

HSPA advertising ANSWER BOOK

The power of **2** X2 X4

► 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!

HOOSIER STATE PRESS ASSOCIATION
hspa.com/advertising-services

Indiana Classified Advertising Network
DAILY classified ads

► The economical way to advertise across the state or the country with just one call & one order

- Quickly spread the word about your product, service or help-wanted listing.
- Your classified ad prints five times a week in 50+ Indiana newspapers.
- Reach more than 1.2 million potential customers a day in Indiana alone with one placement.
- Run your message in part of Indiana, the whole state or multiple states. You decide!

HOOSIER STATE PRESS ASSOCIATION
hspa.com/advertising-services

Indiana Classified Advertising Network
WEEKLY classified ads

► The economical way to advertise across the state or the country with just one call & one order

- Quickly spread the word about your product, service or help-wanted listing.
- Weekly classified ads print in 140+ Indiana newspapers once a week.
- Reach nearly 2 million potential customers in Indiana alone with one placement.
- Run your message in part of Indiana, the whole state or multiple states. You decide!

HOOSIER STATE PRESS ASSOCIATION
hspa.com/advertising-services

THREE separate programs
THREE options for advertisers
THREE ways to increase your revenue



HSPA ads work

for your advertisers and your newspaper

HSPA's advertising network is a voluntary cooperative effort between HSPA and member newspapers to offer low-cost, widespread distribution of classified and display advertising. Newspapers donate the ad space to HSPA, so ads are priced well below the cost of placing with each paper individually.

Advertiser benefits

- Statewide or nationwide classified or display ad placement with just one call and one bill.
- Ads reach a range of 1.2 million to 2 million readers a week depending on which program advertisers choose, plus 125,000+ free circulation and Internet listings — all for one affordable price.
- Convenient one-order, one-check service for multiple papers. They simply can't do this on their own.

Newspapers benefits

- Up to \$400 off annual HSPA dues.
- **COMMISSION ON EACH AD SOLD:** \$150 or more per weekly classified ad, \$177 or more per daily classified ad, and \$270 or more per display ad.
- Ability to offer a source of jobs and services available throughout the state. And HSPA ads help bulk up your classified section.
- HSPA ads help prevent dues increases. Advertising makes up 80 percent of HSPA funding.

What's advertised in the HSPA networks? Here are some top prospects:

- | | | |
|---------------------------|--------------------------|-----------------------|
| • Adoptions | • Commercial real estate | • Medical |
| • Advertisements for bids | • Community promotions | • Schools/Instruction |
| • Antique dealers | • Festivals and Fairs | • Trucking |
| • Auctions | • Farm equipment | • Vacation rentals |
| • Business opportunities | • Help wanted | • Wanted to buy |
| • Career opportunities | • Land for sale | |

Don't forget to ask statewide advertisers if they would like to run their ads in other states too!

Three ad programs, three options and three sources of revenue

The power of 2

X2
X4

► 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!

HOOSIER STATE PRESS ASSOCIATION
hspa.com/advertising-services

The Power of 2 *

YOUR PAPER GETS \$270 OR MORE PER AD.

This program features 2x2 and 2x4 display ads that run **once a week** in your paper. Clients generally provide their own ad, but HSPA can help with design.

Ads are due each Monday. HSPA emails them to papers and posts them at hspa.com each Tuesday. Papers run them **ONCE** the following week.

See Page 4 for more details.

* You may know the 2x2 and 2x4 display ad program as ICAN Plus, but advertisers confused it with HSPA's two classified ad programs. HSPA hopes The Power of 2 will be more descriptive.

Indiana Classified Advertising Network

DAILY
classified ads

► The economical way to advertise across the state or the country with just one call & one order

► Quickly spread the word about your product, service or help-wanted listing.

► Your classified ad prints five times a week in 50+ Indiana newspapers.

► Reach more than 1.2 million potential customers a day in Indiana alone with one placement.

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

HOOSIER STATE PRESS ASSOCIATION
hspa.com/advertising-services

Daily classified ads (ICAN Daily)

YOUR PAPER GETS \$177 OR MORE PER AD.

This program features classified ads that run **each day** that participating newspapers print Monday through Friday.

Ads are due each Wednesday. HSPA emails the ads to papers and posts them at hspa.com every Thursday. Papers run them each time they publish Monday through Friday during the following week.

See Page 4 for more details.

