



# ALABAMA NEWSPAPER NETWORK

Make a **HUGE SPLASH** reaching 1 million readers statewide or target your ad regionally for the most cost-effective media buy anywhere!

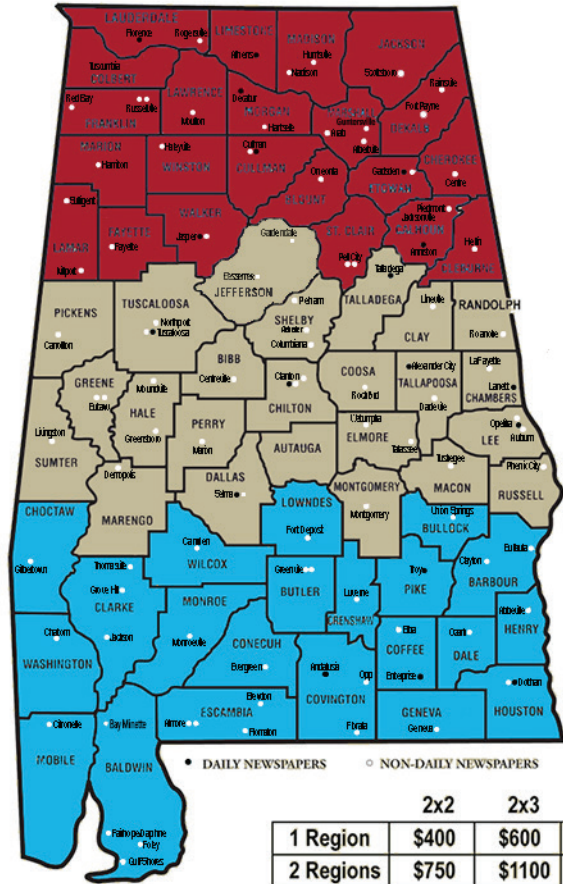
We can place your ad in other states this way, too! Please ask for details.

## NORTH REGION

**271,822 HOUSEHOLDS**

Albertville/Sand Mountain Reporter  
**Anniston Star**  
 Arab Tribune  
 Athens/News-Courier  
 Centre/Cherokee County Herald  
**Cullman Times**  
 Cullman Tribune  
**Decatur Daily**  
 Fayette/Times Record  
**Florence/TimesDaily**  
 Fort Payne Times-Journal  
**Gadsden Times**  
 Gadsden Messenger  
 Gardendale/North Jefferson News  
 Guntersville/Advertiser-Gleam  
 Haleyville/Northwest Alabamian  
 Hamilton/Journal Record  
 Hartselle Enquirer  
 Heflin/Cleburne News

Huntsville/Speakin' Out News  
 Jacksonville-Piedmont/News Journal  
**Jasper/Daily Mountain Eagle**  
 Madison County Record  
 Millport/West Alabama Gazette  
 Morgan Countian  
 Moulton Advertiser  
 Oneonta/Blount Countian  
 Pell City/St. Clair News-Aegis  
 Pell City/St. Clair Times  
 Rainsville/Mountain Valley News  
 Red Bay News  
 Rogersville/East Lauderdale News  
 Russellville/Franklin Co. Times  
 Russellville/Franklin Free Press  
 Scottsboro/Jackson County Sentinel  
 Sulligent/Lamar Leader  
 Trussville Tribune  
 Tuscumbia/Colbert County Reporter



	2x2	2x3	2x4
1 Region	\$400	\$600	\$800
2 Regions	\$750	\$1100	\$1500
Statewide	\$1000	\$1500	\$2000

## CENTRAL REGION

**200,571 HOUSEHOLDS**

Alabaster Reporter  
**Alexander City Outlook**  
 Auburn Villager  
 Bessemer/Western Star  
 Birmingham/280 Reporter  
 Carrollton/Pickens County Herald  
 Centreville Press  
**Clanton Advertiser**  
 Clanton/Chilton County News  
 Clanton/North Chilton Advertiser  
 Columbiana/Shelby County Reporter  
 Dadeville Record  
 Demopolis Times  
 Eutaw/Greene County Democrat  
 Eutaw/Greene County Independent  
 Gardendale/North Jefferson News  
 Greensboro Watchman  
 Helena Reporter  
 LaFayette Sun  
**Lanett/Valley Times-News**

