

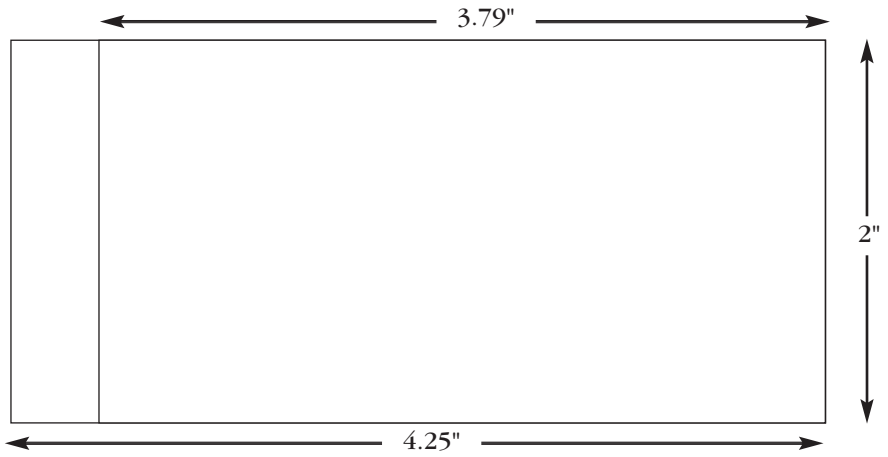
GUIDELINES

The following guidelines are to be used in the acceptance of advertising, but do not and are not intended to reflect all specific policies of participating newspapers. Individual newspapers reserve the right to properly edit or reject advertising in compliance with local regulations and policies.

Advertising: Advertising will be rejected if it appears to be false, misleading, fraudulent, libelous, defamatory, illegal, or in poor taste, in objectionable format, or for other good cause. Acceptance may be subject to business and/or Better Business Bureau reference checks. Advertising will be rejected if it is known or determined to discriminate based on race, color, national origin, religion, sex or marital status except where legal restrictions prevail. Advertising requesting payment in advance for information will not be accepted. Advertising for work at home, overseas jobs, jobs in your area, credit cards, credit repair, unsecured loans, dating services, fortune telling, etc. are not accepted.

Business opportunity: Business opportunity and investment advertising must indicate the type of business to be invested. A minimum investment amount must be included. Replies to a newspaper blind box will not be accepted. Earnings claims must be based on fact and statements of such claims must be available on request. Statements of gross sales or net earnings are limited to those of the last accounting period.

Commercial advertising: Commercial advertising must indicate that the advertisement was placed by a firm or an individual engaged in a commercial enterprise. This will be done by using the firm name or the word "broker" or "agent" or an equally suitable term.



Employment advertising: Employment advertising must be for a bona fide job offering and must state the nature of the work offered. Sales help wanted advertising must not offer or appear to offer work on a salary basis when compensation is on a commission or bonus basis. When based on commission, no statement or implication of the amount that may be earned is acceptable unless it is a guaranteed wage and is followed by the word "guaranteed." Sales help wanted ads must state the type of product to be sold. A company name which indicates the nature of the product is acceptable.

Adoption: Adoption ads are accepted when accompanied by a letter from an attorney or case study.

Real Estate: Real estate for sale advertising and other other advertising must comply with "Truth in Lending" guidelines when offering specific financing terms.

Ad Size: (2) Standard Advertising Unit (SAU) size is 4.25" wide by 2" deep and

(PASS) 3.79" wide by 2" deep. Non-SAU newspapers may need to alter the borders to fit their column measures or float the ad in the space.

Ad Design: Camera-ready copy is preferred. Email pdf with all fonts attached to jacquied@pa-news.org.

Tearsheets: Upon request the advertiser may receive a tearsheet along with an affidavit of copy submission to the newspapers.

Placement Requests: Specific section placements may be requested, but cannot be guaranteed.

Deadline: Ad copy and prepayment must be received Monday 11:00 a.m. for placement the following week.

Payment: All Affordable 2x2 Network advertisements are prepaid. Visa/Mastercard or American Express accepted. Checks should be made payable to Mid-Atlantic Newspaper Services, Inc.

2X2 PARTICIPATING NEWSPAPERS

SOUTHEAST REGION PHILADELPHIA

- The Ambler Gazette
- Ardmore, Main Line Times
- Avon Grove Sun
- Birdsboro, News of Southern Berks
- Boyertown Area Times
- Brandywine Ledger
- Bristol Pilot
- Columbia Ledger
- Conshohocken Recorder
- Downingtown Ledger
- Doylestown Patriot
- Emmaus, East Penn Press
- Glenside News
- Hamburg Item
- Hatboro, Public Spirit
- Havertown, News of Delaware County
- Hellertown, Saucon News
- Huntingdon Valley, The Globe
- Jenkintown, Times Chronicle
- Kennett Square, The Kennett Paper

- The Kutztown Area Patriot
- Montgomeryville Spirit
- Mount Holly Mail, Burlington, N.J.
- New Hope Gazette
- Newtown Square, County Press
- Newtown Square, Drexel Hill Press
- Newtown Square, Haverford Press
- Newtown, The Advance of Bucks County
- Norristown, Spring-Ford Reporter
- North Penn Life
- Oreland, Springfield Sun
- Oxford, Chester County Press
- Parkland Press
- Parkesburg-Christiana Post Ledger
- Perkasie, News-Herald
- Philadelphia City Paper
- Philadelphia Gay News
- Philadelphia New Observer
- Philadelphia, Germantown Paper
- Philadelphia, Juniata News
- Philadelphia, Main Life Life
- Philadelphia, The Leader
- Philadelphia, The Review

- Plymouth Meeting, The Colonial
- Robesonia, West Berks Crier
- Schwenksville, Valley Item
- Souderton Independent
- Springfield Press
- Sun & Local Ledger
- Wayne, Suburban & Wayne Times
- Whitehall-Coplay Press
- Willow Grove Guide
- Yardley News

WEST/CENTRAL/NORTHEAST REGION

- Albion News
- Apollo News Record
- Bloomsburg Valley Times
- Brookville, Jeffersonian Democrat
- Canton Independent Sentinel
- Duncannon Record
- Dushore, The Sullivan Review
- Edinboro, Independent-Enterprise
- Gilbert, Pocono Post
- Girard, Cosmopolite Herald
- Grove City, Allied News

- Leechburg Advance
- Middletown, Press And Journal
- Millersburg, Upper Dauphin Sentinel
- Mountaintop Eagle
- New Bethlehem, Leader Vindicator
- New Bloomfield, Perry County Times
- Newport, News Sun
- North East Breeze
- Pittsburgh Renaissance News
- Renovo, The Record
- Troy, Gazette Register
- Tunkhannock, The New Age Examiner
- Union City, The Times-Leader
- Vandergrift News
- Wellsboro Gazette
- White Haven/Weatherly Journal Herald
- White Haven, Journal of the Pocono Plateau
- Yeagertown, The County Observer