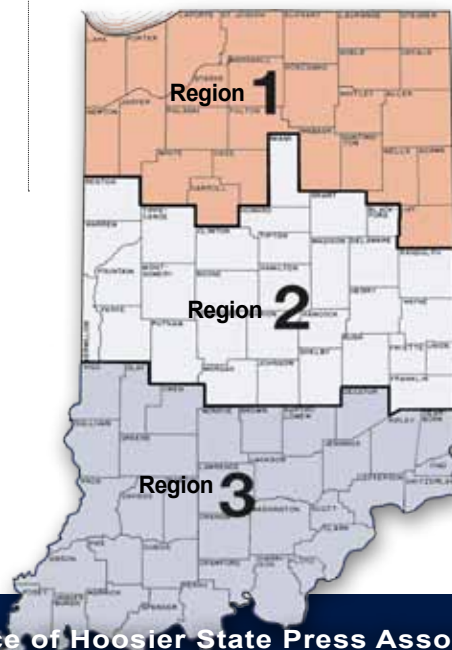
Total circulation: 255,496

Papers: 36

The Herald-Tribune (Batesville) – N
Times-Mail (Bedford) – D
The Herald-Times (Bloomington) – D
The Jackson County Banner (Brownstown) – N
Clay City News – N
The Republic (Columbus) – D
The Corydon Democrat – N
Crothersville Times – N
Spencer County Leader (Dale) – N
The Ellettsville Journal – N
Evansville Courier & Press – D
Ferdinand News – N
South Gibson Star-Times (Fort Branch) – N
Springs Valley Herald (French Lick) – N
Greensburg Daily News – D
The Herald (Jasper) – D
Greene County Daily World (Linton) – D
The Madison Courier – D
North Vernon Plain Dealer – N
North Vernon Sun – N
Oakland City Journal – N
The Odon Journal – N
The Paoli News-Republican – N
The Press-Dispatch (Petersburg) – N
Princeton Daily Clarion – D
The Salem Democrat – N
The Salem Leader – N
Spencer Evening World – D
The Sullivan Daily Times – D
Tribune-Star (Terre Haute) – D
Osgood Journal (Versailles) – N
The Versailles Republican – N
The Switzerland Democrat (Vevay) – N
Vevay Reveille-Enterprise – N
Vincennes Sun-Commercial – D
Washington Times-Herald – D

**Total state
circulation:**
670,011

Total papers:
94



D = Daily newspaper
N = Nondaily newspaper

The Power of 2 advertising

Ad insertion order form

Advertiser information

Name _____

Company (if applicable) _____

Address _____

State/ZIP _____ E-mail _____

Phone _____ Fax _____

Placement information

Run my ad:

Statewide (Indiana) Northern Indiana Central Indiana Southern Indiana Other state(s)

Start date (Must be a Sunday) _____ Number of weeks to run _____

Payment information

Prepayment is required by money order, check or credit card (Visa or MasterCard).

2x2 rates per week:

- Statewide = \$900
- Two regions = \$750
- One region = \$450
- Call for other states' rates.

2x4 rates per week:

- Statewide = \$1,800
- Two regions = \$1,400
- One region = \$1,000
- Call for other states' rates.

Money order or check mailed in the amount of \$ _____

Please make checks payable to Hoosier State Press Association, 41 E. Washington St., Suite 301, Indianapolis, IN 46143.

Bill my credit card in the amount of \$ _____

Please call (317) 803-4772 to arrange payment by credit card. For your security, we do not take credit card numbers by mail.

Ad information

Ads should be 3.792 inches wide by 2 or 4 inches high.

E-mail ads in pdf format to sgoldsby@hspa.com.

Deadline is 5 p.m. Monday for placement the following week.

**Fax this form to (317) 624-4428 or
mail it to HSPA, 41 E. Washington St., Suite 301, Indianapolis, IN 46204.**

The Power of 2 advertising

Standards of ad acceptance

These guidelines will be used in the acceptance of advertising but do not reflect all specific policies of participating newspapers which also apply to ads in the Indiana Classified Advertising Network program.

▶ Advertising will be rejected if it discriminates based on disability, family status, marital status, race, color, national origin, religion, sex or age except where expressly permitted by law.

▶ Advertising will be rejected if it appears to be false, misleading, fraudulent, libelous, defamatory, illegal, in poor taste, in objectionable format or for any other reason. All ads subject to Better Business Bureau standards and checks and an Indiana attorney general's office review.

▶ Advertisers must provide the name, street address, city, state, zip code and phone number of the individual or organization responsible for the item being advertised.

▶ Sample copies of publications or products may be requested by the Hoosier State Press Association or a member newspaper prior to publishing an ad offering an item for sale.

▶ Advertising must not offer or appear to offer work on a salary basis when compensation is on a commission or bonus basis. When the offer is based on commission, no statement or implication of the amount that may be earned is acceptable.

▶ Sales of government job listings, instruction booklets or résumé writing must state exactly what the customer will receive. All costs to respondent and fees for services must be included in the ad. Classification for these ads will be "job opportunities"

rather than "help wanted." If an 800 number is applicable, it must not refer respondents to a 900 number.

▶ Commercial opportunities: Advertising must indicate that a firm or an individual engaged in a commercial enterprise placed the ad. This will be done by using the firm name or the word "broker" or "agent" or other suitable term.

▶ Real estate advertising must comply with Truth in Lending guidelines and HUD's Fair Housing Act regulations. Copy must follow Regulation Z of the federal act enacted in July 1969.

▶ Mortgage/lending/trust deeds: Personal, business or mortgage loan offers or offers to purchase trust deeds/notes must be from either licensed lending institutions or entities registered to do business within the United States. Documentation showing the authority to do business in a state must be submitted with ad copy. The company name must appear in the ad. Federal law prohibits requesting or receiving an advance fee in exchange for a promised loan or other promised credit. In addition, federal law prohibits telemarketers of credit-repair services from asking for or receiving any money until six months after they deliver the promised services.

▶ Adoption ads: All adoption ads must be accompanied by a recently dated, notarized letter signed by the attorney of the party placing the ad. Adoption ads must be from prospective adoptive couples with their name(s) and phone number in the ads, not their attorney or adoption agency.

▶ Dietary products: Ads for weight control, appetite suppres-

sants or food supplements must meet FDA requirements. Documentation that the product has FDA approval is required.

▶ Unacceptable advertising:

- Most cruise ship or other travel ads.

- Ads for single or adult dating services, palm readers, fortune tellers, astrologers, psychics, etc.

- Ads concerning surrogate mothers.

- Ads claiming bad-credit repair, fixing credit, unsecured loans or similar programs.

- Ads for certain work-at-home offers, such as medical billing, stuffing envelopes or assembling products.

▶ Ads for home study/degree programs will be accepted if accredited by the Indiana Commission of Proprietary Education. An advertising code must accompany the ad.

▶ All 900-number or 809-number ads will not be accepted. If an ad refers to or transfers callers to a 900 number or 809 number the ad will not be accepted.

▶ All franchise offerings must submit proof of incorporation in the United States. Advertising must indicate the type of business to be invested in and the amount of investment required.

▶ Ads for listings of government or U.S. Postal Service jobs, seized vehicles or property, government-foreclosed real estate, etc. must indicate that a *list* is what is being provided if that is the case. The ad must not purport to offer jobs or items direct to consumers if all that is being provided are lists or information on how to apply for jobs or to purchase items.