Indiana Classified Advertising Network

WEEKLY
classified ads

► The economical way to advertise across the state or the country with just one call & one order

► Quickly spread the word about your product, service or help-wanted listing.

► Weekly classified ads print in 140+ Indiana newspapers once a week.

► Reach nearly 2 million potential customers in Indiana alone with one placement.

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

HOOSIER STATE PRESS ASSOCIATION
hspa.com/advertising-services

Weekly classified ads (ICAN Weekly)

YOUR PAPER GETS \$150 OR MORE PER AD.

This program features classified ads that run **once a week** in your paper.

Ads are due each Wednesday. HSPA emails the ads to papers and posts them at hspa.com every Wednesday. Papers run them **ONCE** the following week.

See Page 4 for more details.

Have a question? Shawn has the answer!

- Call HSPA's helpful advertising coordinator Shawn Goldsby at (317) 803-4772 or send her an e-mail at sgoldsby@hspa.com.
- Or go to www.hspa.com/advertising-services to download ads, get insertion order forms and more.



Shawn Goldsby,
HSPA
advertising
coordinator

Three ad programs

with similar yet unique options

The power of 2

X2
X4

► 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!

HOOSIER STATE PRESS ASSOCIATION
hspa.com/advertising-services

The Power of 2 display ads

Ads print in 90+ Indiana papers once a week – that's nearly 1.5 million 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

► DEADLINE & RUN SCHEDULE

- Ads are due by 5 p.m. Monday for placement the following week.
- HSPA emails ads to papers and posts them at hspa.com each Tuesday.
- Run them anywhere in the paper ONCE the following week.

Indiana Classified Advertising Network

DAILY classified ads

► The economical way to advertise across the state or the country with just one call & one order.

- Quickly spread the word about your product, service or help-wanted listing.
- Your classified ad prints five times a week in 50+ Indiana newspapers.
- Reach more than 1.2 million potential customers a day in Indiana alone with one placement.
- Run your message in part of Indiana, the whole state or multiple states. You decide!

HOOSIER STATE PRESS ASSOCIATION
hspa.com/advertising-services

Daily classified ads (ICAN Daily)

Ads print in 50+ daily Indiana papers each day they publish Monday through Friday – that's more than 1.2 million readers.

- \$590 for the whole state
 - \$520 for two regions
 - \$450 for one region
- (Each additional word over 25 is \$10.)

Combo rate

Run a 25-word ad in 50+ daily **AND** 140+ weekly papers in Indiana for just \$685.

► DEADLINE & RUN SCHEDULE

- Ads are due at noon each Wednesday for placement the following week.
- HSPA emails ads to papers and posts them at hspa.com each Thursday.
- Newspapers run them EACH DAY MONDAY THROUGH FRIDAY that the paper prints the following week.

Indiana Classified Advertising Network

WEEKLY classified ads

► The economical way to advertise across the state or the country with just one call & one order.

- Quickly spread the word about your product, service or help-wanted listing.
- Weekly classified ads print in 140+ Indiana newspapers once a week.
- Reach nearly 2 million potential customers in Indiana alone with one placement.
- Run your message in part of Indiana, the whole state or multiple states. You decide!

HOOSIER STATE PRESS ASSOCIATION
hspa.com/advertising-services

Weekly classified ads (ICAN Weekly)

Ads print in 140+ Indiana papers once a week – that's nearly 2 million readers.

- \$320 for the whole state
- \$280 for two regions
- \$245 for one region

(Each additional word over 25 is \$10.)

Combo rate

Run a 25-word ad in 50+ daily **AND** 140+ weekly papers in Indiana for just \$685.

► DEADLINE & RUN SCHEDULE

- Ads are due at noon each Wednesday for placement the following week.
- HSPA emails ads to papers and posts them at hspa.com each Wednesday.
- Papers run them ONCE the following week.

HSPA ads can run in all of Indiana, part of the state or many states

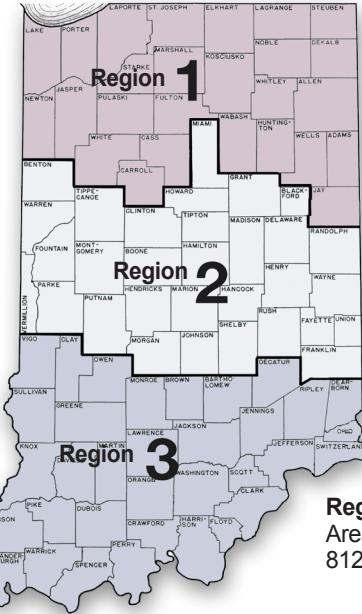
These 140+ papers run WEEKLY classifieds

