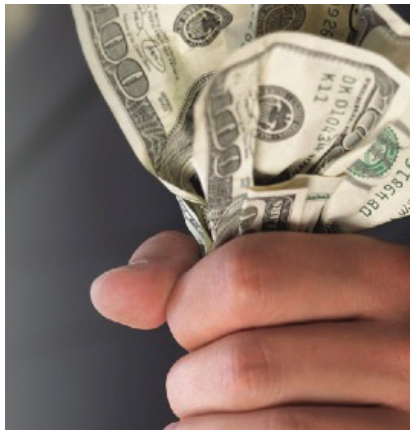




**acp**  
Association of  
Community  
Publishers

**Advertising  
Distribution  
Services (ADS)  
is the largest and  
most efficient  
advertising  
network in  
North America.**



**Delivered To Over 7,000,000 Homes**



**ADVERTISER  
INFORMATION**

**ADS**

**ADVERTISING  
DISTRIBUTION SERVICES**

# What is ADS?

**Advertising Distribution Services (ADS) is the largest classified and display advertising network available in North America, offering national exposure to advertisers at affordable pricing. For more than 25 years, ADS has provided the most efficient, most effective one-stop advertising buy for advertisers.**

**Publishers from across the country** have banded together to provide advertisers with the convenience only available from a “one order, one buy” national ad network.

Publications provide space for the ads in the ADS Network in exchange for reduced ACP membership costs, additional member benefits, semi-annual rebates and an opportunity to contribute to the strength and growth of the community publication industry. In addition to reducing the cost of membership, participating publications are the sole selling agents for the ADS Network.

**Advertisers benefit from the strength of a member-supported network.**

**Circulation of ADS Publications are Verified**

The ADS Network’s success is driven by the continual verification of members’ compliance with publishing the ads. Verification conducted by ADS monitors participation, accuracy and circulation to ensure your ad message maintains maximum exposure. You can be assured your ad is running!



**Association of Community Publishers**  
5701 E. Circle Drive #347, Cicero, NY 13039  
Call (877) 203-2327 or visit [communitypublishers.com](http://communitypublishers.com)

“The mission of ACP is to help its members enhance their profitability and lead in strengthening the community publishing industry.”

# ADS

**ADVERTISING  
DISTRIBUTION SERVICES**



**The ADS Network has continually produced results for its advertisers year after year.**



**Trusted, local community papers**

# Why Invest in the ADS Network?

**With over 7 million circulation, the ADS Network provides an opportunity for your ad message to reach homes across the country with just one insertion order. Put your time into running your business and let ADS bring new potential customers to your doorstep.**

## ADS Network Advantages

### THE ADS NETWORK OFFERS...

**NATIONAL COVERAGE** - ADS will help you reach a broad customer base with over 7 million households nationwide.

**CONVENIENCE** - The customer convenience of getting an ad placed in over 2,000 different editions with just one order and one point of contact!

**FLEXIBLE** - You have the flexibility to change your ad copy on a weekly basis if desired.

**EFFECTIVE** - The ADS Network has continually produced results for its advertisers year after year. Community Publications work for their advertisers!

**RELIABLE** - We verify participation to ensure our advertisers get the national coverage and circulation they are investing in.

**The ADS Network is the most cost-effective way to reach over 7 million homes!**



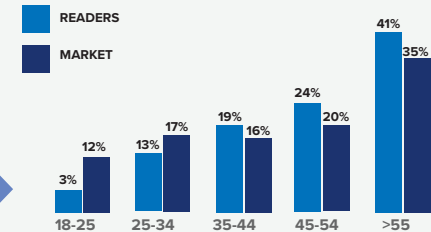
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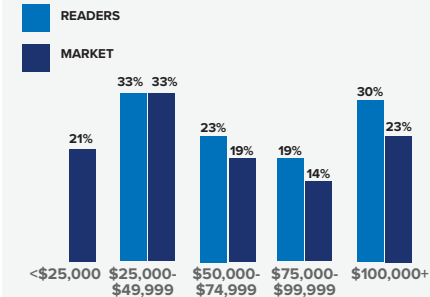
## Who reads ADS?

