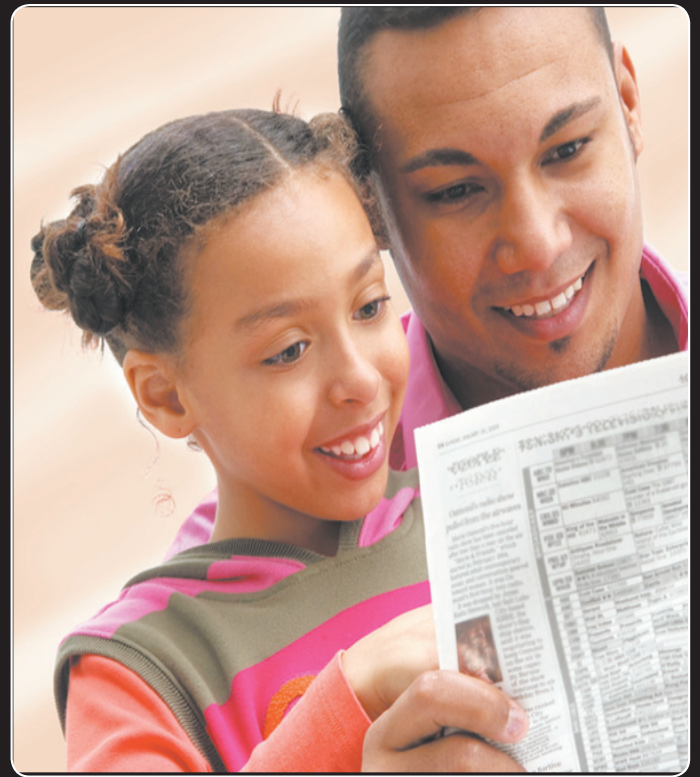


We've Got You Covered!

**local
regional
national
internet**



all in one.



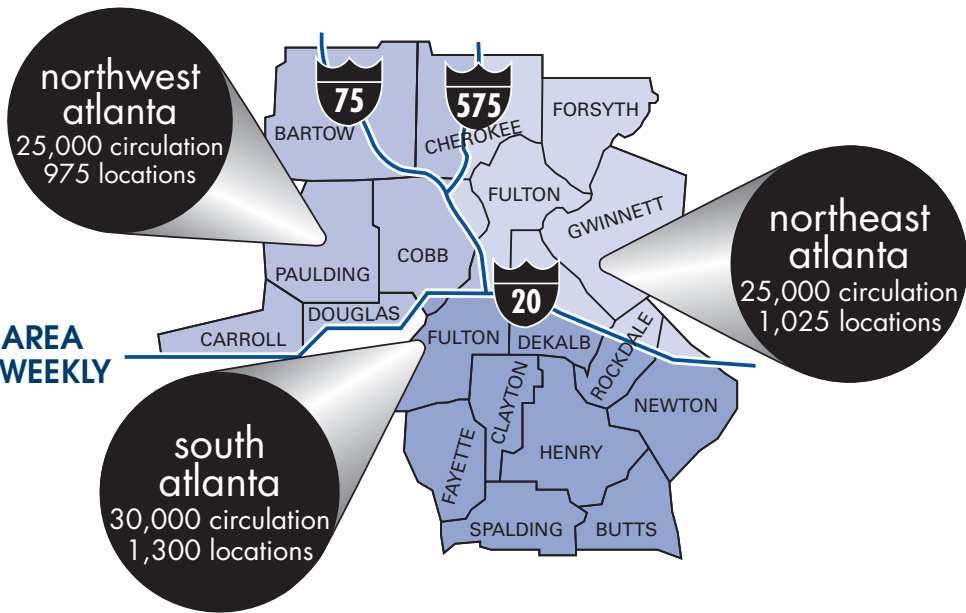
What Our Advertisers Say

Target the Market
You Want to Reach in
Metro Atlanta!

- PUBLISHED EVERY THURSDAY
- OVER 80,000 PAPERS EVERY WEEK
- FREE TO THE PUBLIC
- 17 COUNTIES IN THE METRO ATLANTA AREA
- OVER 3300 LOCATIONS, EXPANDING WEEKLY

We give you the coverage you need to reach Atlanta buyers.

Whether you choose the North, the South, or both editions, we've got you covered!



