



we know your MARKET

The South is an incredible region for direct response marketers. More than 34% of the U.S. population are Southerners. The South accounts for:

- over 52% of both recent and projected growth
- 35% of births and 40% of all marriages in the U.S.
- 39% of housing construction
- more retail sales growth than any other U.S. region in every sales category

So, tell our readers what you have to offer. For only \$349 per week your message will be sent to over 4 million homes. Our reasonable rates include 26 characters or spaces per line and \$20 each additional line. Use the handy insertion form to target your best prospects.

Ask your salesperson for an updated circulation list as circulation varies and is subject to change.



MAKE YOUR NEXT
ADVERTISING CAMPAIGN A
SUCCESS

Advertise in the South and
reach over 4 million homes
each week.

can
Classified Ad Network

A Service of
sapa
Southeastern
Publishers Advertising
Association

104 WESTLAND DRIVE • COLUMBIA, TN 37334

PHONE: 931.223.5708 • FAX: 888.450.8329

WWW.SAPATODAY.COM

AUDIENCE

a very receptive

Almost 33% of all adults who place orders for merchandise by mail or phone live in the South. This shows that the South is clearly your number one market for prime prospects.

96.3% RECEIVERSHIP

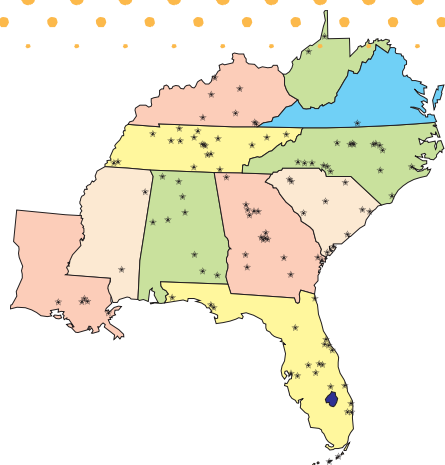
of households in our delivery area receive their free community paper on a regular basis.

75.1% READERSHIP

regularly read their free community paper.

78.5% PURCHASING POWER

frequently purchase products or services from ads seen in their free community paper.



Nothing covers the South like a CAN (Classified Ad Network) ad. For only \$349 per week your 6 line classified message will be sent to all our network publications. Our papers will print your ad resulting in delivery to over 4 million households. When value and proven effectiveness are important to your campaign CAN delivers.



professional sales force

Your friendly advertising professional has an in-depth knowledge and understanding of the Classified Ad Network. They will be happy to assist you in preparing a plan that will help your phone ring and keep your website busy. Just give them a call today. Your ad can be printed and in the hands of your target audience sooner and easier than you might think.

MARKET FOR SUCCESS

Hit your target audience
with your message today.

Let us help you make a
BIG IMPRESSION