Community publication readers are engaged and have disposable income.

**Age Distribution of Community Paper Readers**

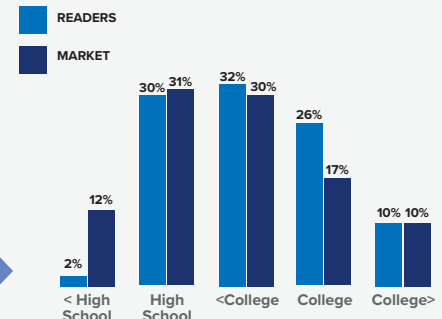


**Income Level of Community Paper Readers**



Community publication readers are generally middle and upper class Americans.

**Education Level of Community Paper Readers**



Community publication readers are highly educated, earning degrees from high school and college.

# The Advertiser's Advantage

**For more than 25 years, ADS has provided the most efficient, most effective one-stop advertising buy for advertisers. The ADS Network reaches millions of homes across the United States allowing you to broadcast your message across the country with only one insertion order. Put the time into running your business and let ADS bring new potential customers to your doorstep.**

## ADS Verification

In order to ensure the integrity of the ADS Network's advertising program, the ADS team verifies the participating publications on a semi-annual basis. Dates for the verification are selected at random and publishers are required to document the successful running of the ADS Network for that date with tearsheets and substantiate their circulation via independent circulation audit, postal documentation or affidavit.

ADS maintains very strict verification standards. All of these requirements must be met and if even one ad is not published, the member does not receive their rebate for any of the ads published during the entire six-month audit period. That may seem like a hefty penalty but it assures that our members are running every ad, every issue.

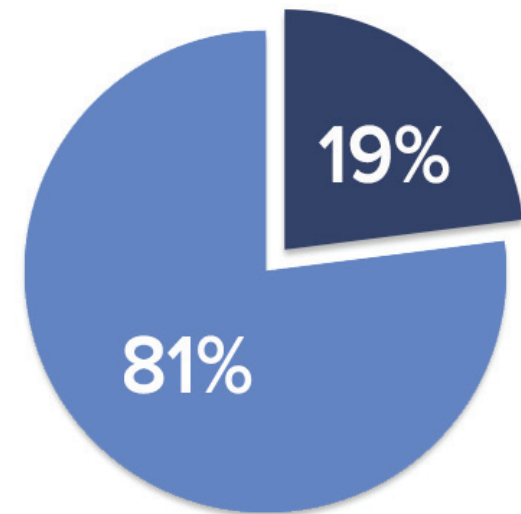


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**Do community paper readers subscribe to daily newspapers?**

■ Community Paper & Daily Paper ■ Community Paper Only!



**Reach a broad customer base with over 7 million households nationwide.**



# Verified ADS Publications

Figures as of March 1, 2021.  
List subject to change at anytime.

