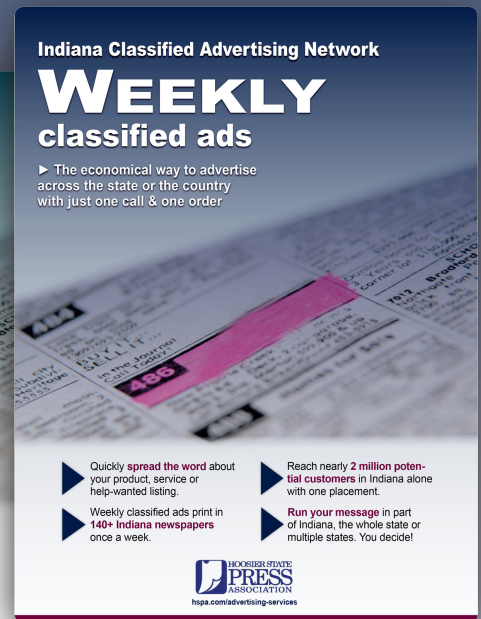
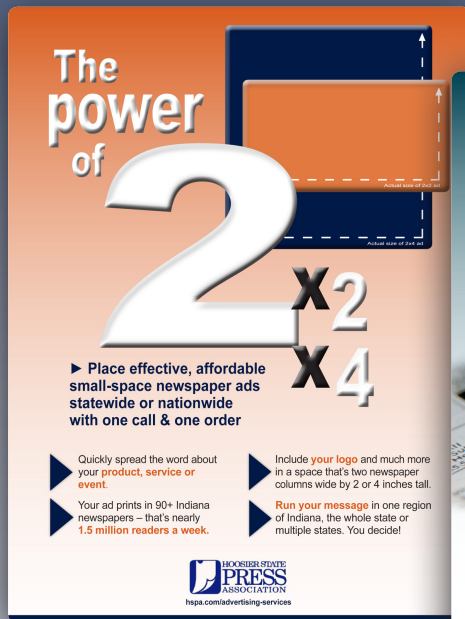


# HSPA advertising ANSWER BOOK



THREE statewide 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.
- **45% COMMISSION FOR YOUR NEWSPAPER on each ad you sell into the program:** \$153 or more per weekly classified ad, \$272 or more per daily classified ad, and \$416 or more per display ad.
- **Newspaper ad staffs:** Remember you make **5% COMMISSION** from HSPA for each sale.
- HSPA ads help prevent dues increases.

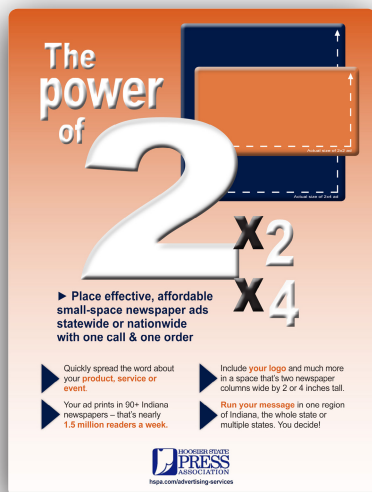
## What's advertised in the HSPA networks? Here are some top prospects:

- |                           |                          |                       |
|---------------------------|--------------------------|-----------------------|
| • 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 revenue sources

## from three advertising options



### The Power of 2

**YOUR PAPER GETS  
\$416 FOR A 2X2  
AND \$832 FOR A 2X4.**

**SALESPERSON RECEIVES 5%  
COMMISSION FROM HSPA**

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 Tuesday. HSPA emails them to papers and posts them at [hspa.com](http://hspa.com) each Tuesday. Papers run them **ONCE** the following week.

See Page 4 for more details.



### Daily classified ads (ICAN Daily)

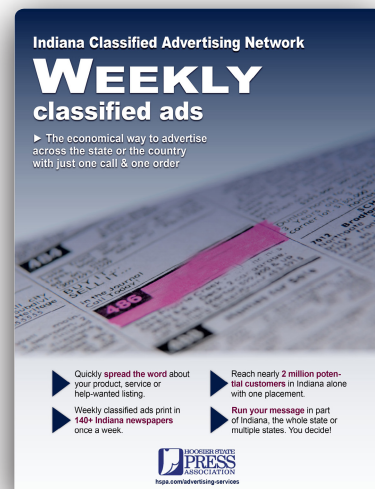
**YOUR PAPER GETS AT  
LEAST \$272 PER AD.**

**SALESPERSON RECEIVES 5%  
COMMISSION FROM HSPA**

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](http://hspa.com) every Thursday. Papers run them each time they publish Monday through Friday during the following week.

See Page 4 for more details.



### Weekly classified ads (ICAN Weekly)

**YOUR PAPER GETS AT  
LEAST \$153 PER AD.**

**SALESPERSON RECEIVES 5%  
COMMISSION FROM HSPA**

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](http://hspa.com) every Wednesday. Papers run them **ONCE** the following week.

