

NATIONAL ENQUIRER

MARKETPLACE

2009 CLASSIFIED ADVERTISING RATES

Publisher estimates total audience at 9,741,000* (*Source: 2008 Spring MRI). Coverage: National - All states plus Provinces of Canada.

Contact us: (800) 223-6226 • (727) 443-7667 • Fax: (888) 767-2849 • enquirer@rja-ads.com



CLASSIFIED WORD RATES

| CLASSIFIED WORD ADS | 1 Time | 4 Times* | 8 Times* |
|--------------------------|---------|----------|----------|
| Cost per word, per issue | \$15.35 | \$14.55 | \$12.25 |
| 10 word minimum | | | |

COUNTING WORDS: Every word is counted. Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and numerals are considered one word. P.O. is one word, box is one word and box number is one word. Suite, Dept. or Ext. with the number are counted as two words. Cities and states consisting of two or more words are considered one word: i.e. "New York City". Zip code is considered one word. URL's and email addresses count as three words each. Telephone numbers with area codes are considered three words. No charge for normal punctuation.

STANDARD WORD AD FORMAT: All ads are set uniformly. The first two words are set in bold caps. URL's and email addresses are set in italics. Telephone numbers are set in bold. No other type variations are accepted.

CLASSIFIED DISPLAY RATES

| | 1 Time | 4 Times* | 8 Times* |
|---------------------------------------|--------|----------|----------|
| Astrology 6" maximum | | | |
| Mail order 2" maximum | | | |
| Cost per column inch Black & White | \$764 | \$726 | \$612 |
| Cost per column inch Two Color | \$852 | \$810 | \$682 |
| Cost per column inch Four Color | \$996 | \$947 | \$797 |

*Rates are per issue. Cancellation of advertising prior to the expiration of the contracted issue dates will affect the rate per issue. Advertising cost will be adjusted and billed to reflect the frequency rate earned. Advertising cannot be cancelled after the closing date of each issue.

CLASSIFIED HEADLINE RATES

You can start your ad with one or more of these special headlines. The maximum number of characters and spaces allowed per line is listed for each size. When ordering, specify the type number for each choice of headline. Minimum charge for a headline ad is that of a 10 word ad.

| Type No. | Type Styles Available | Characters & Spaces per Line | Cost per Line per Issue | | |
|----------|----------------------------------|------------------------------|-------------------------|-------|-------|
| | | | 1X | 4X* | 8X* |
| 18C | CASH AWARD | 10 | \$216 | \$206 | \$173 |
| 18L | Money Secrets! | 14 | \$216 | \$206 | \$173 |
| 14C | BILLS PRESSING? | 15 | \$165 | \$157 | \$132 |
| 14L | Success Is Easy! | 16 | \$165 | \$157 | \$132 |
| 10C | CLIP NEWSPAPER ITEMS | 20 | \$113 | \$108 | \$91 |
| 10L | You Can Play Piano By Ear | 25 | \$113 | \$108 | \$91 |

Count each letter, space and punctuation mark as one character. You can order one or more headlines. In addition to your choice of headline(s), count all other words in your ad to determine the total correct cost. See example below.

| | | | |
|--------------------|--|---|----------|
| Sample | ATTENTION! | — | 14C |
| Headline AD | PLACE YOUR AD HERE. | — | 10C |
| | Promote your products, services, travel and real estate to over 9 million readers! | | |
| | Call: (800) 223-6226. | — | 17 words |

| | |
|-----------------------------|----------|
| 14C Headline | \$165.00 |
| 10C Headline | \$113.00 |
| 17 words x \$15.35 per word | \$260.95 |
| One-time Total without tint | \$538.95 |

Optional yellow highlight \$538.95 + 15% = \$619.79

CATEGORY HEADINGS

No special categories permitted. When no category is requested, we will use our own judgment in classifying an ad.

| | | |
|------------------------|---------------------|---------------------------|
| Advice | Diet Aids | Model/Talent |
| Arts & Crafts | Education | Moneymaking Opportunities |
| Astrology | Employment | Of Interest To All |
| Audio/Video | Financial/Loans | Of Interest To Men |
| Automotive | Fitness | Of Interest To Women |
| Books/Publications | Food & Beverage | Pets & Supplies |
| Business At Home | Gifts | Poems & Songs |
| Business Opportunities | Health & Beauty | Real Estate |
| Business Services | Inventions | Recipes/Cookbooks |
| Chat/Date Lines | Jewelry/Accessories | Religious |
| Children's Items | Legal Services | Travel/Vacations |
| Computers/Software | Miscellaneous | Websites |

ISSUANCE & CLOSING DATE

Published weekly, every Monday. On sale no later than one week before cover date. Closing date is six weeks prior to issue date, subject to space availability. This lead time may change without notice during peak periods and we reserve the right to reschedule issue dates previously confirmed.

PRODUCTION GUIDELINES

PRINTING SPECIFICATIONS - Column width - 1¹¹/₁₆ inches (10 picas).
Two column width - 3⁷/₁₆ inches (21 picas).

DISPLAY SPECIFICATIONS - File types accepted: Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). QuarkXpress with all resource files (logo, graphics) and screen/fonts (postscript fonts only, no true-type fonts) included. Color images in CMYK mode only (do not send RGB), 300 dpi resolution, saved as PDF, Tiff or EPS. Send ads via email to: production@rja-ads.com with a copy to your sales account representative indicating the publication in which the ad is being placed in the subject line or send on disk. FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes or fax a copy of the ad to: 888-767-2849 (clearly stating which magazine you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.

ADVERTISING GUIDELINES

- Advertiser must submit a non-returnable sample of that being offered.
- Advertisers using a P.O. Box in their ad copy are required to provide a complete street address for our records.
- Advertisers using 900 numbers must comply with telephone regulatory guidelines in copy.

Ask us about classified advertising opportunities in these popular titles:

GLOBE

NATIONAL Examiner

Sun