<b>Alabama</b>		The Shopper	12,000	<b>North Carolina</b>		Weekly Bargain Bulletin	20,200
The Southeast Sun	20,735			Lake Norman Media Group	42,982	University City Review, Inc.	29,525
<b>Arizona</b>		<b>Indiana</b>		Up & Coming Weekly	7,561	Buxmont Media	44,000
Arcadia News	18,000	Grow Local Media	19,000	Rutherford Weekly	16,505	Webb Weekly	57,940
<b>California</b>		Family Flyer	55,725	Womack Newspapers	18,900	Mulligan Printing Corp.	38,609
Coastal View News	6,300	Huntington County Tab	30,140	Shelby Shopper & Info	22,794	CANWIN: Journal of the Pocono	15,000
Desert Star Weekly	10,500	American Classifieds	20,000			Trader's Guide	25,000
Coast News Group	21,000	The Papers, Inc.	52,638	<b>Nebraska</b>		Pennysaver Publications	341,918
San Diego Community Newspaper Group	73,000			Penny Press 1	18,602		
Santa Barbara Independent	38,122	<b>Kansas</b>		Norfolk Area Shopper	45,521	<b>Rhode Island</b>	
<b>Colorado</b>		Rural Messenger	11,500	American Classifieds Omaha	35,000	The Valley Breeze	55,933
Colorado Community Weekly	121,952	Good News	39,725			<b>South Carolina</b>	
<b>District of Columbia</b>				<b>New Hampshire</b>		Carolina Panorama	15,250
The Washington Informer	17,500	<b>Louisiana</b>		The Monadnock Shopper News	42,750	<b>South Dakota</b>	
<b>Florida</b>		The Times of Houma	25,701	The Hippo / Seacoast Scene	41,180	Michels Communication Corporation	6,840
Breeze Corporation	47,075	LaFourche Gazette	15,675	Conway Daily Sun	1,200		
Clay Today	34,000	Bargains Plus	20,709			<b>Tennessee</b>	
Daytona Pennysaver	66,324	<b>Massachusetts</b>		<b>New Jersey</b>		Johnson City News & Neighbor	29,690
DR Media & Investments	43,000	The Action	70,000	Cumberland Co Reminder/Cohansey Cove	14,864	Smoky Mountain Trader	8,242
Florida Mariner	11,827	The Reminder	132,000	Community News Service LLC	129,500	Peddler Advantage	16,522
Florida Newline	110,000	Somerville Times	5,000	Cape May County Herald	29,062		
Hometown News	199,180	Smart Shopper	18,541	New View Media Group, LLC	80,000	<b>Texas</b>	
Laker Lutz News	47,395			Pine Barrens Tribune	11,200	American Classifieds - Bryan	16,500
Ocean Media Solutions	3,128	<b>Maryland</b>				iMessenger Media	10,000
Tampa Bay Newspapers	101,253	Baltimore Times	19,962	<b>New York</b>		Shoppers Edge	12,275
Tower Publications	30,000			Lake Country Media	20,249	Star Community Newspapers	269,471
<b>Georgia</b>		<b>Maine</b>		Angola Pennysaver	10,000		
Appen Newspapers, Inc.	75,000	Twin City Times	24,900	Genesee Valley Penny Saver	98,982	<b>Virginia</b>	
Savannah Pennysaver	65,391	Uncle Andy's Digest	9,975	My Shopper-Mohawk Valley	10,397	Piedmont Publishing	25,423
The Waycross Shopper		<b>Michigan</b>		Decker Advertising (Catskill Shopper)	13,904	Rappahannock Media	14,500
<b>Iowa</b>		Access Shoppers Guide	12,500	All Island Media, Inc.	193,746	<b>Vermont</b>	
Smart Shopper- Carroll, IA	22,952	Battle Creek Shopper	46,690	Sun Community News	61,318	World Publications	15,332
Cresco Shopper Inc.	13,632	Flashes Advertising & News	9,936	Richner Communications Inc.	86,636	<b>Washington</b>	
Creston News Advertiser	12,923	The County Journal	18,901	Manchester Newspapers	49,317	Exchange Publishing	28,510
Dubuque Advertiser	31,015	Salesman Publications	49,539	LeRoy Pennysaver & News	6,733	<b>Wisconsin</b>	
Eastern Iowa Shopping News	20,063	J-Ad Graphics	18,200	Norwich & Sidney Pennysavers	25,562	Community Shoppers Inc.	99,935
Big Green Umbrella Media	29,107	Community Shoppers Guide	13,400	Hall of Famer/Turnpike Pennysaver	6,613	Inter-County Co-op Publishing Association	98,000
Mason City Shopper	22,754	Ionia County Shoppers Guide	16,500	Hi-Lites	8,975	Hometown Publications	27,455
Winnebago Hancock Shopper	9,434	<b>Minnesota</b>		The Wayuga Shopper	21,000	Milwaukee Journal Sentinel	1,000
The Lakes News Shopper	20,263	Freeborn Shopper	16,500	Chase Media Group	108,420	Delta Publications	18,980
Jasper County Advertiser	9,798	ECM Publishers	181,037	Westside News Inc.	33,713	Monroe Publishing LLC	19,196
Oelwein Publishing Company	19,956	Minnesota Sun Publications	87,993			Grant, Iowa, Lafayette Shopping News	35,500
New Century Press	6,246	Fairmont Photo Press	12,362	<b>Ohio</b>		Wisconsin Iowa Shopping News	16,674
<b>Idaho</b>		Tollefson Publishing	8,626	Messenger Newspapers	94,956	Richland Center Shopping News	13,256
Weekly Mailer	15,900	Mille Lacs Messenger	15,270	Suburban Press	32,635	Advertiser Community News	8,117
Nickels Worth Publication	23,300	The Free Star	10,713	Schaffner Publications	11,000	Ad-Delite	15,754
Idaho County Free Press	10,421	Fillmore County Journal	12,932	<b>Oklahoma</b>		Multi Media Channels	205,627
<b>Illinois</b>		Star Publications	26,000	Greater Tulsa Reporter Newspapers	37,366		
AdVantage	57,465	The Windom Shopper	8,747	<b>Oregon</b>		<b>Wyoming</b>	
The Shoppers Weekly Publications	20,000			Central Oregon Nickel Ads	31,500	Trader's Publishing	17,192
Inside Publications	8,081	<b>Missouri</b>		<b>Pennsylvania</b>		County Bounty	17,975
The Rock River Times	2,500	The Add Sheet	26,725	Franklin Shopper	47,600	<b>Canada</b>	
		The Independent News	18,000	On-Line Publishers, Inc.	60,000	The Vegreville News Advertiser	9,250
		American Classifieds KC	82,000	Delaware County Magazine	136,089	KSP Publishing	27,351
		WKTtimes, LLC	75,797	The Shopping News/Hocking Printing	37,941		
		<b>Mississippi</b>		Kapp Advertising Service, Inc.	227,098		
		Buckley Newspapers	132,579	Engle Printing & Publishing	377,103		