▶ REGION 1

Albion New Era – N
Herald-Republican (Angola) – D
The Evening Star (Auburn) – D
The News-Banner (Bluffton) – D
Bourbon News-Mirror – N
The Bremen Enquirer – N
The Butler Bulletin – N
Churubusco News – N
Columbia City Post & Mail – D
Cedar Lake-Lowell Star (Crown Point) – N
Crown Point Star – N
Culver Citizen – N
Decatur Daily Democrat – D
Carroll County Comet (Delphi) – N
Kankakee Valley Post-News (DeMotte) – N
Francisville Tribune – N
The Garrett Clipper – N
The Goshen News – D
Northwest News (Huntersville) – N
The Herald-Press (Huntington) – D
The News-Sun (Kendallville) – D
The Leader (Knox) – N
The Regional News (LaCrosse) – N
LaGrange News – N
LaGrange Standard – N
Advance-Leader (Ligonier) – N
Pharos-Tribune (Logansport) – D
The News-Dispatch (Michigan City) – D
Middlebury Independent – N
The News & Review (Monon) – N
The Monroeville News – N
Herald Journal (Monticello) – D
The Times of Northwest Indiana (Munster) – D
Advance News (Nappanee) – N
The News-Journal (North Manchester) – N
Ossian Journal – N
Pilot News (Plymouth) – D
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
Westville Indicator – N
Pulaski County Journal (Winamac) – N
The New Wolcott Enterprise (Wolcott) – N

▶ REGION 2

Alexandria Times-Tribune – N
The Herald Bulletin (Anderson) – D
Hendricks County Flyer (Avon) – N
Herald-News (Cayuga) – N
The Paper of Montgomery Co. (Crawfordsville) – D
Journal Review (Crawfordsville) – D
The News & Sun (Dunkirk) – N
The Elwood Call-Leader – D
The Benton Review (Fowler) – N
The Times (Frankfort) – D
Franklin Challenger – N
Daily Journal (Franklin) – D
Twin City Journal-Reporter (Gas City) – N
Banner-Graphic (Greencastle) – D
Daily Reporter (Greenfield) – D
Greenwood & Southside Challenger – N
News-Times (Hartford City) – D
Court & Commercial Record (Indianapolis) – N
Franklin Township Informer (Indianapolis) – N
Kokomo Herald – N



Region 1:
Area codes
219, 260
& 574

Region 2:
Area codes
317 & 765

Region 3:
Area code
812

Kokomo Tribune – D
Journal & Courier (Lafayette) – D
The 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
New Palestine Press – N
The Times (Noblesville) – D
The Times Post (Pendleton) – N
Peru Tribune – D
Palladium-Item (Richmond) – D
Parke County Sentinel (Rockville) – N
Rushville Republican – D
The Shelbyville News – D
Oak Hill Times (Swayzee) – N
The Tipton County Tribune – D
The Courier (Upland) – N
The News-Gazette (Winchester) – D
Zionsville Times Sentinel – N

▶ REGION 3

The Journal-Press (Aurora) – N
The Herald-Tribune (Batesville) – N
Times-Mail (Bedford) – D
The Independent (Bicknell) – N
The Herald-Times (Bloomington) – D
Boonville Standard – N
The Brazil Times – 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
The Evansville Courier & Press – D
The Ferdinand News – N
South Gibson Star-Times (Fort Branch) – N
Springs Valley Herald (French Lick) – N

Greensburg Daily News – D
Greencastle Banner Graphic – D
The Hope Star-Journal – N
The Huntingburg Press – N
The Herald (Jasper) – D
The Evening News (Jeffersonville) – D
Dearborn County Register (Lawrenceburg) – N
Linton Daily Citizen – D
Loogootee Tribune – N
The Madison Courier – D
Mount Vernon Democrat – N
The Tribune (New Albany) – D
The Posey County News (New Harmony) – N
North Vernon Plain Dealer – N
North Vernon Sun – N
Oakland City Journal – N
The Odon Journal – N
The Progress Examiner (Orleans) – N
Paoli News Republican – N
The Press-Dispatch (Petersburg) – N
Princeton Daily Clarion – D
Ohio County News (Rising Sun) – N
Rising Sun Recorder – N
The Spencer Co. Journal-Democrat (Rockport) – N
The Salem Democrat – N
The Salem Leader – N
The Scott County Journal & Chronicle (Scottsburg) – N
The Tribune (Seymour) – D
The Shoals News – N
Spencer Evening World – D
The Sullivan Daily Times – D
Perry County News (Tell City) – N
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

