

Washington Statewide Classified Ad Network

By placing an ad in the WNPA Statewide Classified Ad Program, advertisers acknowledge receipt of the Ad Network Rules and Standards of Acceptance, and fully understand and agree to comply with all rules, terms and conditions regarding the purchase of classified advertising space in one or more Statewide Classified Advertising Network (SCAN) programs.

STANDARDS OF ACCEPTANCE

1. WNPA reserves the right to edit all ad copy and to reject any ad, including those not in compliance with state or federal regulations, or in poor taste, false or deceptive.
2. WNPA accepts business opportunity ads. Ads that require investments must state what the customer will receive and the amount of investment required.
3. WNPA accepts adoption ads. We must have a letter from the social worker or attorney verifying that a home study has been done for the adopting couple. We do not want the home study itself.
4. WNPA accepts ads for 900 numbers, but they must be in good taste and include the cost of the phone call and an age limit. Not all our members publish 900-number ads, particularly for date or chat lines.
5. WNPA will accept the phrase "the price is \$1.95" or "the cost is \$1.95," but we do not accept ads that say "send \$1.95."
6. WNPA does not accept diet ads, medical ads, some work-at-home ads, mail-order ads, or ads offering cruises; ads that say "US Government jobs, now hiring"; or ads for any auction of cars, trucks or other vehicles.

AD NETWORK RULES

Rates/Payment

\$195 per week for up to 25 words. Additional words are \$8 each. Prepayment is required, and can be made by valid credit card, certified check or money order payable to WNPA.

Circulation

The total circulation of participating newspapers and shoppers in WNPA's Statewide Classified Advertising Network is 848,100 (2005). The industry standard for calculating readers per copy is 2.3 readers: $848,100 \times 2.3 = 1.95$ million readers.

Participating publications include 80 newspapers and 27 shoppers in cities and towns across Washington state. A list of participating publications is provided on the back of this brochure.

Guarantee

Publication of statewide classified ads in participating newspapers is subject to each newspaper's policies. WNPA, therefore, does not guarantee that every ad will run in every participating newspaper. However, participating newspapers have agreed to publish the majority of the ads.

Should substantive typographical errors occur (wrong address, telephone number, name or price), a make-good ad will run the following week at no cost to the advertiser. WNPA incurs no other liability for errors in publication.

Deadline/Publication

Ad copy and payment must be received by WNPA by 4 p.m. on Monday prior to the week you wish your ad to be published. WNPA accepts ads online, by mail or fax, but not over the telephone. Ads mailed or faxed must be typed or in legible handwriting.

Word count

A telephone number is one word. SASE is one word. Street addresses (house number, street name; or PO and box number; or rural route and box number) count as two words. City, state and ZIP Code each count as one word. Web site addresses count as two words. All other words each count as one word.

The first two words of your ad appear in all capital letters, bold face.

Audit

WNPA will provide one tearsheet and a letter of verification of ad distribution, if requested by the advertiser within 30 days of the ad's last run date. WNPA will provide an audit for \$40, if requested by the advertiser within 30 days of the ad's last run date.

Nationwide placement through other state networks

One call to WNPA can place your classified advertising in newspapers throughout the country. Place your ad in any combination of state press networks at the applicable rates. Call WNPA or e-mail ads@wnpa.com for details.