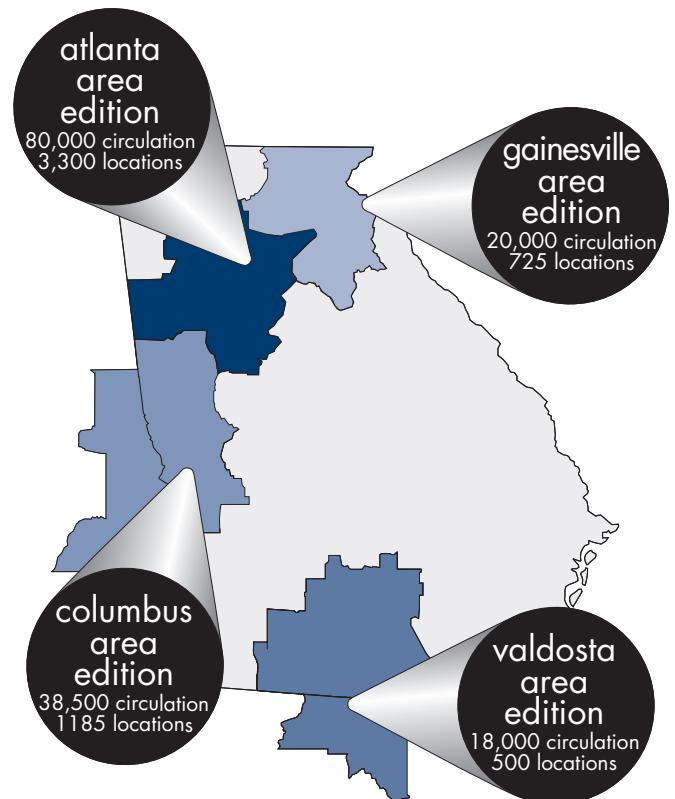
Statewide

Customers in Georgia

Over 62 counties in regional markets give your advertising budget real impact. You can reach over 450,000 buyers each week in areas such as:

- ATLANTA
- GAINESVILLE
- COLUMBUS
- VALDOSTA

Counties by Region			
Atlanta Area	Bartow Butts Carroll Cherokee Clayton Cobb DeKalb Douglas Fayette Forsyth Fulton Gwinnett Henry Newton Paulding Rockdale Spalding	Gainesville Area	Banks Barrow Clarke Dawson Forsyth Franklin Habersham Hall Jackson Lumpkin Madison Rabun Stephens Townsend Union White Oconee, SC
Columbus Area	Chattahoochee Coweta Harris Heard Marion Meriwether Muscogee Schley Stewart Talbot Troup Webster Barbour, AL Lee, AL Chambers, AL Pummell, AL	Valdosta Area	Atkinson Berrien Brooks Clinch Coffee Cook Colquitt Echols Irwin Lanier Lowndes Thomas Tift Hamilton, FL Madison, FL Suwanee, FL



■ ASK ABOUT OUR PEACH OF A DEAL.
Regional advertising for as low as \$35 per column inch.

**THRIFTY
NICKEL**

Regional/National

National

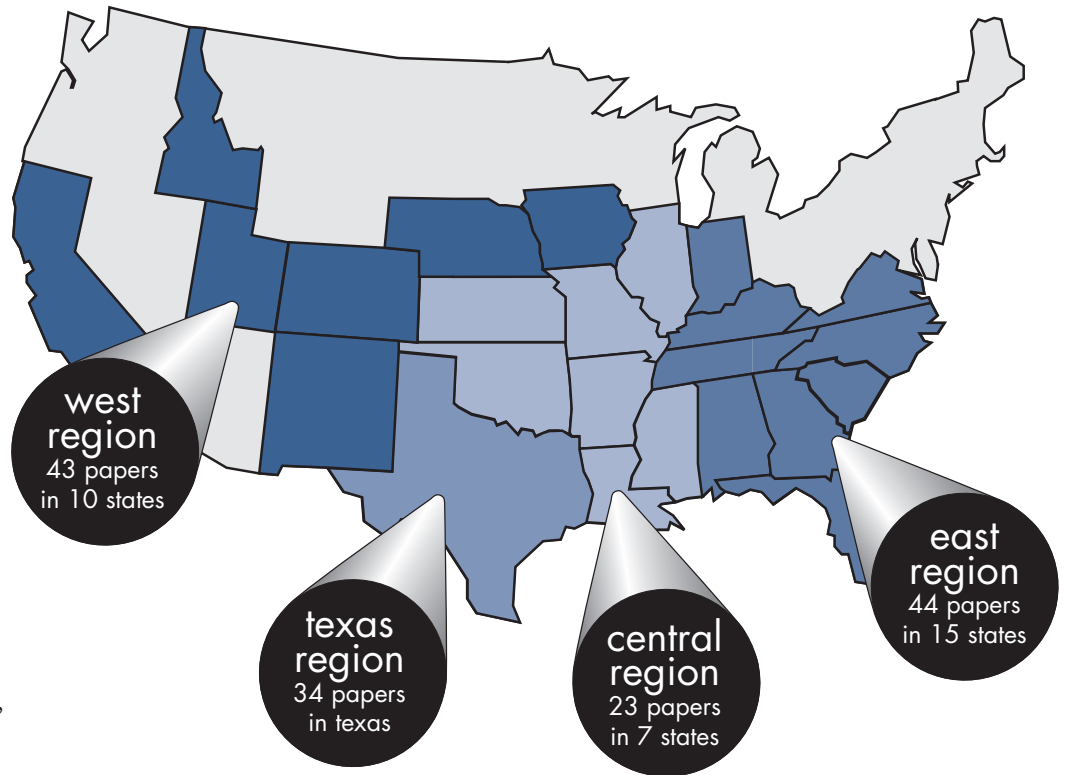
AMERICA'S LARGEST CLASSIFIED PAPER

Thrifty Nickel has published over 400 million private party classified ads, making us the LARGEST free classified newspaper in the United States.

REACH OVER 9 MILLION READERS WITH 110 PAPERS IN 101 CITIES

OVER 4 MILLION PAPERS PUBLISHED WEEKLY

If your marketing strategy calls for regional focus or national coverage, our classified and display ads are both economical and effective for your advertising needs.



