

## Anything else I should know?

- Advertisers email their 2x2 and 2x4 ads to [sgoldsby@hspa.com](mailto: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](http://hspa.com/advertising-services).

## Can I do multi-state advertising?

**Yes, you can do that!**

Call (317) 803-4772 or email [sgoldsby@hspa.com](mailto: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 \$340 for 25 words. Regional rates are available.

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

The  
power  
of  
2<sup>x2</sup>  
x4

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



[hspa.com/advertising-services](http://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

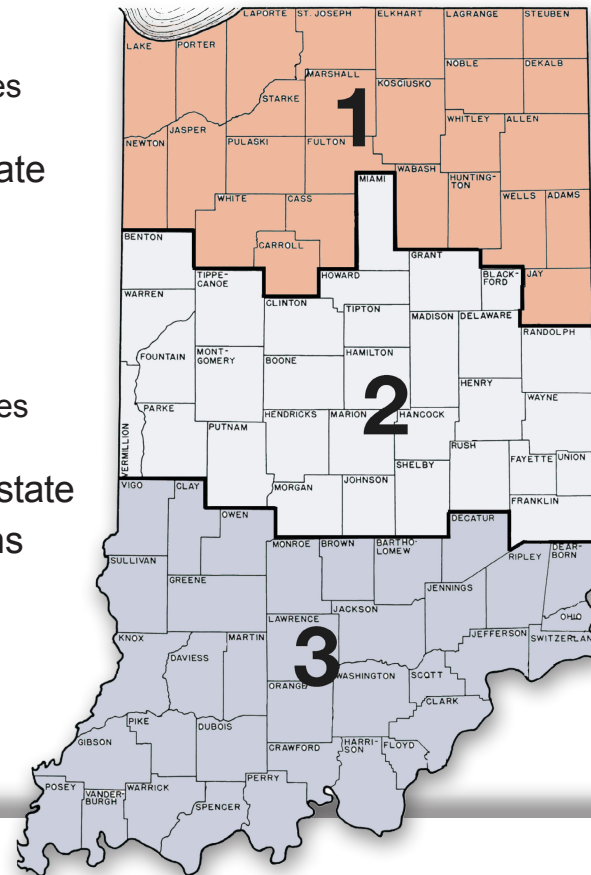
Dimensions are 3.792 inches wide by 2 inches high.

- \$925 for the whole state
- \$770 for two regions
- \$565 for one region

### 2x4 display ads

Dimensions are 3.792 inches wide by 4 inches high.

- \$1,850 for the whole state
- \$1,540 for two regions
- \$1,130 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. Tuesday 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 email [sgoldsby@hspa.com](mailto:sgoldsby@hspa.com).
- Or go online to [www.hspa.com/advertising-services](http://www.hspa.com/advertising-services) for an insertion order form.