

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

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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Prepaid Contract Discounts

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

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 be 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.