West Region	CALIFORNIA	TEXAS	ARKANSAS	ALABAMA	TENNESSEE
	• Fresno	• Abilene	• Fort Smith	• Birmingham	• Chattanooga
	• Visalia	• Amarillo	ILLINOIS	• Dothan	• Jackson
	COLORADO	• Arlington	• Champaign	• Huntsville	• Knoxville
	• Colorado Springs	• Austin	• Danville	• Mobile	• Nashville
	• Denver	• Beaumont	• Mattoon	FLORIDA	• Tri-Cities
	• Fort Collins	• Bryan-College Station	• Decatur	• Fort Walton Beach	VIRGINIA
	• Greeley	• Corpus Christi	• Peoria	• Merritt Island	• Roanoke
	• Pueblo	• Dallas	• Springfield	• Melbourne, Titusville	
	IDAHO	• Denton	• Bloomington	• Ocala	
• Boise	• Fort Worth	• Quad Cities	• Orlando		
• Idaho Falls	• Hill Country	• Rockford-Loves Park	• Panama City		
• Twin Falls	• Houston	LOUISIANA	• Pensacola		
IOWA	• Longview	• Alexandria	• Tallahassee		
• Council Bluffs	• Lubbock	• Monroe	GEORGIA		
NEBRASKA	• Midland	• Shreveport	• Atlanta		
• Lincoln	• Odessa	MISSOURI	• Columbus		
• Omaha	• Nacogdoches	• Kansas City	• Gainesville		
NEW MEXICO	• Paris	• Springfield	• Valdosta		
• Alamogordo	• San Angelo	• St. Joseph	INDIANA		
• Albuquerque	• San Antonio	• St. Louis	• Evansville		
• Clovis	• Temple	MISSISSIPPI	• Indianapolis		
• Farmington	• Killean	• Gulfport	KENTUCKY		
• Hobbs	• Texarkana	• Jackson	• Louisville		
• Las Cruces	• Tyler	OKLAHOMA	• Owensboro		
• Roswell	• Waco	• Lawton	• Paducah		
• Santa Fe	• Wichita Falls	• Tulsa	NORTH CAROLINA		
UTAH			• Greensboro		
• Orem-Provo					
• Salt Lake City					

Classified Ad Rates for Regional Advertising

Pricing based on a 20 word classified ad.

East.....	\$164 ⁷⁵
Central.....	\$112 ⁵⁰
Texas.....	\$160 ²⁵
West.....	\$130 ⁷⁵

*Pricing subject to change based on changes in circulation.

Display Ad Per Column Inch Rate for Regional Advertising

East.....	\$171 ⁰⁰
Central.....	\$126 ⁰⁰
Texas.....	\$218 ⁰⁰
West.....	\$148 ⁰⁰

*Pricing subject to change based on changes in circulation.

THRIFTY NICKEL

What Our Advertisers Say

"We have used Thrifty Nickel for four and a half years without missing an issue. In addition to selling vehicles for us, the Nickel creates ad campaigns like an agency, and that frees us up to do our jobs, instead of undertaking all the ad design"

**DAVE HAMILTON
SALES MANAGER, ALLAN VIGIL FORD**

"Thrifty Nickel has been my main source of advertising over the last three years. Not only has it brought me great success in the auto industry, it has also been effective with my mortgage company as well. Thrifty Nickel has sold me on where to put my advertising money!"

**CHRIS JUSTICE
WORLD FORD**

"For nineteen years, I've been running a full page ad for my furniture store for one simple reason... it works better than any other advertising that I've tried!"

**JUNE COFFEY
BELMONT FURNITURE**

"I opened my first Peachstate Auto Insurance office in 1996. Just recently, I opened office number seventeen. I feel my success has come from advertising in Thrifty Nickel."

**ROBERT M. FLOYD
PEACHSTATE AUTO INSURANCE**

"We have been in business in Atlanta for over twenty years, and our advertising in Thrifty Nickel has been the best we've ever done. I was skeptical at first and didn't think it would work, but from the very start, we have had tremendous response. Customers are coming into our shop from as far away as Macon... about 80 miles! We keep an ad in the paper every week, as we have the proof that it continually brings new customers through our door. We are very happy with Thrifty Nickel."

**JAMES ROSS II,
MANAGER, ROSS UNLIMITED CLOTHING**

"Thrifty Nickel works great for our auto business at C&M Motors. We've been running with Thrifty Nickel fourteen years and we average selling two to three cars per week directly from this publication. Thank you, Thrifty Nickel!"

**MORRIS GRAHAM & CHUCK GRAHAM
C&M MOTORS**

"We have been advertising with Thrifty Nickel for seven years. Thrifty Nickel has been my main advertising for my south and north used car dealerships. We get at least twenty to twenty-five calls each week from this publication."

**CHRIS DAVIS
ONE OWNER AUTO SALES**

"I thought Thrifty Nickel was a joke. Boy was I in for a surprise! The calls kept coming in to the point that I almost called to cancel my ad. I'm going to have to hire more people to help me out. I am so amazed at the good jobs I've gotten through this paper. Thank you Lord, and Thank you Thrifty Nickel!"

