



*Classified  
Network*



### FULL NETWORK

5.3 million circulation in weekly, bi-weekly and monthly publications PA, OH, NY, NJ, DE, MD, WV, VA, DC

20 word ad / **\$425**  
(Add'l word cost \$15)

### EAST NETWORK

2 million circulation in weekly, bi-weekly and monthly publications NJ, East NY, East PA, DE, East MD

20 word ad / **\$290**  
(Add'l word cost \$15)

### CENTRAL NETWORK

2.5 million circulation in weekly, bi-weekly and monthly publications Central NY, Central PA, MD, WV, East VA, DC

20 word ad / **\$375**  
(Add'l word cost \$15)

### WEST NETWORK

1.5 million circulation in weekly, bi-weekly and monthly publications OH, West NY, West PA, WV, West VA

20 word ad / **\$245**  
(Add'l word cost \$15)

### MD, DC, WV, VA

1 million circulation in weekly, bi-weekly and monthly publications in MD, DC, WV, VA only.

20 word ad / **\$250**

### NEW JERSEY NETWORK

1 million circulation in weekly, bi-weekly and monthly publications in NJ only

20 word ad / **\$390/ 4 weeks**  
(Add'l word cost \$15)

### PENNSYLVANIA NETWORK

2.6 million circulation in weekly, bi-weekly and monthly publications in PA only.

20 word ad / **\$410**  
(Add'l word cost \$15)

### MARYLAND AREA MICRONET

1.2 million circulation in weekly, bi-weekly and monthly publications in Maryland only.

20 word ad / **\$283**  
(Add'l word cost \$15)

### NEW YORK MICRONET

195,083 circulation in weekly, bi-weekly and monthly publications NY only.

20 word ad / **\$94**  
(Add'l word cost \$15)

### O-H-I-O MICRONETS

405,632 circulation in weekly, bi-weekly and monthly publications in Ohio only.

20 word ad / **\$93**  
(Add'l word cost \$15)

### PA EAST MICRONETS

1.3 million circulation in weekly, bi-weekly and monthly publications in Eastern PA only.

20 word ad / **\$200**  
(Add'l word cost \$15)

### PA CENTRAL MICRONETS

987,997 circulation in weekly, bi-weekly and monthly publications Central PA only.

20 word ad / **\$227**  
(Add'l word cost \$15)

### PA WEST MICRONETS

1 million circulation in weekly, bi-weekly and monthly publications Western PA only.

20 word ad / **\$230**  
(Add'l word cost \$15)

### PHILADELPHIA AREA MICRONET

800,000 circulation in weekly, bi-weekly and monthly publications Philadelphia & Surrounding Counties

20 word ad / **\$160**  
(Add'l word cost \$15)

### METRO MICRONETS

2.4 million circulation in weekly, bi-weekly and monthly publications in all major cities in the eight state region.

20 word ad / **\$370**  
(Add'l word cost \$15)

**Get Results and  
Save Money, too,  
with**



# **New Customer & Frequent Buyer Specials**

## **New Customers...**

can find out how effective their advertising is when they purchase 3 weeks at the regular rate in any of our networks\* and receive the 4th week for 1/2 off.

**Save over \$200.**

\*Does not include New Jersey Network.

**Contact MACnet for  
our current price and  
publishers listing.**

## **Six Pack Special**

can find out how effective their advertising is when they purchase 5 weeks at the regular rate in any of our networks and receive the 6th week **FREE + a Six-Pack of Chocolate Bars, Yumm!!!**

**Save over \$4000\*.**

\*Does not include New Jersey Network.

Reservations of ad run is required to qualify for the specials. Ad copy changes are accepted. Pre-payment is not required but preferred. If for any reason an ad is cancelled during the period the special will be void.





