

**AAN CAN provides the opportunity to advertise in more than 100 US markets, reaching over 15 million young, active, educated and affluent readers.**

**If this is the market you need to reach,**

**AAN CAN is your most cost-effective approach.**



Association of Alternative Newsweeklies

## **Classified Advertising Network**

# *benefits of using AAN CAN*

Alt-weekly readers are more affluent and more likely to buy than the average consumer resulting in high interest response for your goods or services. Source: Media Audit 2007

Extremely low CPM creates true cost effectiveness. (CPM: 17 cents for national ad!)

You can place ads with one phone call and make one payment.

You receive bonus market penetration via the internet. Most news-weeklies automatically place your classified ad on their websites.

AAN CAN is a proven tool for large and small businesses alike. Past and current advertisers include MTV, FOX, Roommates.com, Eckerd Youth Alternatives Wilderness Camps, Cormorant Beach Club, Academies of Science, Resort Solutions, Harper Collins and Strategic Consulting.

# rates

## AAN CAN rates

### **NATIONAL RATE**

**\$995**

First 25 words

Each additional word \$40

**Circulation: 5,795,301**

AAN CAN also has several regional buys available. Prices below are for a one-time insertion of 25 words (each additional word is \$10).

**New England - \$195**

Circulation: 337,576

**Mid-Atlantic/NY - \$350**

Circulation: 939,869

**Southeast - \$330**

Circulation: 899,558

**Midwest - \$305**

Circulation: 813,894

**Southwest - \$255**

Circulation: 652,528

**Northwest/Rockies - \$250**

Circulation: 615,783

**Northern CA/Northern NV - \$255**

Circulation: 661,545

**Southern CA/Southern NV/HI - \$350**

Circulation: 874,548



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### **Classified Advertising Network**

#### **Prepaid Contract Discounts**

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Discounts are available for ads that run for consecutive weeks in the same region(s) without copy changes, when the entire contract is paid in advance

- 10% for 4 consecutive weeks
- 15% for 12 consecutive weeks
- 20% for 26 or more consecutive weeks

#### **Acceptance Policies**

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All ads are subject to the standards of individual member papers.

In addition, AAN CAN does not accept the following types of ads:

- 900 numbers; 800 numbers that promote or rollover to 900 numbers; or 809 (international) phone numbers
- Dating services, Mail-Order-Brides or "adult" services of any kind
- Ads that require respondents to send money through the mail (however, ads may offer a phone number or address for further information)
- Internet gambling, or any sort of online lottery/gaming.
- Any ads that intentionally deceive our readers

In addition:

- Ads promoting loans will not be accepted without copies of licenses to do business in each state where the ad is scheduled to run.
- Employment advertising must be for a bona-fide job offering (without any requirement to pay for training, purchase supplies or products) and must state the nature of the work offered.
- Ads that sell job directories, job listings or employment instruction books must state in the text what the customer will be receiving and that a fee is involved. They will be considered on a case-by-case basis to run under "Publications."
- Business opportunities ads that make a claim of potential earnings must state "potential" or "up to."
- For adoption ads, a letter from an attorney attesting to the legality of the proposed adoption must accompany the ad.