**MARC FISCHMAN
SUPERIOR ELECTRICAL CONTRACTORS, INC.**

"I placed an ad in Thrifty Nickel to sell six Lab puppies. I was surprised when all the puppies were sold the very first week the ad ran in Thrifty Nickel. I also ran an ad in a local newspaper but I only received one or two calls from them. I checked prices with other papers, but they were all too expensive. The next time I have something to sell, I will definitely use Thrifty Nickel again."

**PATRICIA JONES
LOGANVILLE, GA**

THRIFTY NICKEL

Internet



3 Ways to View the Publication

All three views provide links to advertisers web sites. As long as the URL appears in the ad, it will be linked up automatically.

• Singles • Page Flip • Thumbnails



Keyword Search

Our Keyword Search Function looks through every single word in the entire publication-every ad, every article-and return the results in the form of Thumbnail images.

Select-A-Page

Quickly and easily jump to any page in the publication with just one click.

Email A Friend

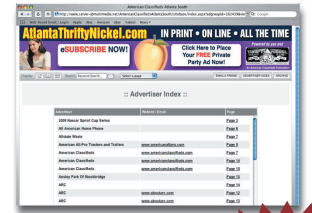
Send whatever it is you're looking at to someone else via email. Our system only sends links, no imagery-this means the recipient must come to your site to view the content

e-Subscribe Feature

Parents and teachers can sign up to receive your publication via email for FREE! Each month, with three clicks, you can send an email out to everyone on the list, telling them that this month's addition is online

Advertiser Index

Separated into three columns, this page lists every advertiser in the edition, their web address and email address (as long as it appears in the ad), and the page on which the ad appears. It's a quick way to jump to any ad or web site in the editions



Digital Archive

Your editions get automatically archived when a new edition comes out, and they all get stored here for as long as you want. Plus, you can even perform a Keyword Search through all your



ADVERTISE IT IN YOUR DYNAMIC.....

THRIFTY NICKEL WANT ADS®

E PLURIBUS UNUM

America's Want Ad Specialists

Distributed Every Thursday

An American Classifieds Publication

770-971-8333

www.atlantathriftynickel.com

1468 Roswell Road • Marietta, GA 30062

Fax 770-578-1673

production@atlantaamericanclassifieds.com

office@atlantaamericanclassifieds.com

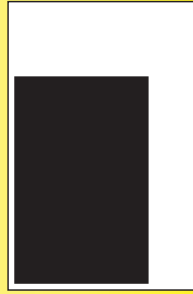
Standard Ad Sizes



Full Page
8 Columns x 16"
61p5 x 92p7



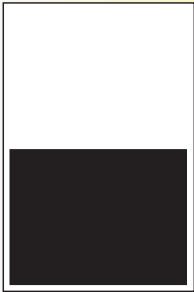
2/3 Page
8 Columns x 10"
61p5 x 57p8



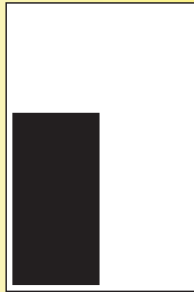
Junior Page
6 Columns x 12"
45p12 x 69p4



1/2 Page (V)
4 Columns x 16"
30p6 x 92p7



1/2 Page (H)
8 Columns x 8"
61p5 x 46p



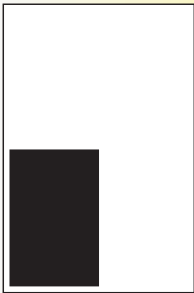
1/3 Page (V)
4 Columns x 10"
30p6 x 57p8



3/8 Page
5 Columns x 10"
38p3 x 57p8



1/4 Page (Strip)
2 Columns x 16"
15p x 92p7



1/4 Page (V)
4 Columns x 8"
30p6 x 46p



1/4 Page (H)
8 Columns x 4"
61p5 x 22p9



1/6 Page
4 Columns x 5"
30p6 x 28p7



1/8 Page (V)
2 Column x 8"
15p x 46p



1/8 Page (H)
4 Column x 4"
30p6 x 22p9



1/12 Page (V)
2 Columns x 5"
15p x 28p7



1/12 Page (H)
5 Columns x 2"
38p3 x 11p2



1/16 Page (V)
2 Columns x 4"
15p x 22p9

Column Widths

- 1 Column ~ 7p4 (1^{3/16}"
- 2 Column ~ 15p (2^{1/2}"
- 3 Column ~ 22p10 (3^{13/16}"
- 4 Column ~ 30p6 (5^{1/16}"
- 5 Column ~ 38p3 (6^{3/8}"
- 6 Column ~ 45p12 (7^{5/8}"
- 7 Column ~ 53p8 (8^{15/16}"
- 8 Column ~ 61p5 (10^{1/4}"

Row Heights

- 1 Row ~ 5p4 (7/8")
- 2 Row ~ 11p2 (1^{7/8}"
- 3 Row ~ 16p12 (2^{13/16}"
- 4 Row ~ 22p9 (3^{13/16}"
- 5 Row ~ 28p7 (4^{3/4}"
- 6 Row ~ 34p5 (5^{3/4}"
- 7 Row ~ 40p3 (6^{11/16}"
- 8 Row ~ 46p (7^{11/16}"
- 9 Row ~ 51p10 (8^{5/8}"
- 10 Row ~ 57p8 (9^{5/8}"
- 11 Row ~ 63p6 (10^{9/16}"
- 12 Row ~ 69p4 (11^{9/16}"
- 13 Row ~ 75p1 (12^{1/2}"
- 14 Row ~ 80p11 (13^{1/2}"
- 15 Row ~ 86p9 (14^{7/16}"
- 16 Row ~ 92p7 (15^{7/16}"