See Page 4 for more details.

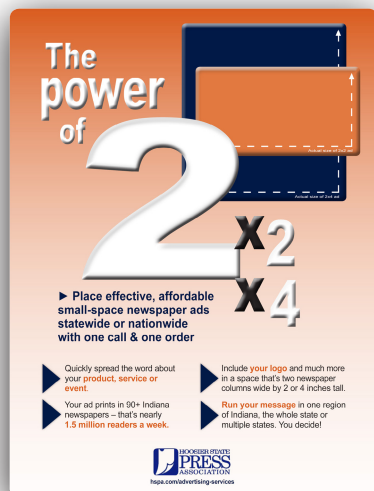
## Have a question? Shawn has the answer!

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

**Sales staffs:  
Remember you receive  
5% commission from  
HSPA for each ad you  
sell into the program!**

# Three ad programs

## with similar yet unique options



### 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.

- \$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

#### ► DEADLINE & RUN SCHEDULE

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



### 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.

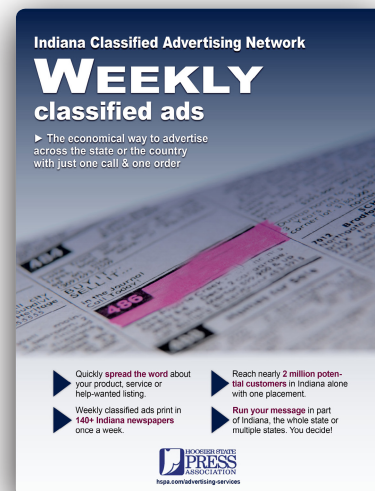
- \$605 for the whole state
  - \$535 for two regions
  - \$465 for one region
- (Each additional word over 25 is \$10.)

#### Combo rate

Run a 25-word ad in 50+ daily AND 140+ weekly papers in Indiana for just \$705.

#### ► 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](http://hspa.com) each Thursday.
- Newspapers run them EACH DAY MONDAY THROUGH FRIDAY that the paper prints the following week.



### Weekly classified ads (ICAN Weekly)

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

- \$340 for the whole state
- \$300 for two regions
- \$265 for one region

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

#### Combo rate

Run a 25-word ad in 140+ weekly AND 50+ daily papers in Indiana for just \$705.

#### ► 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](http://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

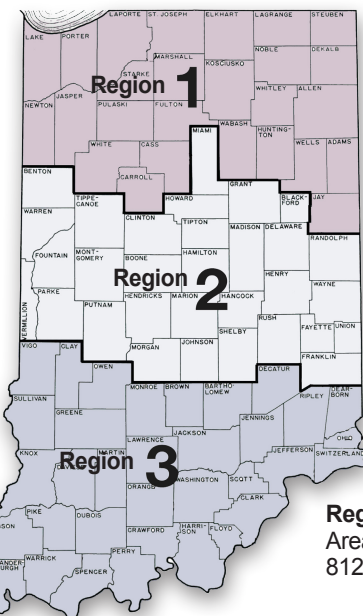
### These 140+ papers run WEEKLY classifieds

#### 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  
The Elkhart Truth – D  
Francesville 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  
South Bend Tribune – D  
The Plain Dealer (Wabash) – D  
Times-Union (Warsaw) – 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  
Indianapolis Recorder – N



**Region 1:**  
Area codes  
219, 260  
& 574

**Region 2:**  
Area codes  
317 & 765

**Region 3:**  
Area code  
812

Kokomo Herald – N  
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 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  
Spartan 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 Elkhart Truth  
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

South Bend Tribune  
Wabash Plain Dealer

#### REGION 2

The Herald Bulletin (Anderson)  
The News-Banner (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 Star Press (Muncie)  
The Courier-Times (New Castle)

The Times (Noblesville)  
Peru Tribune  
Palladium-Item (Richmond)  
Tipton County Tribune  
REGION 3  
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  
Bourbon News Mirror – N  
Bremen Enquirer – N  
Churubusco News – N  
Columbia City Post & Mail – D  
Culver Citizen – N  
Decatur Daily Democrat – D  
Carroll County Comet (Delphi) – N  
Kankakee Valley Post-News (DeMotte) – N  
The Elkhart Truth – D  
Francesville Tribune (Francesville) – N  
The Goshen News – D  
Northwest News (Huntersville) – N  
The Herald-Press (Huntington) – D  
The News-Sun (Kendallville) – D  
Knox Leader – N  
LaGrange News – N  
LaGrange Standard – N  
Pharos-Tribune (Logansport) – D  
Middlebury Independent – N  
The News & Review (Monon) – N  
Herald Journal (Monticello) – D  
The Times (Munster) – D  
Advanced News (Nappanee) – N  
Ossian Journal – N  
Pilot News (Plymouth) – D  
The Commercial Review (Portland) – D  
Rensselaer Republican – D  
The Rochester Sentinel – D  
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  
Parke County Sentinel (Rockville) – N  
Rushville Republican – D  
The Shelbyville News – D  
The Tipton County Tribune – D  
The News-Gazette (Winchester) – D  
Zionsville Times Sentinel – 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  
Spartan Valley Herald (French Lick) – N  
Greensburg Daily News – D  
The Hope Star-Journal – N  
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 \$153 per ad, plus \$4.50 for each additional word over 25.