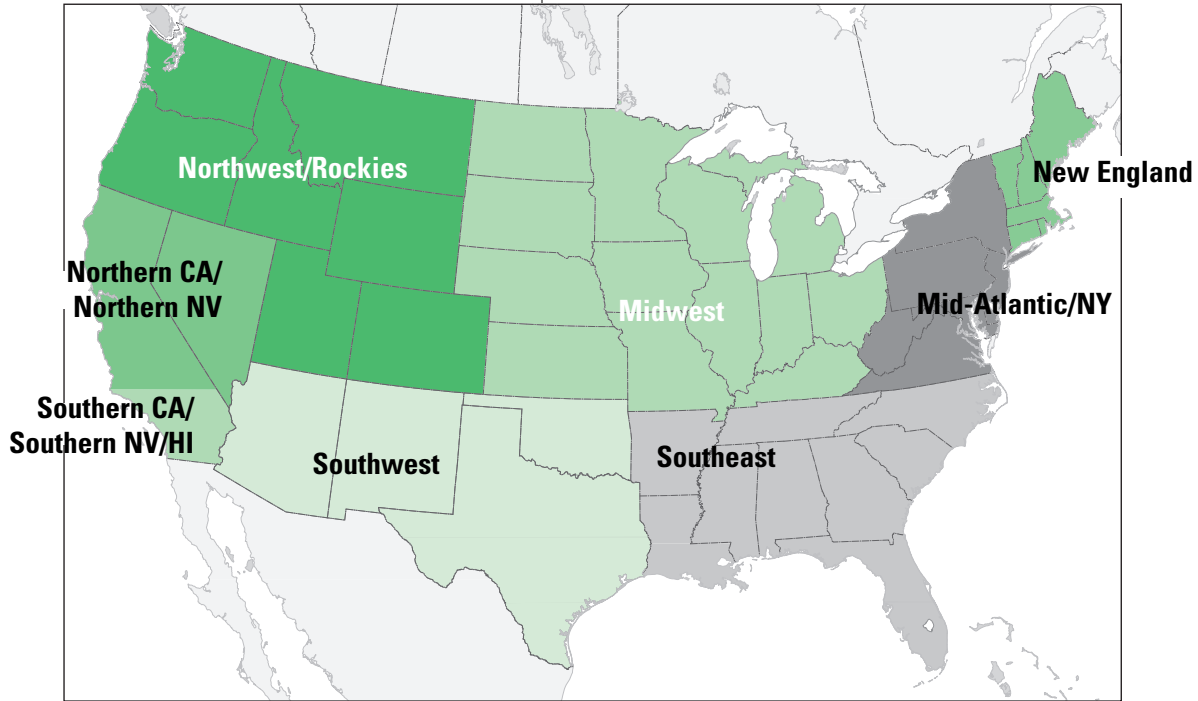


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# COVERAGE

*national or regional coverage*



**Convenient,  
low-cost, national  
or regional coverage  
for your classified  
advertisements in  
alternative weekly  
newspapers**

**Mid-Atlantic/NY**  
Circulation  
939,869

**New England**  
Circulation  
337,576

**Midwest**  
Circulation  
813,894

**Southeast**  
Circulation  
899,558

**Northern CA/  
Northern NV**  
Circulation  
661,545

**Southern CA/  
Southern NV/HI**  
Circulation  
874,548

**Northwest/Rockies**  
Circulation  
615,783

**Southwest**  
Circulation  
652,528

TOTAL CIRCULATION  
**5,795,301**



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# participating papers

## Mid-Atlantic/New York

- Artvoice**  
Buffalo, New York
- Baltimore City Paper**  
Baltimore, Maryland
- C-Ville Weekly**  
Charlottesville, Virginia
- City Newspaper**  
Rochester, New York
- Ithaca Times**  
Ithaca, New York
- Metroland**  
Albany, New York
- New York Press**  
New York, New York
- Philadelphia City Paper**  
Philadelphia, Pennsylvania
- Philadelphia Weekly**  
Philadelphia, Pennsylvania
- Pittsburgh City Paper**  
Pittsburgh, Pennsylvania
- Style Weekly**  
Richmond, Virginia
- Syracuse New Times**  
Syracuse, New York
- The Village Voice**  
New York, New York
- Washington City Paper**  
Washington, District of Columbia

## Midwest

- The Athens NEWS**  
Athens, Ohio
- Chicago Reader**  
Chicago, Illinois
- Cincinnati CityBeat**  
Cincinnati, Ohio
- City Pages (Twin Cities)**  
Minneapolis, Minnesota
- Cityview**  
Des Moines, Iowa
- Dayton City Paper**  
Dayton, Ohio
- Illinois Times**  
Springfield, Illinois
- Isthmus**  
Madison, Wisconsin
- Louisville Eccentric Observer**  
Louisville, Kentucky
- Metro Times**  
Detroit, Michigan

## NUVO

- Indianapolis, Indiana
- The Pitch**  
Kansas City, Missouri
- The Reader**  
Omaha, Nebraska
- Riverfront Times**  
St. Louis, Missouri
- Scene**  
Cleveland, Ohio
- Shepherd Express**  
Milwaukee, Wisconsin
- Wausau City Pages**  
Wausau, Wisconsin

## New England

- Boston Phoenix**  
Boston, Massachusetts
- Fairfield County Weekly**  
Bridgeport, Connecticut
- Hartford Advocate**  
Hartford, Connecticut
- New Haven Advocate**  
New Haven, Connecticut
- Seven Days**  
Burlington, Vermont
- Valley Advocate**  
Easthampton, Massachusetts
- Worcester Magazine**  
Worcester, Massachusetts

## Northern California/ Northern Nevada

- Chico News & Review**  
Chico, California
- East Bay Express**  
Emeryville, California
- Metro Santa Cruz**  
Santa Cruz, California
- Metro Silicon Valley**  
San Jose, California
- Monterey County Weekly**  
Seaside, California
- North Bay Bohemian**  
Santa Rosa, California
- North Coast Journal**  
Arcata, California
- Pacific Sun**  
San Rafael, California
- Palo Alto Weekly**  
Palo Alto, California
- Reno News & Review**  
Reno, Nevada

## Sacramento News & Review

- Sacramento, California
- San Francisco Bay Guardian**  
San Francisco, California
- SF Weekly**  
San Francisco, California