**THRIFTY
NICKEL**

Readership Profile

SEX

Male	51%
Female	49%

AGE

18-34	36%
35-44	30%
45-54	25%
55 and over	9%

EDUCATION

High School Diploma	98%
College Degree	38%
Attended Some College	31%
Post Graduate Degree	12%

OCCUPATION

Professional or service organization	25.3%
Housewife	24.2%
Manufacturing, retailing civil services, construction, etc.	15.6%
Own their own business	12.3%
Military	2.5%
Retired	2.3%
Other	17.8%

As you can see, Thrifty Nickel readers represent a broad cross section of America. The common denominator among readers is that they are thrift conscious and they like to shop through printed media. This characteristic crosses over income, age and education levels.

INCOME

\$10,000-\$25,000	7%
\$25,000-\$49,000	29%
\$50,000-\$100,000	50%

HOME OWNERSHIP

Own Home	71%
Rent	29%

AUTO OWNERSHIP

One	28.1%
Two	42.3%
Three	17.3%
Four or more	10.0%
Not Stated	2.0%



*An
American Classifieds
Publication*

**THRIFTY
NICKEL**

Distribution

Where They Live and Work...

- Check Out www.AtlantaThriftyNickel.com to view the virtual paper
- Your advertising will be distributed in over 3300 locations in the Metro Atlanta area, with 95% customer pick-up. Look for Thrifty Nickel in high traffic locations such as grocery stores, farmer's markets, shopping centers, convenience stores, discount clubs, department stores, restaurants, gas stations, universities and colleges, movie theaters, and automobile centers.

STAYING POWER

Thrifty Nickel	1-3 Weeks
Daily Newspaper	30-60 Minutes
Television	30-60 Seconds
Radio	30-60 Seconds

HOW OFTEN THEY PICK UP THRIFTY NICKEL

Weekly	64.7%
Once a Month	10.4%
Twice a Month	13.6%
Three Times a Month	9.4%
Not Stated	1.9%

HOW MANY READERS IN THEIR HOUSEHOLD

One	22.0%
Two	55.1%
Three	13.2%
Four or More	8.0%
Not Stated	1.7%
Average number of readers	2.2 per copy



THRIFTY NICKEL

INSERTS

CUSTOMER-PROVIDED INSERTS must be scheduled one week prior to insertion. Inserts should be delivered between the hours of 9 a.m. and 5 p.m., 5 days prior to publication to: The Tuscaloosa News, 315 28th Avenue, Tuscaloosa, AL 35401. Thrifty Nickel accepts only those inserts which are printed on 60 lb. or heavier stock. The minimum insert size is 6" x 4.5" and the maximum size is 7.5" x 10".

COPY DEADLINES

Deadline for Thursday's **SOUTH METRO EDITION** is Monday, 12:00 p.m.
With proof or process color, deadline is Friday 5:00 p.m.

Deadline for Thursday's **NORTH METRO EDITION** is Monday, 6:00 p.m.
With proof or process color, deadline is Friday 5:00 p.m.

SPECIFICATIONS

Tabloid format 8 columns x 16 inches.
Copy dimensions 10.25 inches wide x 16 inches high.
Column width is 7.5 picas or 1.25 inches.

TERMS OF PAYMENT

All advertising is payable cash in advance unless advertiser has established a credit account with the newspaper. All accounts on credit will be billed on the last day of the month and will be due upon receipt and considered past due on the 15th of the following month.

Monthly statements rendered will be accepted as correct unless recipient notifies the paper in writing within ten days of mailing of statement.

LIABILITY OF PUBLISHER

ACCEPTABLE ADVERTISING: The publisher reserves the right to refuse any advertising. American Classifieds will not be responsible for any error appearing in an ad to any greater extent than the cost of the space occupied by the error. American Classifieds will not be responsible for typographical errors. Advertisers and their agencies will be responsible for the content of the advertising and any claims resulting from advertising in American Classifieds.

COPY CORRECTIONS: In the event of errors in advertising copy please contact your Account Representative immediately. We will adjust the charges for the first insertion based on the actual value of the space occupied by the incorrect copy.

POSITION: American Classifieds will make every reasonable effort to honor requested positioning of an ad. We accept no responsibility for competing ads that appear on the same page, and no credit will be given for ads which are not granted specific positions.

THRIFTY NICKEL NORTH METRO OFFICE

1468 Roswell Rd., Marietta, GA 30062

770-971-8333

FAX 770-578-1673

E-MAIL ADDRESS

office@atlantaamericanclassifieds.com



AN AMERICAN CLASSIFIEDS PUBLICATION

Advertising
at its Best...
For Less!

195,000
Readers Weekly

**SERVING 17 COUNTIES
IN METROPOLITAN
ATLANTA**

**DISTRIBUTED FREE
EVERY THURSDAY**
www.atlantathriftynickel.com

RA TE C A R D

Effective
8/1/06

COMPARE THE COST LOWEST COST PER THOUSAND!

