

Guidelines

1. Colorado Press reserves the right to edit all copy submitted and reject that which is not in compliance with state and federal regulations; or is in poor taste, offensive, false, misleading, deceptive or otherwise unacceptable. Participating newspapers are obligated to exercise the same precautions when accepting statewide display advertising. Further, Colorado Press reserves the right to refuse any advertisement and participating newspapers are guaranteed the right to refuse any ad sold by Colorado Press or any other participating newspaper.
2. Contest Advertising – According to Standards of Acceptance – U.S. Postal Regulations define a lottery as containing three elements: prize, chance and consideration. When all three are present, the advertising is not acceptable.
3. Adoption/Surrogate advertising is only accepted with an accompanying letter from an attorney's office and/or from social services. Call for further details if there are questions. Note: It is estimated that 85% of participating newspapers will print adoption/surrogate advertising. No tearsheets are available, but an affidavit of the run may be requested.
4. Credit Cards and Credit Repair Services – Ads for credit cards, credit repair or similar programs shall not be accepted.
5. Advertising that offers employment through listing publications shall not be accepted.
6. Ads offering other types of publications such as seized vehicles or seized real estate, college loans, work-at-home businesses, etc. shall not be accepted.
7. Advertising that requests money be sent through the mail shall not be accepted.
8. Weight loss and other ingestible substance offers: ONLY FDA-approved substances shall be accepted, with proof of FDA acceptance.
9. Real estate advertisements that carry phrases such as "don't buy from a dealer," "save commissions," etc. shall NOT be accepted from private parties. Private parties MAY use terms such as "agent selected" or "broker selected" or "no agents." All real estate advertising must adhere to the Federal Housing Authority guidelines.
10. Advertisements for work-at-home business shall not be accepted.
11. Employment ads that use wording expressing "directly or indirectly" any limitation, specification or discrimination as to sex, age, disability, race, nationality, ancestry, creed and/or color unless based upon a bona fide occupational qualification, shall not be accepted.



1336 Glenarm Place
Denver CO 80204



3 Steps to Statewide Coverage

1. Call any participating Colorado newspaper or the Colorado Press Service to place your classified line or display ad.
2. Give us your 25-word ad or classified display ad with payment by 5 p.m. on Wednesday to run the following week.
3. That's all there is to it! You make one call and pay one price. We'll take care of sending it across Colorado. (Ask about national distribution, too!)



Colorado Statewide Classified Advertising Network

**Advertise Statewide!
For Only**

\$250

5 Regions • 108 Newspapers



COLORADO PRESS SERVICE

303-571-5117 x24



108 Newspapers.
634,561 Households.
1,396,034 Readers.

\$250

How It Works:

- For only \$250 you can place your classified ad in 108 newspapers covering 634,561 homes across Colorado.
- Ads run once in each paper during the week(s) requested. Ads are ordered for the week following receipt of payment.
- All ads must be prepaid.
- The base price covers up to 25 words. Additional words are \$7 a word. Ads run in Classified sections.
- Colorado Press Service accepts cash, check, money order, VISA, MasterCard or Discover. If paying by credit card, please send a copy of the card front and back or call for alternative security procedures.

CoSCAN offers a variety of classifications to choose from:

- | | | |
|---------------|------------------------|-------------|
| Announcements | Business Opportunities | Help Wanted |
| Antiques | Computers | Livestock |
| Auctions | Education | Real Estate |
| Auto/RV | Financial Services | Vacations |
| Buildings | For Sale | Wanted |

Or we can create a classification that will best suit your ad.

Deadlines and Run Dates:

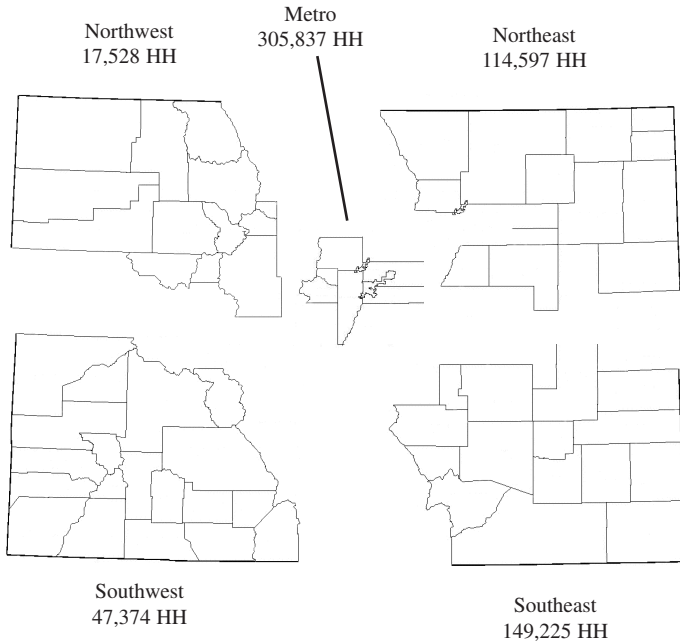
Ad copy and prepayment must be received at Colorado Press Service, 1336 Glenarm Place, Denver CO 80204, by Wednesday at 5 pm to run the following week. **IMPORTANT NOTE:** Deadlines vary for weeks with a postal holiday; call for early deadline information.

- Start dates are always on Mondays. Daily papers may vary publication day. Weekly papers publish on various days during the week.
- Ads generally do not publish in Sunday editions.
- Advertisers cannot request specific publication days or sections.
- Colorado Press Service audits participating newspapers to verify that CoSCAN ads are published. Technical problems or content / theme may result in ads being absent from a given paper(s).
- Adoption/surrogate ads typically run in 85% of program papers.
- No tearsheets are available for classified advertising.
- Affidavits regarding distribution may be requested.

Ad Copy / Information:

Send ad copy, prepayment, questions and requests for more information – including lists of participating newspapers – to:

Colorado Press Service / Attn: Cheryl Ghrist
CoSCAN Classified Network Coordinator
1336 Glenarm Place • Denver CO 80204
303-571-5117 x24 • 303-571-1803 (fax)
E-mail your pdf ad to: cheryl@colopress.net



Updated 12/06

• Total statewide Households = 634,561
 Buy a region – or the entire state! Now you can cost-effectively target the region you're looking for.

Pricing by Region & Ad Size:

(Line ad of 25 or more words – or – Column x Inch Depth)

Region	Line Ad	1x1	1x2	1x3	1x4
Northwest	\$130	\$165	\$325	\$490	\$650
Southwest	\$155	\$190	\$375	\$565	\$750
Northeast	\$180	\$215	\$425	\$640	\$850
Southeast	\$205	\$240	\$475	\$715	\$950
Metro	\$230	\$265	\$525	\$790	\$1,050
Statewide	\$250	\$285	\$570	\$855	\$1,140

**• COLORADO CoSCAN STATEWIDE
 CLASSIFIED ADVERTISING
 NETWORK ORDER FORM**

Name _____ Company _____

Street Address _____

City _____ State ____ Zip _____

Telephone _____ Fax _____




Week(s) ad is to run _____

Originating Newspaper (if applicable): _____

• Type or print (1) ad category and (2) copy below:

Prepayment is Required

- We accept Visa, Mastercard and Discover; Personal Checks; or Money Orders payable to: Colorado Press Service, 1336 Glenarm Place, Denver CO 80204. Please provide a photocopy, front & back, of credit card for verification.

• Charge to: Visa Mastercard Discover or Check
 (circle one)    Money Order

Amount \$ _____ Card Number _____

Expiration & CID# _____ Cardholder's Signature _____

Name as it appears on card _____