



connect

With Your Customers
Using Display Ads
In A Proven, Effective Network



MAKE YOUR NEXT
ADVERTISING CAMPAIGN A
SUCCESS

you'll get impressive **NUMBERS**

When you choose the Display Ad Network your business card sized message will reach millions of homes strategically located throughout the southeastern United States. Your dynamic ad complete with graphics, photos, and your contact information will get results as our readers respond to your ideas.

For a very competitive price you can invest in the future of your company. Why not call today to get the numbers that lead to your success?

sapa
Southeastern Advertising
Publishers Association

104 WESTLAND DRIVE • COLUMBIA, TN 38401
PHONE: 931.490.0488 • FAX: 931.490.0488
WWW.SAPATODAY.COM

Dan
Display Ad Network

COVERAGE affordable

Nothing covers the South like DAN (Display Ad Network). For only \$995 per week your business card sized message will be sent to all our network publications. Our papers will print your ad resulting in delivery to over 1 million households. When value and proven effectiveness are important to your campaign DAN delivers.

Profits by the numbers:

96.3% of households in our delivery area receive their free community paper on a regular basis

78.5% frequently purchase products or services from ads seen in their free community paper

75.1% regularly read their free community paper.

Let us help you make a
BIG IMPRESSION



MARKETING OPPORTUNITIES

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

The Right Price

So, tell our readers what you have to offer. For only \$995 per week your message will be sent to over 1 million homes. If you were to run in all our publications individually it would cost over \$6,700 weekly. So, you can see what a great opportunity this is. Use the handy insertion form to target your best prospects.

Consumer Opportunities

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.

Helping You Succeed

Your friendly advertising professional has an in-depth knowledge and understanding of the Display 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.

Ask your salesperson for an updated circulation list as circulation grows each issue.



Dan
Display Ad Network

call us for more info **931.490.0400**

or visit **WWW.SAPATODAY.COM**