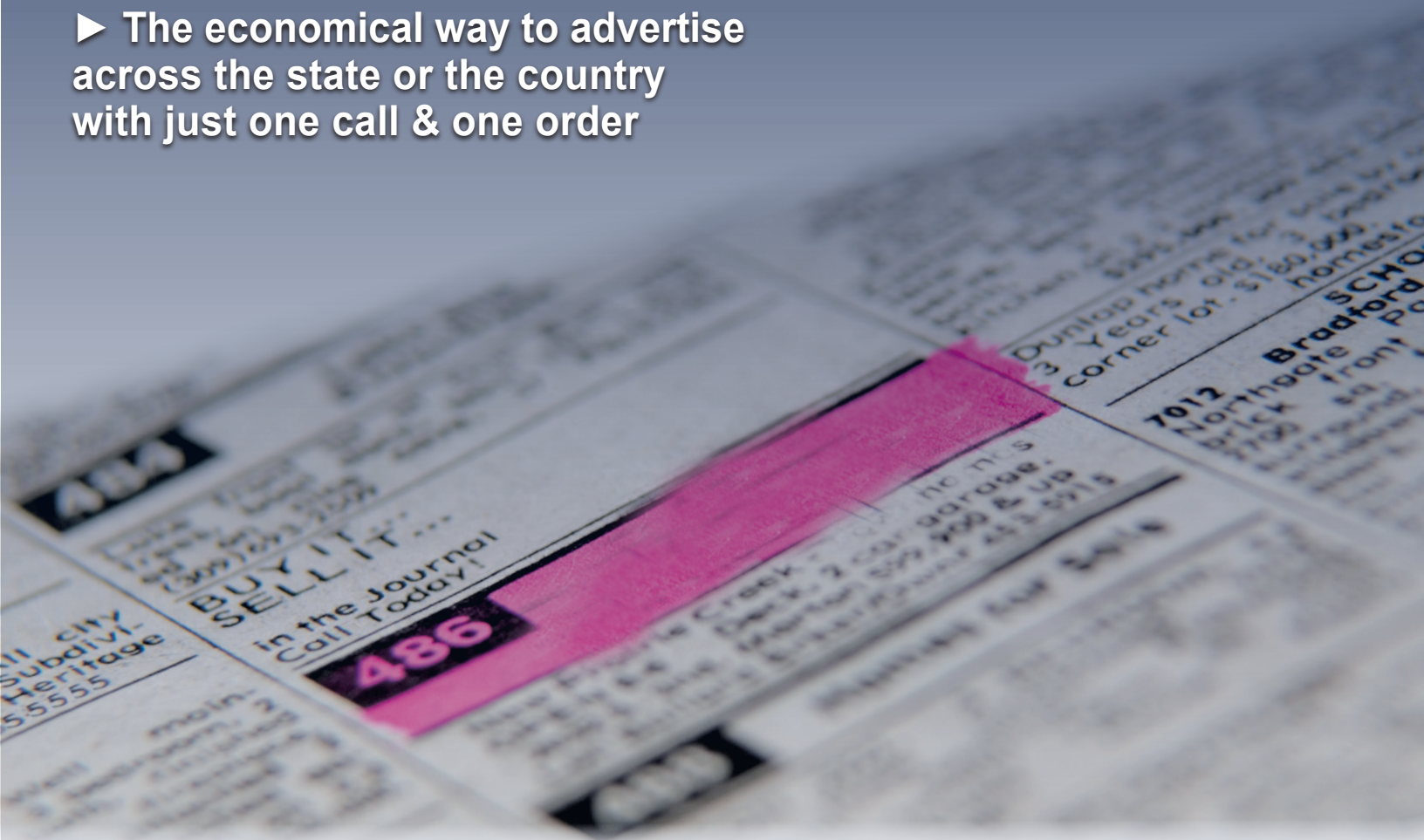


Indiana Classified Advertising Network

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.



Reach nearly **1.9 million
potential customers** in Indiana
alone with one placement.



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



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



hspa.com/advertising-services

WEEKLY Indiana Classified Advertising Network

Weekly classified ads are affordable!

Indiana Classified Advertising Network is an effective and economical way to advertise throughout Indiana and beyond.

All you do is provide copy and pre-pay with a check, money order or credit card (Visa or MasterCard).

We do the rest to place your ad!

Our newspapers reach nearly 2 million readers in Indiana alone. Many papers also run the ads in their free-distribution publications, adding thousands of additional households to increase your ad's reach.

The network is a terrific value for advertisers seeking widespread circulation at a minimum cost per thousand.

Your investment reaches millions of readers

Weekly classifieds

Your 25-word ad prints in 140+ Indiana papers once a week – that's nearly 2 million readers.