**Daily classified ad:** Your paper makes 45 percent of each ad (ie, \$272 for a 25-word ad)

**Power of 2 display ad:** Your paper makes 45 percent of each ad (\$416 for a 2x2 or \$832 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 \$153 per ad, plus \$4.50 for each additional word over 25.

**Daily classified ad:** Your paper makes 45 percent of each ad (ie, \$272 for a 25-word ad)

**Power of 2 display ad:** Your paper makes 45 percent of each ad (\$416 for a 2x2 or \$832 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 copy on the insertion order form included in this packet, filling in all information. The form can be emailed to [sgoldsby@hspa.com](mailto:sgoldsby@hspa.com) or faxed to (317) 624-4428. For display ads, email the ad (and insertion order if desired) to [sgoldsby@hspa.com](mailto:sgoldsby@hspa.com). Insertion orders also can be faxed to (317) 624-4428.

### 7. What are the deadlines?

See Page 4.

### 8. How do I receive HSPA ads to run in my paper?

HSPA emails them to member papers and posts them at [hspa.com](http://hspa.com) each week. See Page 4 for the schedule.

### 9. Are classified ads listed under specific headings?

Some papers run them under detailed headings; others run

# 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
<b>The Power of 2</b> (2x2 & 2x4 display ads)	<b>Tuesday</b>	<b>Any 1 day during the following week</b>
<b>Weekly classifieds</b>	<b>Wednesday</b>	<b>Any 1 day during the following week</b>
<b>Daily classifieds</b>	<b>Thursday</b>	<b>Each day the paper publishes Monday through Friday during the following week</b>

# Weekly ads insertion order form

## Advertiser information

Name \_\_\_\_\_

Client name \_\_\_\_\_

Address \_\_\_\_\_

State/ZIP \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Newspaper name (if applicable) \_\_\_\_\_ Phone \_\_\_\_\_

Newspaper contact name \_\_\_\_\_ Invoice number (Office use only) \_\_\_\_\_

## Placement information

Run my ad:

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

Start date (Must be a Monday) \_\_\_\_\_ Number of weeks to run \_\_\_\_\_

Heading request \_\_\_\_\_

Sorry, but headings cannot be guaranteed.

## Ad copy

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## Payment information

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

Rates per week: Statewide = \$340 • Two regions = \$300 • One region = \$265 • 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.

☐ Check to follow (**NEWSPAPERS ONLY**)

***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.**



# Daily ads insertion order form

## Advertiser information

Name \_\_\_\_\_

Client name \_\_\_\_\_

Address \_\_\_\_\_

State/ZIP \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Newspaper name (if applicable) \_\_\_\_\_ Phone \_\_\_\_\_

Newspaper contact name \_\_\_\_\_ Invoice number (Office use only) \_\_\_\_\_

## Placement information

Run my ad:

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

Start date (Must be a Monday) \_\_\_\_\_ Number of weeks to run \_\_\_\_\_

Heading request \_\_\_\_\_

Sorry, but headings cannot be guaranteed.

## Ad copy

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## Payment information

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

Rates per week: Statewide = \$605 • Two regions = \$535 • One region = \$465 • 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.

☐ Check to follow (**NEWSPAPERS ONLY**)

***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.

# The Power of 2 advertising

## Ad insertion order form

### Advertiser information

Name \_\_\_\_\_

Company (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

State/ZIP \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Newspaper name (if applicable) \_\_\_\_\_ Phone \_\_\_\_\_

Newspaper contact name \_\_\_\_\_ Invoice number (Office use only) \_\_\_\_\_

### Placement information

Run my ad:

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

Start date (Must be a Monday) \_\_\_\_\_ 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 = \$925
- Two regions = \$770
- One region = \$565
- Call for other states' rates.

#### 2x4 rates per week:

- Statewide = \$1,850
- Two regions = \$1,540
- One region = \$1,130
- 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.

☐ Check to follow (**NEWSPAPERS ONLY**)

### Ad information

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

Email ads in pdf format to [sgoldsby@hspa.com](mailto:sgoldsby@hspa.com) or let HSPA help you create your display ad.

***Deadline is 5 p.m. Tuesday 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](mailto:sgoldsby@hspa.com) • [hspa.com/advertising-services](http://hspa.com/advertising-services)**