These 50+ papers run DAILY classifieds

▶ REGION 1

The Herald-Republican (Angola)
The Evening Star (Auburn)
The News-Banner (Bluffton)
Columbia City Post & Mail
Decatur Daily Democrat
The Goshen News
The Herald-Press (Huntington)
The News-Sun (Kendallville)
The LaPorte Herald-Argus
Pharos-Tribune (Logansport)
The News-Dispatch (Michigan City)
Herald Journal (Monticello)
The Times (Munster)
The Pilot News (Plymouth)
The Commercial Review (Portland)
Rensselaer Republican
The Rochester Sentinel

▶ REGION 2

South Bend Tribune
Wabash Plain Dealer
The Herald Bulletin (Anderson)
The Herald-Bulletin (Bluffton)
Paper of Montgomery County (Crawfordsville)
The Call-Leader (Elwood)
The Times (Frankfort)
Daily Journal (Franklin)
Banner-Graphic (Greencastle)
Daily Reporter (Greenfield)
Kokomo Tribune
Journal & Courier (Lafayette)
The Lebanon Reporter
Chronicle-Tribune (Marion)
Reporter-Times (Martinsville)
The Commercial Review (Portland)
The Courier-Times (New Castle)

The Times (Noblesville)
Peru Tribune
Palladium-Item (Richmond)
Tipton County Tribune
Times-Mail (Bedford)
The Herald-Times (Bloomington)
The Brazil Times
The Republic (Columbus)
Evansville Courier & Press
Greensburg Daily News
The Herald (Jasper)
The Daily World (Linton)
Princeton Daily Clarion
The Tribune (Seymour)
Spencer Evening World
Sullivan Daily Times
Tribune-Star (Terre Haute)
Vincennes Sun-Commercial
Washington Times-Herald

These 90+ papers run DISPLAY ADS

▶ REGION 1

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
Francisville Tribune (Francisville) – N
The Goshen News – D
Northwest News (Huntersville) – 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

Alexandria Times-Tribune – N
The Herald Bulletin (Anderson) – D
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 Times (Noblesville) – D
Times-Post (Pendleton) – D
Peru Tribune – D
Palladium-Item (Richmond) – D
The Times (Noblesville) – D
Rushville Republican – D
The Shelbyville News – D
The Tipton County Tribune – D
The News-Gazette (Winchester) – D
Zionsville Times Sentinel – N

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
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The Herald (Jasper) – 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 – N
The Paoli 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

D = Daily newspaper
N = Nondaily newspaper

Hoosier State Press Association advertising

(317) 803-4772 • (317) 624-4428 (fax) • sgoldsby@hspa.com • hspa.com/advertising-services

Q&A

about HSPA's three advertising programs

1. How does HSPA advertising work?

HSPA organizes a network of Indiana newspapers that agree to donate ad space to HSPA to fund the association's budget. That allows advertisers to buy multiple markets with a convenient, economical plan.

Your newspaper gets a commission to provide advertisers with a way to place their advertising with one buy and keep ad dollars in newspapers.

Each participating newspaper offers advertisers an opportunity to have 25-word classified ads run daily or weekly and 2x2/2x4 display ads run weekly.

2. Why should my newspaper participate?

You get commission on each sale! Here's what you will make:

Weekly classified ad: Your paper makes \$150 per ad, plus \$4 for each additional word over 25.

Daily classified ad: Your paper makes 30 percent of each ad (ie, \$177 for a 25-word ad)

Power of 2 display ad: Your paper makes 30 percent of each ad (\$270 for a 2x2 or \$540 for a 2x4)

HSPA ads help prevent dues increases. Advertising makes up 80 percent of HSPA funding.

3. How does payment work?

Option A: Determine the price

of the ad and have the customer pay you the full amount. Subtract your commission and mail the remainder via check to HSPA.

Again, here's how to figure your commission:

Weekly classified ad: Your paper makes \$150 per ad, plus \$4 for each additional word over 25.

Daily classified ad: Your paper makes 30 percent of each ad (ie, \$177 for a 25-word ad)

Power of 2 display ad: Your paper makes 30 percent of each ad (\$270 for a 2x2 or \$540 for a 2x4)

Option B: Have the customer make out a check to HSPA for the full price of the ad. Send the check to HSPA, and we'll send you a refund check back to you for your commission. HSPA also accepts Visa and Mastercard.

