

*Southeastern
Advertising Network
Classified Ad Program*

\$349
for a 6 line ad

Did you know...

The South is an incredible region for direct response marketers. More than 34% of the U.S. population are Southerners. The South accounts for:

- over 52% of both recent and projected growth
- 35% of births and 40% of all marriages in the U.S.
- 39% of housing construction
- more retail sales growth than any other U.S. region in every sales category

Almost 33% of all adults who place orders for merchandise by mail or phone live in the South. This shows that the South is clearly your number one market for prime prospects.

So, tell our readers what you have to offer. 26 characters or spaces per line and \$20 each additional line. Use the handy form inside to target your best prospects.

Ask your salesperson for an updated circulation list as circulation varies and is subject to change.



**Important
Information**



- ✂ Any participating publisher retains the right, at their sole discretion, to edit, classify, reject or omit any ad submitted by the network that does not meet their standards for classified advertising.
- ✂ Loan ads must say in ad copy "no up-front fees." Absolutely no Canadian loan ads will be accepted.
- ✂ Tearsheets are not part of our service. Our low rates and the ever-increasing circulation make this program a good buy.
- ✂ Ads will be published in a specified classification if available. Otherwise, they will be published in a regular part of the publication. Ads are often printed in a bordered display advertisement.
- ✂ Refunds are not given on ads placed in the network. Should we make a mistake in your ads, we gladly offer "correction" ads to compensate.
- ✂ Sales representatives are required to proof ads and notify SAPA with corrections within the first week of placement.
- ✂ Classified ads are sold by participating newspapers and are forwarded to SAPA headquarters for processing.
- ✂ We do not guarantee results. However, if the ad is legitimate, in good taste and runs consistently, the ad should do well. Consistency is the key to any successful ad campaign.
- ✂ Ads will be sent out to participating publications on Wednesday for insertion in the next available issue.
- ✂ The newspapers have 2 weeks to run the ad. All ads must be prepaid. Deadline for ad insertion is Tuesday at 5:00 p.m. CST.

The following ads are not guaranteed for publication:

- ✂ Ads concerning "work at home" businesses, such as stuffing envelopes
- ✂ Ads of a personal nature such as companionship or related ads
- ✂ Ads for astrology, palm readers, fortune tellers, hypnotists, psychics, tobacco or liquor
- ✂ Adoption ads—Laws vary from state to state
- ✂ Ads that encourage or require readers to send money through the mail to a post office box or provide limited options for communication
- ✂ Cable TV Descrambler ads
- ✂ Ads for companies selling information regarding government surplus, government real estate, government vehicles, etc., must state "selling information." Also, employment ads must clearly state the position they have to fill.
- ✂ Ads with "900" area code phone numbers must disclose the charges for the phone call.

*Nothing
Covers The
Southeast
Like A SAPA
Classified Ad*

**4 Million Households
and Growing!**



