



Congratulations on using newspapers to advertise. You've tapped into a trusted media outlet that will provide a positive return on your advertising investment. But why limit your message to a local audience?

THE CLASSIFIED NETWORK OF WISCONSIN ALLOWS YOU TO REACH PEOPLE THROUGHOUT WISCONSIN FOR ONLY \$239.*

The Classified Network of Wisconsin reaches over 4 million readers. That's 4 million sets of eyes that will have the opportunity to see your ad for only \$239. Not only is it inexpensive, it's easy. Just one ad submission to your local sales representative, and you're done.

*Prices effective 7/1/05

PARTICIPATING NEWSPAPERS

Ads running in the following publications will reach over 4 million readers.

Abbotsford, Tribune-Phonograph	Guys Mills,	Osseo, Tri-County News
Adams, County Times	Crawford County Independent	Park Falls Herald
Algoma Record-Herald	Green Lake County Reporter	Peshigo Times
Amery Free Press	Hayward, Sawyer County Record	Phillips, Bee
Antigo Daily Journal	Hillsboro Sentry-Enterprise	Platteville Journal
Arcadia News-Leader	Horicon Reporter	Plymouth Review
Ashwaubenon Press	Hudson Star-Observer	Port Washington, Ozaukee Press
Augusta Area Times	Iola Herald	Poynette Press
Baldwin Bulletin	Ironwood, Daily Globe (MI)	Prairie du Chien, Courier Press
Balsam Lake, County Ledger Press	Janesville Gazette	Prescott Journal
Barron News-Shield	Juneau Dodge Co. Independent News	Princeton Times-Republic
Beaver Dam, Daily Citizen	Kaukauna, Times-Villager	Random Lake Sounder
Berlin Journal	Kewaunee Enterprise	Reedsburg Independent
Black Earth, News-Sickle-Arrow	Kiel, Tri-County News	Rhineland, Daily News
Black River Falls, Banner Journal	La Crosse Tribune	Rice Lake Chronotype
Blair Press	La Farge, Epitaph-News	Richland Center Richland Observer
Bloomer Advance	Ladysmith News	River Falls Journal
Boscobel Dial	Lake Mills Leader	Sauk City, Sauk Prairie Star
Brillion News	Lancaster,	Seymour, Times-Press
Brodhead, Independent Register	Grant County Herald Independent	Sheboygan Falls News
Burlington Standard Press	Lodi Enterprise	Shell Lake, Washburn County Register
Cambridge News	Luck, Enterprise Press	Sparta Herald
Campbellsport News	Luxemburg News	Spooner Advocate
Cashton Record	Manawa Advocate	Spring Valley Sun-Elmwood Argus
Chilton Times-Journal	Marinette, EagleHerald	St. Croix Falls, Standard-Press
Chippewa Falls, Chippewa Herald	Marion Advertiser	Stanley Republican
Clintonville Tribune-Gazette	Markesan Regional Reporter	Stevens Point Journal
Crandon, Forest Republican	Marshfield News-Herald	Stoughton Courier Hub
Cuba City, Tri-County Press	Mayville News	Sturgeon Bay, Door County Advocate
Cumberland Advocate	McFarland Thistle/Community Life	Sun Prairie, Star
Darlington, Republican Journal	Medford, Star News	Superior, Daily Telegram
De Forest Times-Tribune	Menomonee, Dunn County News	Three Lakes News
Deerfield, Independent	Middleton Times-Tribune	Tomah Journal-Monitor Herald
Delavan Enterprise	Milton, Courier	Tomahawk Leader
Denmark Press	Milwaukee, Daily Reporter	Valders Journal
Durand, Courier-Wedge	Minocqua, Lakeland Times	Verona Press
Eagle River, Vilas County News-Review	Monovi Herald-News	Viroqua, Vernon County Broadcaster
Eau Claire, Country Today	Monona Herald-Independent	Waterford Post
Eau Claire, Leader-Telegram	Monroe Times	Waterloo Courier
Edgar, Record Review	Montello, Marquette County Tribune	Watertown Daily Times
Edgerton Reporter	Mount Horeb Mail	Wausaukee Tribune
Elkhorn Independent	Neillsville, Clark County Press	Waupaca County Post
Ellsworth, Pierce County Herald	New Glarus, Post Messenger	Weyauwega Chronicle
Evanville Review	New London, Press-Star	Winneconne News
Fennimore Times	New Richmond News	Wisconsin State Farmer
Florence Mining News	Oconomowoc Enterprise	Wisconsin Rapids, Daily Tribune
Fort Atkinson,	Oconto Falls,	Withee, O-W Enterprise
Daily Jefferson County Union	Oconto County Times-Herald	Wittenberg Enterprise
Fox Lake Representative	Omro Herald	Woodville Leader
Frederic, Inter-County Leader	Oregon Observer	
Friendship Reporter	Osceola, Sun	

*Newspaper readership as of 7/1/05, consisting of paid and unpaid publications.