4. How is payment arranged?

Send payment by check to: HSPA advertising, 41 E. Washington St., Suite 301, Indianapolis, IN 46204.

To ensure proper credit, enclose a copy of the ad you are paying for. We also accept Visa and Mastercard; call for information.

5. How do I sell an HSPA ad?

Be sure that every person in your retail and classified advertising departments understands the program.

It's a viable plan for advertisers who want to advertise products

and services, promote special events or auctions, sell land, seek employees and more.

When you offer these prospective advertisers an advertising vehicle that could potentially reach 2 million prospects for an economical rate, you have given them an excellent media buy at a nominal cost-per-thousand.

6. I sold an HSPA ad. Now what?

For classifieds, type the ad copy on the insertion order form from HSPA included in this packet, filling in all necessary information and fax it to (317) 624-4428. For display ads, email the ad to sgoldsby@hspa.com and fax the insertion order form to (317) 624-4428.

7. What are the deadlines?

See Page 4.

8. How do I get HSPA ads?

HSPA emails them to member papers and posts them at hspa.com each week. See Page 4 for the list of days the ads are emailed and posted.

9. Are classified ads listed under specific headings?

No. Some papers run them as a group under a heading such as "Statewide Classifieds." Some newspapers run them in-column under more detailed headings.

Q&A

about HSPA's three advertising programs

10. What day should my paper publish the ads?

Newspapers are required to publish each **WEEKLY CLASSIFIED AD ONCE** during the publication week publish each **DAILY CLASSIFIED AD EACH DAY** Monday through Friday that the paper publishers, and publish each **POWER OF 2 DISPLAY AD ONCE** during the publication week.

11. What word-count method is used for classifieds?

Telephone numbers, including area codes, are one word. Addresses, including house number, street and direction, and post office box number, are counted as two words. Rural addresses, including route number

and box number, are two words. The name of the city, state and zip code each count as one word. Other words count as one word. Each word in a hyphenated phrase counts as one word.

12. My paper made a typo in an HSPA ad. What should we do?

Typographical errors in your paper require a "make-good" ad in the next available edition of the newspaper. If you submitted an ad incorrectly statewide, we can issue the client a make-good ad in the network.

13. What kind of proofs can I offer customers?

HSPA's low-cost, high-reach program cannot routinely offer

tearsheets. However, if a client requests it, HSPA can furnish an affidavit that the ad was distributed to its network of participating papers.

We monitor participation and communicate with papers to ensure ads run as scheduled. To keep administrative costs low, we discourage offering advertisers tearsheets, but if requested by the advertiser, we furnish them.

14. Do we bill HSPA for these ads?

No. All newspapers participating have agreed to run the ads free of charge to HSPA. Your participation supports the activities of your association and keeps dues to a minimum. This advertising accounts for 80 percent of HSPA's operating budget.

HSPA advertising delivery and run schedule

PROGRAM	DAY ADS SENT	DAY(S) ADS RUN
The Power of 2 (2x2 & x24 display ads)	Tuesday	Any 1 day during the following week
Weekly classifieds	Wednesday	Any 1 day during the following week
Daily classifieds	Thursday	Each day the paper publishes Monday through Friday during the following week

WEEKLY classified ads

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 _____

Category request _____

Sorry, but this category cannot be guaranteed.

Ad copy

Payment information

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

Rates per week: Statewide = \$320 • Two regions = \$280 • One region = \$245 • Each additional word over 25 = \$10 • Call for other states' rates.

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

Please make checks payable to Hoosier State Press Association.

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.

Deadline is noon Wednesday 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.

Hoosier State Press Association advertising

(317) 803-4772 • (317) 624-4428 (fax) • sgoldsby@hspa.com • hspa.com/advertising-services

DAILY classified ads

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 _____

Category request _____

Sorry, but this category cannot be guaranteed.

Ad copy

Payment information

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

Rates per week: Statewide = \$590 • Two regions = \$520 • One region = \$450 • Each additional word over 25 = \$10 • Call for other states' rates.

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

Please make checks payable to Hoosier State Press Association.

Bill my credit card in the amount of \$ _____

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mail it to HSPA, 41 E. Washington St., Suite 301, Indianapolis, IN 46204.

POWER OF 2 display ads

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.**