Publications are continually altering circulation areas and the ADS Network adds and removes publications as our members and participants shift. This listing was correct at the date specified but undoubtedly has changed since that date.

# FAQs

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## **How do I place an ADS Order?**

The seller will provide you with an ADS order form for every ad, and the advertiser must sign the order. Changes to existing ads are required to be made in writing.

All ads and advertisers must be pre-approved by the ADS office before they will be accepted. A background check will be performed on the advertiser prior to running as part of our network quality safeguard. Contact your seller to begin the pre-approval process or contact us at 877-203-2327 so that we can put you in touch with a seller.

## **How do I pay for my ADS Network Ad?**

All ADS insertions must be pre-paid. Payment is due by the Monday prior to the weekly ad list release. Please contact your ADS seller to discuss payment methods.

## **When is the deadline for ADS Network ads?**

The deadline for ads is Monday. The "Preliminary Ad List" is prepared on Tuesday and sent to the sellers for final approval. If there are any changes that need to be made, the office must be notified by 5:00 PM EST on Tuesday. The final ad list is prepared and sent to all ADS participants on Wednesday by 10:00 AM EST.

## **Can I buy only a portion of the network?**

ADS does not offer any regional or divided buys. When you buy an ADS Network ad, you are buying the entire national network. If there is a restriction in a specific state, we will request, "do not run in \_\_\_\_" but offer no assurances this will take place.

## **Will my ad run in every paper?**

Publications participating in ADS have the right to refuse running an ad if it falls outside of their paper's publishing policies.

## **What are the guidelines for the display ads?**

The display ads are 3.8" w x 2" h and must be supplied in both color and b&w. ADS offers two display ad spaces per issue, which are sold on a first come-first serve basis. Ask your seller about availability.

## **How many words are included in a classified ad?**

ADS Network ads are 20 words. Additional words may be purchased.



## **Can I use bold or uppercase lettering?**

No. We do not accept bold or uppercase lettering. If an ad copy is submitted this way it will be changed.

## **Can I change sellers if I would like to?**

Once an ad has been placed with an ADS seller, that seller has the exclusive right to the advertiser for a six-month period.

## **Will ADS provide tearsheets for my ad?**

We do not, nor can we provide tearsheets as part of the ADS Network. The impact that would have on costs and pricing would be prohibitive.