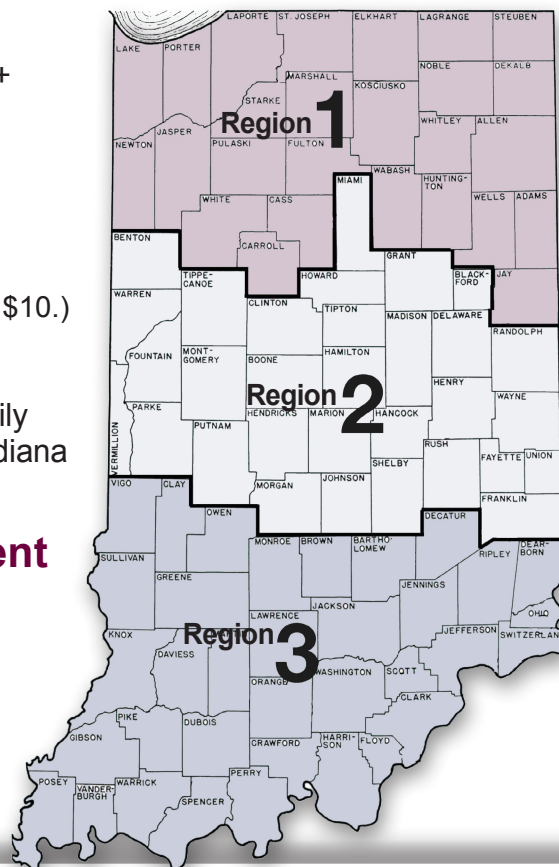
- \$340 for the whole state
 - \$300 for two regions
 - \$265 for one region
- (Each additional word over 25 is \$10.)

Combo rate

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

Deadlines and payment

- Ads are due at noon each Wednesday for placement the following week.
- Ads must be prepaid by check, money order, Visa or 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 email at sgoldsby@hspa.com.

Frequently asked questions

What day will my ad print?

Our newspapers run each ad at least once a week. Daily papers use the days that are best for their individual markets. Non-daily papers run the ads on the day they publish.

Under what heading will the ad run?

Some papers run the ads in-column using individual headings. Other papers group the ads under the heading "Statewide Classifieds." The various practices provide a good mix of exposure.

Hoosier State Press Association will request a preferred heading for an ad but cannot guarantee a member paper will use it.

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.

How are words counted?

Email addresses, websites and phone numbers, including area code, count as one word.

City addresses, which include house number and street or post office box number, count as two words. The city, state and zip code count as one word each.

Symbols that represent words are counted as one word each. Each word in a hyphenated phrase counts as one word. (For example, build-to-suit is three words.)

What if I want to run the ad again but want to change some words?

Simply fill out another form and send it in 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.

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

Yes. The fourth ad is 50 percent off, including additional words. If you publish the ad eight times, the fourth and eighth ads are half price, and so forth. The discounted ads cannot exceed the original ad word count.

Is there an agency commission included in these rates?

No.

Can I do multistate advertising?

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

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.

Can my classified ad run more than once a week?

Yes. We also offer ads that run five times weekly. Call (317) 803-4772 or go to hspa.com/advertising-services for rates.

Can I run a small display ad?

Yes. We offer ads that are two newspaper columns wide by 2 or 4 inches high. Go to hspa.com/advertising-services or call (317) 803-4772 for rates.

Dozens of newspapers run your ad

Region 1

(Area codes 219, 574 & 260)

Circulation: 206,083

Papers: 47

Albion New Era – N
Herald-Republican (Angola) – D
The 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
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 (Huntstown) – 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 (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 Tribune News (South Whitley) – N
The Plain Dealer (Wabash) – D
Times-Union (Warsaw) – D
Westville Indicator – N
Pulaski County Journal (Winamac) – N
The New Wolcott Enterprise (Wolcott) – N

**Total state
circulation:**

602,833

Total papers:

140

Region 2

(Area codes 317 & 765)

Circulation: 172,370

Papers: 41

Alexandria Times-Tribune – N
The Herald Bulletin (Anderson) – D
Hendricks County Flyer (Avon) – N
Brookville American – N
The Brookville Democrat – N
News-Examiner (Connersville) – D
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
Daily Journal (Franklin) – D
Twin City Journal-Reporter (Gas City) – N
Banner-Graphic (Greencastle) – D
Daily Reporter (Greenfield) – D
News-Times (Hartford City) – D
Court & Commercial Record (Indianapolis) – N
Franklin Township Informer (Indianapolis) – N
Indianapolis Recorder – N
Kokomo Herald – N
Kokomo Tribune – D
Journal & Courier (Lafayette) – D
The Lafayette Leader – N
The Lebanon Reporter – D
Liberty Herald – N
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 Post (Pendleton) – N
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

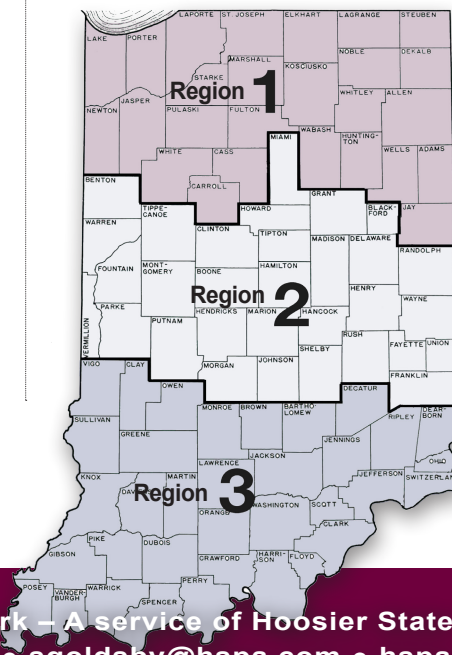
Region 3

(Area code 812)

Circulation: 224,380

Papers: 52

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
Springs Valley Herald (French Lick) – N
Greensburg Daily News – D
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
The Odon Journal – N
The Progress Examiner (Orleans) – N
The Paoli News Republican – N
The Press-Dispatch (Petersburg) – N
Princeton Daily Clarion – D
The Rising Sun Recorder & Ohio County News – 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



D = Daily newspaper

N = Nondaily newspaper

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

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.**

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 are 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 suppress-

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.