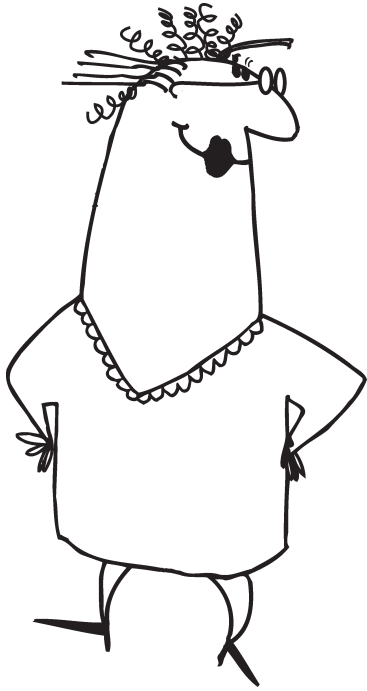


Your classified ad can run in 100+ Mississippi newspapers for only \$200!



"Em" Can

Mississippi Classified Advertising Network MCAN

Mississippi
Press Services
601.981.3060

- **ONE Call**
- **ONE Order**
- **ONE Check**

Reaching more than 2.3 million newspaper readers!

Deliver your message to about 1,000,000 homes throughout the state for just pennies per day with the Mississippi Classified Advertising Network.

The cost is just \$200 for a 25-word line ad (each extra word is \$8). Your ad will run once in over 100 newspapers. A complete list of newspapers is on the following page..

For \$500, you may request a 1 x 2 classified display or for \$1,000 a 1 x 4 classified display, for \$1,500 a 1 x 6 classified display. The ad has a border and type may be centered, bold and/or caps, and a small logo also may be used at no extra cost.

Call Sue Lopez at MPS at 601.981.3060 for the best buy in classifieds!

Rates and Other Information

Use the order form on this brochure to send ad copy along with payment for full amount to Mississippi Press Services. Credit card, money order or cashiers check is required for first-time out-of-state clients.

- Deadline is **Monday, 5:00 p.m.** for placement the following week.
- Ads for credit repair will not be accepted; ads requiring an investment or fee must so state.
- All ads must be able to be verified prior to publication.
- There will be a \$10 verifying charge added to all 900 numbers placed through MCAN. All 900 numbers will be verified by MPA/MPS. Live operator and date lines will not be accepted.
- For line ads: up to three words in capital letters are free. All caps may be requested for an additional \$10; all bold, \$10; all bold caps, \$20.
- For \$500, you may request a 1 x 2 classified display, or for \$1,000 a 1 x 4 classified display, or for \$1,500 a 1x6 classified display ad with border. Type may be centered, bold and/or caps, and small logo may be used at no extra cost.
- A heading for your ad may be requested for no additional charge.
- MPS offers a 10% discount for ads running for four consecutive weeks: Line ad \$180.00 per week; 1 x 2 classified display \$450 per week; 1 x 4 classified display \$900 per week.
- MPS offers a 15% discount for ads running for 13 consecutive weeks.
- MPS offers a 25% discount for ads running for 26 consecutive weeks.
- **ALL ADS MUST BE PRE-PAID.**
- Each week's MCAN list is sent camera-ready to member newspapers, who have the option of re-setting the type into their formats. Most papers use our camera-ready copy.
- MPS reserves the right to edit all copy submitted and reject that which is not in compliance with state and federal regulations, is in poor taste, offensive, false, deceptive or otherwise unacceptable.
- MPS can not guarantee 100% publication due to individual newspaper practices, missed deadlines, etc.