REACH MORE PEOPLE FOR LESS MONEY



For more information about the Classified and 2x2 Display Networks of Wisconsin, contact your local newspaper sales representative or the WNA. For out-of-state placements, contact WNA.

WNA Wisconsin Newspaper Association. P.O. Box 5580, Madison, WI 53705
1-800-261-4242 www.wnaneews.com

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CLASSIFIED NETWORK OF WISCONSIN



NO MATTER WHAT YOU NEED TO ADVERTISE, THE CLASSIFIED NETWORK OF WISCONSIN WILL TELL MORE PEOPLE FOR LESS MONEY!

The more people that see your ad, the faster you'll get results. That's what makes the **Classified Network of Wisconsin** so powerful. Best of all, it's easy and affordable!

- **Just \$239 for up to 25 words.**

If you placed just a handful of classified ads yourself, you could end up paying much, much more.

- **Reach more than 4 million readers!**

The **Classified Network of Wisconsin** consists of newspapers throughout the state – each one with readers who may be interested in your message.

- **One call does it all.**

With the **Classified Network of Wisconsin**, it's not only more affordable to place an ad, it's also easier. Rather than contact each newspaper individually, you make just one ad placement and you're done.

GET RESULTS FASTER WITH THE CLASSIFIED NETWORK OF WISCONSIN!

Submit your ad today!

Ads are due by 10:00 a.m. on Tuesday and will run the following week. Simply fill out the attached order form and submit your copy along with payment to your local newspaper. Ads must have a phone number with area code plus a contact name, company name or Web site address. There is a \$10 charge for each word over 25 words. Call your local newspaper professional for word count guidelines.

Most ads placed through the network are listed under a **Classified Network of Wisconsin** heading. The day of publication will vary for dailies and is at the discretion of individual newspapers. The Wisconsin Newspaper Association can provide an affidavit of copy submission or a tearsheet upon request.



Submission requirements: **Adoption ads** are acceptable with an attorney's letter. **Business opportunity and investment advertising** must indicate the amount of any investment required and type of business involved as required by Wisconsin state law. **Earning claims** must state if the money is from wages, salaries, commissions or direct profit from sales. **Real estate advertising** must comply with "Truth in Lending" guidelines. **Financial assistance advertising** offering loans or credit must state any advance fee and is limited to companies located and licensed in Wisconsin (a notarized copy of state license must be submitted with ad copy).

WNA and individual publications reserve the right to properly classify, edit or reject ads. **Ads that will not be accepted may include:** Advertising for surrogate mothers, advertising for certain work-at-home projects, advertising that requests money be sent by mail up front, advertising that offers employment through a directory or catalogue, credit repair or advance-fee credit card advertising, advertising with 900 or 809 numbers, advertising that refers callers to 900 or 809 numbers, and personal ads.

CLASSIFIED NETWORK OF WISCONSIN ORDER FORM

Submit this form along with payment to your local sales representative no later than 10:00 a.m. on the Tuesday before the week you would like your ad to run.

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____

Preferred Category:

- | | |
|---|---|
| <input type="checkbox"/> Adoption | <input type="checkbox"/> Financial Assistance |
| <input type="checkbox"/> Auction | <input type="checkbox"/> Merchandise/For Sale |
| <input type="checkbox"/> Business Opportunity | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Employment | <input type="checkbox"/> Service |
| <input type="checkbox"/> Other _____ | |

Week(s) in which you'd like your ad to run: _____

Check one if you require affidavit tearsheet

Ad Copy

Please print or type your ad copy here, or submit copy via e-mail to your sales representative. Copy is limited to 25 words. (Each word over 25 is \$10 per word).

Total Your Order

Total Weeks _____ x \$239 = \$ _____

Additional Words _____ x \$10 = \$ _____

Total Amount Due: \$ _____

Payment Method

Payment must accompany your order. Enclose a company check, personal check (Wisconsin only), money order, certified check or credit card information (VISA or MasterCard only). A \$20 fee will be charged for returned checks.

Credit Card Number: _____

Exp. Date: _____

Cardholder's Name: _____

Signature: _____

I authorize credit card payment for advertising submitted to the Classified Network of Wisconsin as shown above or as transmitted via e-mail. I understand that my ad will run as submitted and cannot be cancelled.

FOR OFFICE USE ONLY:

Newspaper: _____

Salesperson: _____