## Northwest/Rockies

- Boise Weekly**  
Boise, Idaho
- Boulder Weekly**  
Boulder, Colorado
- Colorado Springs Independent**  
Colorado Springs, Colorado
- Eugene Weekly**  
Eugene, Oregon
- Missoula Independent**  
Missoula, Montana
- Pacific Northwest Inlander**  
Spokane, Washington
- Salt Lake City Weekly**  
Salt Lake City, Utah
- Seattle Weekly**  
Seattle, Washington
- The Source Weekly**  
Bend, Oregon
- The Stranger**  
Seattle, Washington
- Westword**  
Denver, Colorado
- Willamette Week**  
Portland, Oregon

## Southeast

- Arkansas Times**  
Little Rock, Arkansas
- Birmingham Weekly**  
Birmingham, Alabama
- Charleston City Paper**  
Charleston, South Carolina
- Columbia Free Times**  
Columbia, South Carolina
- Creative Loafing (Atlanta)**  
Atlanta, Georgia
- Creative Loafing (Charlotte)**  
Charlotte, North Carolina
- Creative Loafing (Sarasota)**  
Sarasota, Florida
- Creative Loafing (Tampa)**  
Tampa, Florida
- Flagpole Magazine**  
Athens, Georgia

## Folio Weekly

- Jacksonville, Florida
- Gambit Weekly**  
New Orleans, Louisiana
- Independent Weekly (NC)**  
Durham, North Carolina
- Jackson Free Press**  
Jackson, Mississippi
- The Memphis Flyer**  
Memphis, Tennessee
- Metro Pulse**  
Knoxville, Tennessee
- Metro Spirit**  
Augusta, Georgia
- Miami New Times**  
Miami, Florida
- Mountain Xpress**  
Asheville, North Carolina
- Nashville Scene**  
Nashville, Tennessee
- New Times Broward-Palm Beach**  
Ft Lauderdale, Florida
- Orlando Weekly**  
Orlando, Florida
- The Pulse**  
Chattanooga, Tennessee

## Southern California/ Southern Nevada/Hawaii

- Easy Reader**  
Hermosa Beach, California
- Honolulu Weekly**  
Honolulu, Hawaii
- L.A. Weekly**  
Los Angeles, California
- Las Vegas CityLife**  
Las Vegas, Nevada
- Las Vegas Weekly**  
Las Vegas, Nevada
- Maui Time Weekly**  
Wailuku, Hawaii
- OC Weekly**  
Santa Ana, California
- Pasadena Weekly**  
Pasadena, California
- Random Lengths News**  
San Pedro, California
- San Diego CityBeat**  
San Diego, California
- San Diego Reader**  
San Diego, California

## San Luis Obispo New Times

- San Luis Obispo, California
- Santa Barbara Independent**  
Santa Barbara, California
- Ventura County Reporter**  
Ventura, California

## Southwest

- Austin Chronicle**  
Austin, Texas
- Dallas Observer**  
Dallas, Texas
- Fort Worth Weekly**  
Fort Worth, Texas
- Houston Press**  
Houston, Texas
- Oklahoma Gazette**  
Oklahoma City, Oklahoma
- Phoenix New Times**  
Phoenix, Arizona
- San Antonio Current**  
San Antonio, Texas
- Santa Fe Reporter**  
Santa Fe, New Mexico
- Tucson Weekly**  
Tucson, Arizona
- Urban Tulsa Weekly**  
Tulsa, Oklahoma
- Weekly Alibi**  
Albuquerque, New Mexico



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# readers

*who are alt-weekly readers?*

Data compiled in a 124 newspaper,  
72-market 2007 Media Audit Study.

An index compares one number  
against the total market. A purchase  
index of 129 means the readers of  
alternatives are 29% more likely to  
purchase in next 12 months than the  
average consumer

## YOUNG

■ 18-34 yrs .....	36%
■ 18-49 yrs .....	68%
■ 25-49 yrs .....	55%
■ Male .....	51%
■ Female .....	49%
■ Single, under 35, no children.....	16%

## EDUCATED

■ Attended College or College Graduate .....	69%
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## CONSUMERS