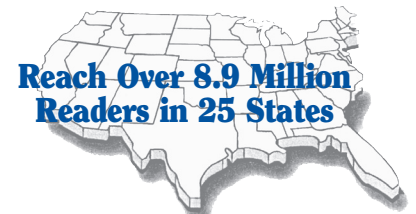
PUBLICATION	CIRCULATION	FULL PAGE OPEN RATE	COST PER THOUSAND
NORTH METRO			
*THRIFTY NICKEL (Cobb, Cherokee, Bartow, Paulding, North Douglas, Carroll, Forsyth, Gwinnett, North Fulton & North DeKalb)	40,000	\$1056.00	\$26.40
DIRECT MAIL	per 1,000 names	Production and Postage Extra	\$40.00 Avg.
MARIETTA DAILY JOURNAL (Thurs. Edition) (Cobb County)	20,825	\$2,835.00	\$136.14
*THE DOUGLAS REVIEW (Douglas County)	14,500	\$611.10	\$42.15
*THE CARROLL WEEKLY REVIEW (Carroll County)	17,650	\$611.10	\$34.63
CHEROKEE TRIBUNE	16,577	\$2,362.00	\$142.52
ATLANTA JOURNAL (Thurs. Edition) (Douglas, Paulding, Cobb, Bartow, Cherokee, Pickens, North Fulton, North DeKalb, Gwinnett, Forsyth, Dawson and Hall)	255,368	\$19,952.13	\$78.13
*CREATIVE LOAFING	70,750	\$4709.00	\$66.56
*NEIGHBOR NEWSPAPERS North and West Metro Markets (Bartow, Cherokee, Cobb, DeKalb, Douglas, North Fulton and Paulding)	340,845	\$18,168.50	\$53.31
* Indicates Weekly Publication			
SOUTH METRO			
*THRIFTY NICKEL (Butts, Clayton, Fayette, Henry, Newton, Rockdale, South DeKalb, South Fulton, & Spalding Counties)	28,000	\$768.00	\$27.42
CLAYTON NEWS DAILY (Wed. Edition)	19,579	\$2,005.95	\$102.46
DAILY HERALD (Wed. Edition) (Henry County)	20,100	\$1,684.94	\$83.82
ATLANTA JOURNAL (Thurs. Edition) (South DeKalb, South Fulton, Clayton, Henry, Rockdale, Newton, Fayette and Cowetta)	81,576	\$7,663.68	\$93.95
*NEIGHBOR NEWSPAPERS - South Metro Market (Clayton, Fayette, Henry, Rockdale and South Fulton)	143,310	\$5307.00	\$37.04
* Indicates Weekly Publication			

READER PROFILE WHO ARE THE THRIFTY NICKEL/AMERICAN CLASSIFIEDS READERS?

Income		Auto Ownership (Total Family)	
10,000-24,999	20.7%	One	20%
25,000-49,999	33.7%	Two-Three	65%
50,000 & Up	25.3%	Four or more	15%
Occupation		Home Ownership	
Professionals	25.3%	Home Ownership	71%
Manufacturing, Retail, Construction, Govt., Etc.	15.6%	Rental	29%
Business Owners	12.3%	Age	
Homemaker	24.2%	18-45	67%
Sex		46-55	13.9%
Female	51.8%	Over 55	16.8%
Male	46.7%		

NATIONAL ADVERTISING

Over 3.3 Million
Papers Distributed
Throughout
106 Markets
Nationwide!



ALABAMA

- Birmingham
- Dothan
- Huntsville
- Mobile

ARKANSAS

- Fort Smith

CALIFORNIA

- Fresno
- Visalia

COLORADO

- Colorado Springs
- Denver
- Fort Collins
- Greeley
- Pueblo

D.C.

- Washington

FLORIDA

- Fort Walton Beach
- Merrit Island-Melbourne
- Ocala
- Panama City
- Pensacola
- Tallahassee

GEORGIA

- Atlanta-North
- Atlanta-South
- Columbus
- Valdosta

IDAHO

- Boise
- Idaho Falls
- Twin Falls

ILLINOIS

- Champaign
- East Moline
- Peoria-Springfield
- Rockford-Loves Park

INDIANA

- Evansville
- Indianapolis

KENTUCKY

- Owensboro
- Paducah

LOUISIANA

- Alexandria
- Monroe
- Shreveport

MASSACHUSETTS

- Boston

MISSOURI

- Kansas City - N, E, W
- Springfield
- St. Joseph
- St. Louis

MISSISSIPPI

- Gulfport

NORTH CAROLINA

- Greensboro

NEBRASKA

- Lincoln
- Nebraska City
- Omaha

NEW MEXICO

- Alamogordo
- Albuquerque
- Clovis
- Four Corners
- Hobbs
- Las Cruces
- Roswell
- Santa Fe

NORTH CAROLINA

- Greensboro

OKLAHOMA

- Lawton
- Tulsa

SOUTH CAROLINA

- Myrtle Beach

TENNESSEE

- Jackson
- Johnson City
- Knoxville
- Memphis
- Nashville

TEXAS

- Abilene
- Amarillo
- Arlington
- Austin
- Beaumont
- Bedford
- Bryan-College Station
- Corpus Christi
- Dallas - SW, SE, NW, NE
- Denton
- Fort Worth
- Hill Country/Kerrville
- Longview
- Lubbock
- Midland-Odessa
- Paris
- San Angelo
- San Antonio - NW, NE, S
- Temple-Killeen
- Texarkana
- Tyler
- Victoria
- Waco
- Wichita Falls