**CLASSIFIED ADVERTISEMENT ORDER FORM**

Name of Advertiser \_\_\_\_\_ Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_  
 Years in Business \_\_\_\_\_ BBB Member  Yes  No  
 Nature of Business \_\_\_\_\_  
 Classification \_\_\_\_\_

**All Classifieds are based on 20 words.** - Telephone numbers (including area code) count as one word. For addresses, count street address as one word. Name of city, state, and zip code together counts as one word. Network ads are line ads only. Each of our newspapers will run your ad in keeping with their classified policies.

Advertising Special\*

- New Customer Special (Buy 3/Get 4th Wk 1/2 Price)**
- Six Pack Special (Buy 5/Get 6th Wk FREE)**
- New Jersey Only (\$390 for 4 weeks)**

Classified Insertion Week(s) \_\_\_\_\_

Network Rates:

**Basic Classified** (First 3 Words Bold and body plain type)

- |   |  |
|---|--|
| <input type="checkbox"/> Full .....\$425 per wk.        | <input type="checkbox"/> PA-East Micronet ....\$200 per wk.    |
| <input type="checkbox"/> East .....\$290 per wk.        | <input type="checkbox"/> PA-Cntrl Micronet ...\$227 per wk.    |
| <input type="checkbox"/> Central .....\$375 per wk.     | <input type="checkbox"/> PA-West Micronet ...\$230 per wk.     |
| <input type="checkbox"/> West .....\$245 per wk.        | <input type="checkbox"/> Philadelphia Micronet .\$.160 per wk. |
| <input type="checkbox"/> PA Only .....\$410 per wk.     | <input type="checkbox"/> O-H-I-O Micronet ....\$93 per wk.     |
| <input type="checkbox"/> NJ Only .....\$360/4 wks.      | <input type="checkbox"/> New York Micronet ...\$.93 per wk.    |
| <input type="checkbox"/> MD, DC, WV, VA ..\$250 per wk. | <input type="checkbox"/> Metro Micronet .....\$370 per wks.    |
|   | <input type="checkbox"/> Maryland Micronet ..\$.283 per wk.    |

Add'l Word Price over 20 .....\$15 ea. wrd.

**Ad Copy: (Please type or write legibly)**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Total Investment Per week** \_\_\_\_\_ x (Wks) \_\_\_\_\_ = \_\_\_\_\_

**PAYMENT METHOD**

- MasterCard  VISA  DISCOVER

\_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration Date \_\_\_\_\_

Name: (Print Legibly) \_\_\_\_\_

Signature \_\_\_\_\_ Security # \_\_\_\_\_

**NETWORK AREAS:**

**FULL NETWORK:** Includes publishers in our eight-state area: Pennsylvania, Ohio, New York, New Jersey, Delaware, Maryland, West Virginia, Virginia, and Washington, D.C.

**EAST:** Includes publishers in N.J. and the Eastern Counties in Pennsylvania, Delaware and parts of N.Y. and Maryland.

**CENTRAL:** Includes publishers in Central N.Y., Pennsylvania, all of Maryland and West Virginia, Washington D.C. and Eastern portions of Virginia.

**WEST:** Includes all of Ohio, western area of Pennsylvania, New York, Maryland and West Virginia, and Western Virginia.

The participating publishers have agreed to publish your advertisement within two weeks after receipt. MACnet participating publishers reserve the right to edit copy submitted and reject that which is not in compliance with local, state, and federal laws, ads that are in poor taste, offensive, false, misleading, deceptive, or otherwise illegal. Ads requiring "cash in advance," require satisfaction guaranteed as part of the advertisement. Ads for "work at home" will be accepted with discretion. Each individual publisher reserves the right to reject any ad, based on their own policies. A tearsheet will be provided to all new advertisements. Rates are subject to change at anytime.

\*The New Customer and Frequent Buyer Special are only available on ads placed for 3 and 4 weeks consecutive. Reservations of ad run is required to qualify for the Special. Ad copy changes are accepted. Pre-payment is not required but preferred. If for any reason an ad is cancelled during the 4 week period the special will be void.