<i>Activity .....</i>	<i>Index</i>	<i>Activity .....</i>	<i>Index</i>
<i>Plan to purchase next 12 months..</i>		<i>Activities Past 12 Months</i>	
■ Stereo Equipment .....	156	■ Rock/Pop Concert .....	166
■ Personal Computer .....	140	■ Country Music Concert.....	130
■ Video Equipment, VCR/Camera .....	147	■ Theater/Opera/Symphony.....	136
■ New Furniture .....	134	■ Exercised Health Club 12+ .....	126
■ Car, Van, Truck, SUV .....	134	■ Snow Skiing/Boarding.....	133
New Vehicle .....	126	■ Bought 12+ Books .....	132
Used Vehicle .....	141	■ Rented a Car 5+ .....	131
Will Pay 30,000+ .....	135	■ Stayed Hotel/ Motel 10+ Nights .....	119
<i>Heavy/Frequent Users/Buyers</i>		■ Attended College/Pro Sports Events 3+ .....	136
■ Sporting Goods Stores .....	120	■ Bars/Night Clubs .....	144
■ Beer .....	134	<i>Business-Influence Purchase</i>	
■ Wine .....	131	■ Office Equipment.....	128
■ Heavy Internet Exposure .....	122	■ Office Supplies .....	128
■ Buy Albums Tapes/CDs .....	136	■ Influence Business Banking ..	121
■ Rent/Buy Video Games .....	123	<i>Other Index Items</i>	
■ Rent/Buy VCR Movie/DVD .....	120	■ College Graduate .....	115
■ Full Service Restaurants.....	124	■ Professional/Technical.....	117
■ Movie Theater Attendance ....	125	■ Opinion Leaders .....	164
<i>Air Travel: Round Trip</i>			
■ Domestic 6+ (past year) .....	129		
■ Foreign 3+ (past 2 years) .....	137		

# AAN CAN insertion order

send to your AAN CAN representative at your participating paper.  
 Or fax (424) 212-6782  
 Or email to classifiedads@easyreader.info

SELLING REP CONTACT INFO:

**Easy Reader**  
**Tamar Gillotti**  
**(310) 372-4611 x102**

ADVERTISER'S NAME: \_\_\_\_\_ CONTACT NAME: \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_  
 RUN WEEKS (USE MON. DATES): \_\_\_\_\_ NO. OF WEEKS: \_\_\_\_\_ PREFERRED CATEGORY: \_\_\_\_\_  
 REGION (CIRCLE ONE OR MORE): NATIONAL NEW ENGLAND MID-ATLANTIC/NEW YORK SOUTHEAST MIDWEST SOUTHWEST  
 SO. CALIFORNIA/SO. NEVADA/HAWAII NO. CALIFORNIA/NO. NEVADA NORTHWEST/ROCKIES

### How do I count the words?

Phone number, area code and extension together count as one word. Street addresses, box numbers and route numbers count as two words. City, state, and zip code together count as one word. Web/e-mail addresses and hyphenated words are counted as two words.

# OF WORDS	
SUBTOTAL	\$ _____
- DISCOUNT	\$ _____
= TOTAL	\$ _____

### National Buy

110 papers in 38 states - D.C. (Your best value!)  
 Circulation: 5,795,301  
 First 25 Words: \$ 995  
 Each Additional Word: \$ 40

Plus, your ad is placed on the internet at no additional charge to you! More than half of AAN papers place ads on their web sites, reaching millions of additional prospects.

### Regional Buy

AAN CAN also has several regional buys available, Please refer to the chart below (prices are for a one-time insertion of twenty-five words).

	CIRCULATION	FIRST 25 WORDS	ADDITIONAL WORDS
New England.....	337,576.....	\$195.....	\$10
Mid-Atlantic/New York .....	939,869.....	\$350.....	\$10
Southeast: .....	899,558.....	\$330.....	\$10
Midwest: .....	813,894.....	\$305.....	\$10
Southwest: .....	652,528.....	\$255.....	\$10
Northwest/Rockies: .....	615,783.....	\$250.....	\$10
Northern California/Northern Nevada:.....	661,545.....	\$255.....	\$10
Southern California/Southern Nevada/Hawaii).....	874,548.....	\$350.....	\$10

**ALL ADS MUST BE PREPAID. NO EXCEPTIONS.**

Prepaid Contract Discounts: Entire contract must be prepaid. These discounts are for ads that run for consecutive weeks in the same region(s) without copy changes.

4 consecutive weeks: .....10%    12 consecutive weeks: .....15%    26 consecutive weeks: ..... 20%

CIRCLE TYPE OF CREDIT CARD: VISA    MASTERCARD    AMEX    CARDHOLDER SIGNATURE: \_\_\_\_\_

VISA/MC/AMEX NUMBER: \_\_\_\_\_ EXPIRATION: \_\_\_\_\_

NAME AS IT APPEARS ON CREDIT CARD: \_\_\_\_\_

CHECK HERE IF THIS AD IS EXACTLY THE SAME AS A PREVIOUS INSERTION AND INDICATE WEEK IT RAN: \_\_\_\_\_

YOUR AAN CAN AD (TYPEWRITTEN OR NEATLY PRINTED COPY ONLY, PLEASE): \_\_\_\_\_

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