## **What heading or classification will my ad run under?**

Headings or classifications may be suggested by the advertiser/seller but are not guaranteed to run that way. Each paper will place the ad in the most appropriately fitting heading offered in their publication. Some publications do not use headings.

## **How long will it take to appear in all of the participating papers?**

Ads are distributed weekly to the ADS participating members each Wednesday. Each paper is required to run the ad once for each week it appears in the ADS list. Because of variation in publishing cycles among each paper, we allow up to three weeks for publishers to run the ad. It may start as early as the first week following the placement, however it may take several issues to appear in all of the publications.

## **Will my ad run online?**

Many members place the ads on their websites in addition to their print product, however there is no additional charge to the advertiser for this added circulation.



## ADS Classified Order Form

877-203-2327

Cassey@communitypublishers.com

Douglas@communitypublishers.com

### Seller Information:

Seller's Name: \_\_\_\_\_

Publication: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Advertiser Information:

Name of Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**ADS Rate Per Week: \$895 for up to 20 words. Each additional word is \$40.**

### Insertion Instructions

Total Words: \_\_\_\_\_

Insertion Start Date (Wednesday): \_\_\_\_\_

Insertion Stop Date (Wednesday): \_\_\_\_\_

Total # of Weeks Running: \_\_\_\_\_

Suggested Classification: \_\_\_\_\_

State Exclusions (if any): \_\_\_\_\_

### Ad Copy (Insert Copy Here):

Circulation can vary for any ad that does not run in the full network due to publisher policies, advertiser choice, or state statute limitations. Advertisements for adoption, government grants, work at home, pharmaceuticals, dating, and all ads that do not include the full business name of the advertiser may receive limited circulation. Further, the advertiser acknowledges that once they purchase an ADS classified through an ADS member, they cannot purchase ADS advertising from any other ADS selling agent until the advertiser has been out of the ADS Network for a period of 90 days. Exceptions to this policy must be requested in writing and approved by the ADS Board of Directors. Further, the advertiser acknowledges and agrees that any dispute arising from purchasing advertising in the ADS program will be governed by New York law and that a competent court located in New York shall be the only proper venue for resolution of such disputes. Rev 1/19/21

Advertiser Signature: \_\_\_\_\_ Date: \_\_\_\_\_



# ADS 2x2 Display Order Form

877-203-2327

Cassey@communitypublishers.com

Douglas@communitypublishers.com

## Seller Information:

Seller's Name: \_\_\_\_\_

Publication: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Advertiser Information:

Name of Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Ad Dimensions: 2 Columns (approximately 3.8" in width) X 2.0" in depth. Note: Due to the significant variety of varying column widths of member publications, ads may be enlarged or reduced slightly to accommodate for these size variations.

## ADS Rate Per Week: \$1595. Insertion Instructions:

Insertion Start Date (Wednesday): \_\_\_\_\_

Insertion Stop Date (Wednesday): \_\_\_\_\_

Total # of Weeks Running: \_\_\_\_\_

State Exclusions (if any): \_\_\_\_\_

PO/Reference Number: \_\_\_\_\_

Special Instructions (if any): \_\_\_\_\_

## Ad Copy (Insert Copy Here):

Circulation can vary for any ad that does not run in the full network due to publisher policies, advertiser choice, or state statute limitations. Advertisements for adoption, government grants, work at home, pharmaceuticals, dating, and all ads that do not include the full business name of the advertiser may receive limited circulation. Further, the advertiser acknowledges that once they purchase an ADS classified through an ADS member, they cannot purchase ADS advertising from any other ADS selling agent until the advertiser has been out of the ADS Network for a period of 90 days. Exceptions to this policy must be requested in writing and approved by the ADS Board of Directors. Further, the advertiser acknowledges and agrees that any dispute arising from purchasing advertising in the ADS program will be governed by New York law and that a competent court located in New York shall be the only proper venue for resolution of such disputes. Rev 1/19/21

Advertiser Signature: \_\_\_\_\_ Date: \_\_\_\_\_