Lineville/Clay Times Journal  
 Livingston/Sumter Co. Record-Jrnl  
 Marion Times-Standard  
 Montgomery Independent  
 Moundville Times  
 Northport Gazette  
 Opelika Observer  
**Opelika-Auburn News**  
 Pelham Reporter  
 Phenix City/Citizen of East Alabama  
 Roanoke/Randolph Leader  
 Rockford/Coosa County News  
 Selma Sun  
**Selma Times-Journal**  
**Talladega/Daily Home**  
 Tallassee Tribune  
**Tuscaloosa News**  
 Tuscaloosa/Crimson White  
 Tuskegee News  
 Wetumpka Herald

## SOUTH REGION

**132,038 HOUSEHOLDS**

Abbeville Herald  
**Andalusia Star-News**  
 Atmore Advance  
 Atmore News  
 Brewton Standard  
 Camden/Wilcox Progressive Era  
 Clayton Record  
**Dothan Eagle**  
 Dothan Progress  
 Elba Clipper  
**Enterprise Ledger**  
 Eufaula Tribune  
 Evergreen Courant  
 Fairhope/Daphne Courier  
 Flomaton/Tri-City Ledger  
 Florala News

Foley/The Onlooker  
 Fort Deposit/Lowndes Signal  
 Geneva County Reaper  
 Gilbertown/Choctaw Sun-Advocate  
 Greenville Advocate  
 Greenville Standard  
 Grove Hill/Clarke County Democrat  
 Gulf Shores Islander  
 Jackson/South Alabamian  
 Luverne Journal  
 Monroeville/Monroe Journal  
 Opp News  
 Ozark/Southern Star  
 Thomasville Times  
**Troy/The Messenger**  
 Union Springs Herald

DAILY PAPERS ARE IN BOLD TYPE



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# ALABAMA NEWSPAPER NETWORK

*APA's newspaper network offers economies of scale you can't find anywhere else.*

*Reach **over 1 million readers** in Alabama with one call.*

*You can blanket the state with an ad*

*in one of the retail news sections of the paper for less than a penny per reader!*

**Choose a 2x2, 2x3, or 2x4 ad size** to run in main news, local, business, sports, or lifestyle section of almost every newspaper in Alabama.

## **Run statewide or choose north, central or south region**

of Alabama to target your message even more.

It's critical to keep your name out there and make every advertising dollar count. If you've been reluctant to try print advertising, this Network program will show you the power of newspaper at an unbelievable price. It's also the perfect bolster to a current campaign, and keeps your business in front of your customers and ahead of your competition.

Every state has a similar program, and we can place for you in other states at the same rates it would cost you to place direct! Ask us for rates for any other state in the country.

### How it works:

Your ad runs one time in each participating newspaper during the week you choose. Dailies choose which day of the week, depending on availability. Weeklies publish on the day they come out.

- Cost: **Payment in advance is required** by credit card, money order, or you may place through your local, participating newspaper.

#### ONE REGION

2x2 = \$400

2x3 = \$600

2x4 = \$800

#### TWO REGIONS

2x2 = \$ 750

2x3 = \$1100

2x4 = \$1500

#### STATEWIDE

2x2 = \$1000 per week

2x3 = \$1500 per week

2x4 = \$2000 per week

- Deadline: Monday. 5p.m. for ad to start the following week.
- Newspapers/circulation: 112+ daily and weekly newspapers in Alabama reaching over 1 million readers. See map on other side for locations of these papers and regions.
- Size/Specs: Ads should be submitted in four (4) different formats to accommodate all papers (or we'll be happy to help you design the ad). All ads must be black and white. **Sizing: 4.25"w, 3.792"w, 3.56"w, and 3.22"w** x 2, 3 or 4"d depending on size you choose.
- Pub Day: Participating newspapers choose which day of the week they publish your ad, but your ad will run one time in each paper during the designated week(s).
- Positioning: Participating newspapers will place your ad in any retail (non-classified) news section of the paper.
- Color is not available for these ads. Section placement is up to each newspaper according to availability.
- Proof: ANAS can provide sample tearsheets if requested. ANAS monitors each newspaper participating in the network. We guarantee your ad will run in at least 90% of the participating papers.

### Standards of Acceptance

Advertising will be rejected if it appears to be false, misleading, fraudulent, libelous, defamatory, illegal, in poor taste, in objectionable format, or for other good cause. Individual newspapers reserve the right to properly classify, edit or reject advertising in compliance with local regulations and policies.