MCAN Participating Newspapers

20 Daily Newspapers

Brookhaven/Daily Leader
 Clarksdale Press Register
 Cleveland/Bolivar Commercial
 Corinth/Daily Corinthian
 Greenville/Delta Democrat-Times
 Greenwood Commonwealth
 Grenada/Daily Sentinel-Star
 Hattiesburg American
 Hernando/DeSoto Times
 Laurel Leader-Call
 McComb/Enterprise-Journal
 Meridian Star
 Natchez Democrat
 Oxford Eagle
 Picayune Item
 Starkville Daily News
 Tupelo/NE Miss. Daily Journal
 University/Daily Mississippian
 Vicksburg Post
 West Point/Daily Times Leader

Daily Circulation: 377,916

82 Weekly Newspapers

Aberdeen Examiner
 Ackerman/Choctaw Chronicle
 Ackerman/Choctaw Plaindealer
 Amory Advertiser
 Ashland/Southern Advocate

Baldwyn/Baldwyn News
 Batesville/The Panolian
 Bay Springs/Jasper Co. News
 Bay St. Louis/Sea Coast Echo
 Belmont & Tishomingo Journal
 Belzoni Banner
 Biloxi-D'Iberville Press
 Booneville/Banner-Independent
 Brandon/Rankin Co. News
 Brandon/Rankin Record
 Bruce/Calhoun Co. Journal
 Calhoun City/Monitor-Herald
 Canton/Madison Co. Herald
 Carrollton/The Conservative
 Carthage/The Carthaginian
 Charleston/Sun-Sentinel
 Coffeerville Courier
 Collins/News Commercial
 Columbia/Columbian-Progress
 Crystal Springs/The Meteor
 DeKalb/Kemper Co. Messenger
 Eupora/Webster Progress Times
 Fayette Chronicle
 Forest/Scott Co. Times
 Fulton/Itawamba Co. Times
 Gloster/Wilk-Amite Record
 Hazlehurst/Copiah Co. Courier
 Hattiesburg/The Lamar Times
 Holly Springs/ MS Chronicle

Holly Springs/South Reporter
 Houston/Times-Post
 Indianola/Enterprise-Tocsin
 Jackson/ MS Link
 Jackson/Northside Sun
 Jack.St.Univ./Blue & White Flash
 Kosciusko/The Star-Herald
 Leakesville/Greene Co. Herald
 Leland/ Progress
 Liberty/Southern-Herald
 Louisville/ Winston Co. Journal
 Lucedale/George Co. Times
 Macon Beacon
 Magee Courier
 Magnolia Gazette
 Marks/Quitman Co. Democrat
 Meadville/Franklin Advocate
 Mendenhall/Simpson Co. News
 Monticello/Lawrence Co. PressNew
 New Albany Gazette
 Newton Record
 Ocean Springs Record Independent
 Okolona Messenger
 Olive Branch/DeSoto Co. Tribune
 Petal/Petal News
 Philadelphia/Neshoba Democrat
 Pontotoc Progress
 Poplarville Democrat
 Port Gibson Reveille
 Prentiss Headlight

Weekly Circulation: 610,112

Total Newspapers: 102

Total Households*: 988,028

Total Readers: 2,347,070**

* Reflects paid subscribers plus
 Total Market Coverage publications

** Based on 2.5 readers per household

Mississippi Classified Advertising Network Order Form

Name _____

Business _____ Phone _____

Address _____

Ad Copy _____

Start date _____ # of insertions _____ # of words _____ Classified Display: 1 x 2 ___ 1 x 4 ___ 1 x 6 ___

Amount enclosed _____ Visa/Mastercard/Amex# _____ Expiration date _____

cardholder's name _____ Signature _____

Special Requests: all caps _____ all bold _____ all bold caps _____

RATES - 25 words: \$200 (extra words / \$8 each). Extras: All caps, \$10; All bold, \$10; All bold caps, \$20;
 1 x 2 classified display, \$500; 1 x 4 classified display, \$1,000, 1 x 6, \$1,500. Mail to: MCAN, 371 Edgewood Terrace, Jackson, MS 39206.



Mississippi Press Services

Phone: 601.981.3060 e-Mail: mps@msprss.org

• ONE Call • ONE Order • ONE Check