UTAH

- Orem-Provo
- Salt Lake City

VIRGINIA

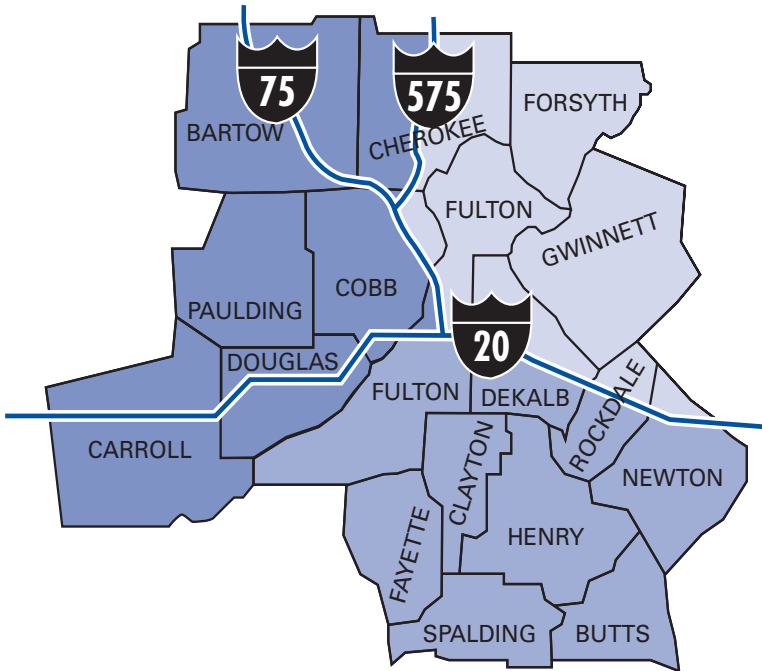
- Roanoke

REACH MORE OF YOUR CUSTOMERS
MORE EFFICIENTLY . . .
THRIFTY NICKEL/AMERICAN CLASSIFIEDS
WITH AMERICAN CLASSIFIEDS!

ASK YOUR REP FOR NATIONAL
DISTRIBUTION FIGURES & RATES

COMPARE THE MARKET COVERAGE

17 COUNTIES



Thrifty Nickel/American Classifieds is distributed every Thursday in a market area that covers 17 counties. It extends as far north as Canton, west to Carrolton, south to Griffin, and east to Covington.

North Metro

Circulation: 40,000

Distribution

Counties: Cobb, Cherokee, Bartow, Hall, Dawson, North Fulton, North Dekalb, Gwinnett, Forsyth, Paulding, North Douglas & Carroll

South Metro

Circulation: 28,000

Distribution

Counties: Clayton, Henry, Coweta, Fayette, Spalding, Rockdale, Newton, Butts, South Fulton, & South Dekalb

DISPLAY ADVERTISING RATES

FREE INTERNET ADS

When you place your Display ad in Thrifty Nickel/American Classifieds, your ad will be placed on the Largest Classified Website in the world! Over 2,000,000 page views per week nationwide!
[Click Online Ads www.atlantathriftynickel.com](http://www.atlantathriftynickel.com)

- Your display ad will be searchable nationwide by our powerful online ad search engine
- It can appear in full color and have a hot link right to your own website
- You will have up to 40 words in the descriptive classified ad that links to your Online Display ad

* Ads 6" and above in size. Ads smaller than 6" may purchase online advertising for an additional charge.

NORTH METRO EDITION STANDARD SIZE RATES

AD SIZE	A RATE 1-4 Weeks	B RATE 5-13 Weeks	C RATE 14-26 Weeks
FULL (128")	\$1,120	\$1,088	\$1,056
DOMINATOR (112")	\$980	\$952	\$924
3/4 pg. (96")	\$840	\$816	\$792
1/2 pg. (64")	\$576	\$560	\$544
1/4 pg. (32")	\$312	\$304	\$296
1/8 pg. (16")	\$172	\$168	\$164
12"	\$132	\$129	\$126
9"	\$99	\$96.75	\$94.50
4"	\$45	\$43	\$42
3"	\$40	\$36	\$36
2"	\$35	\$33	\$31
1"	\$25	\$23	\$21

PER COLUMN INCH RATES

AD SIZE	A RATE 1-4 Weeks	B RATE 5-13 Weeks	C RATE 14-26 Weeks
96" - 128"	\$8.75	\$8.50	\$8.25
64" - 95"	\$9.00	\$8.75	\$8.50
32" - 63"	\$9.75	\$9.50	\$9.25
16" - 31"	\$10.75	\$10.50	\$10.25
5" - 15"	\$11.00	\$10.75	\$10.50

COLOR RATES

NORTH	Ad Size	Process Color	One Color
	97" - 128"	\$200	\$75
65" - 96"	\$150	\$60	
33" - 64"	\$100	\$40	
17" - 32"	\$50	\$30	
6" - 16"	\$30	\$20	
3" - 5"	\$25	\$15	

HIGH VISIBILITY ADS

NORTH	FRONT		BACK	
	ONE ZONE	TWO ZONES	ONE ZONE	TWO ZONES
	\$550	\$1000	\$750	\$1425
	\$75	\$140	\$75	\$1425
	\$125	\$225	\$90	\$170
	\$90	\$160	\$90	\$170
	\$90	\$170	\$90	\$170
	\$375	\$375	\$375	\$375
	\$185	\$335	\$185	\$335
	\$1425	\$1425	\$1425	\$1425
	\$1425	\$1425	\$1425	\$1425
	\$2175	\$2175	\$2175	\$2175

NOTE: All high visibility ad prices include process color.

DISPLAY ADVERTISING RATES

FREE INTERNET ADS

When you place your Display ad in Thrifty Nickel/American Classifieds, your ad will be placed on the Largest Classified Website in the world! Over 2,000,000 page views per week nationwide!
[Click Online Ads www.atlantathriftynickel.com](http://www.atlantathriftynickel.com)

- Your display ad will be searchable nationwide by our powerful online ad search engine
- It can appear in full color and have a hot link right to your own website
- You will have up to 40 words in the descriptive classified ad that links to your Online Display ad

* Ads 6" and above in size. Ads smaller than 6" may purchase online advertising for an additional charge.

SOUTH METRO EDITION STANDARD SIZE RATES

AD SIZE	A RATE 1-4 Weeks	B RATE 5-13 Weeks	C RATE 14-26 Weeks
FULL (128")	\$832	\$800	\$768
DOMINATOR (112")	\$728	\$784	\$756
3/4 pg. (96")	\$624	\$672	\$648
1/2 pg. (64")	\$464	\$448	\$432
1/4 pg. (32")	\$256	\$248	\$240
1/8 pg. (16")	\$132	\$128	\$124
12"	\$105	\$102	\$99
9"	\$78.75	\$76.50	\$74.25
4"	\$40	\$38	\$36
3"	\$35	\$33	\$31
2"	\$30	\$28	\$26
1"	\$25	\$23	\$21

PER COLUMN INCH RATES

AD SIZE	A RATE 1-4 Weeks	B RATE 5-13 Weeks	C RATE 14-26 Weeks
96" - 128"	\$6.50	\$6.25	\$6.00
64" - 95"	\$7.25	\$7.00	\$6.75
32" - 63"	\$8.00	\$7.75	\$7.50
16" - 31"	\$8.25	\$8.00	\$7.75
5" - 15"	\$8.75	\$8.50	\$8.25

COLOR RATES

Ad Size	Process Color	One Color
97" - 128"	\$125	\$60
65" - 96"	\$100	\$45
33" - 64"	\$70	\$30
17" - 32"	\$40	\$25
6" - 16"	\$20	\$15
3" - 5"	\$15	\$10

HIGH VISIBILITY ADS

LARGE FRONT	\$650
BANNER AD 8X.5	\$75
2X3 UPPER	\$150
2X2	\$100
2X3 LOWER	\$90
BACK	\$850
1/2 BACK	\$450
3X3 (9")	\$200
INSIDE FRONT COVER	\$850
INSIDE BACK COVER	\$850
DOUBLE TRUCK	\$1300

NOTE: All high visibility ad prices include process color.

CLASSIFIED ADVERTISING RATES

FREE INTERNET ADS

When you place your Classified in print, your ad will be placed on the Largest Classified website in the world! Over 2,000,000 page views per week nationwide!

www.atlantathriftynickel.com

NORTH METRO EDITION

Classified Ads w/display\$7 for 20 words
 (20¢ per word over 20)

Classified Ads w/o display \$10 for 20 words
 (20¢ per word over 20)

5 Ad Package\$45 per week

10 Ad Package\$75 per week

GLORIFIED CLASSIFIED\$20 per week
 (Ad includes 4 Lines Big, Bold & Centered, Border & 20 Words)

(20¢ per word over 20)

BUSINESS & SERVICE CLASSIFIED
 (20 Words / 4 Week Min. / Pre-Paid)..... \$40

SOUTH METRO EDITION

Classified Ads w/display\$5 for 20 words
 (20¢ per word over 20)

Classified Ads w/o display . \$7 for 20 words
 (20¢ per word over 20)

5 Ad Package\$30 per week

10 Ad Package\$55 per week

GLORIFIED CLASSIFIED\$12 per week
 (Ad includes 4 Lines Big, Bold & Centered, Border & 20 Words)

BUSINESS & SERVICE CLASSIFIED
 (20 Words / 4 Week Min. / Pre-Paid)..... \$30

Attention Getters - Add Impact To Your Ads!
 Available on any Classified Ad

CHECK MARKS
 ✓ \$3.00

BORDERS
 \$4.00

STARS
 ★ \$3.00

HYPERLINK E-MAIL OR WEBSITE \$2.00

INSERTS

ZONED INSERTS are available to allow advertisers to reach potential clients in their immediate area. These are CUSTOMER PROVIDED Inserts.

QTY. PROVIDED	ONE TIME	ONCE PER MO.	26 TIMES
12,000-24,999	\$40/M	\$37/M	\$35/M
25,000 & UP	\$35/M	\$33/M	\$30/M