



## FACT SHEET

### POTENTIAL BUYERS

**“NANI Ads are ideal for advertisers offering product or services nationwide”**

Employment Agencies, Education Services, Communications Services, National Real State Companies, Financial Services, eCommerce sites, Sales Organizations, National Associations, Money Transfers,

**NANI AD NETWORK** **“The most effective advertising buy in North America”**

Circulation: More than **30 million homes** in North America. Minimum guaranteed circulation is 22 million.

Types of Ads: All types of advertising ads, except ads selling information about government and postal jobs and government-repossessed homes and cars.

Suggested Price: \$2,795 (25 words) Ad. Word: \$112

**NANI NEW CUSTOMER DISCOUNT** **“Try NANI at reduced prices”**

Circulation: More than **30 million homes** in North America. Minimum guaranteed circulation is 22 million.

Types of Ads: Same as NANI Ad Network.

Suggested Price: \$2,795 (25 words) Ad. Word: \$112

**Buy Three Consecutive Ads, Receive the Fourth Ad FREE!**

**NANI GOVERNMENT AD NETWORK**

Circulation: More than **11 million homes** in North America. Minimum guaranteed circulation is 8 million.

Types of Ads: Ads that advertise government and postal jobs and government-repossessed homes and cars.

Suggested Price: \$1,700 (25 words) Ad. Word: \$68

### ADEX ADVERTISING NETWORK

International network that reaches up to 10 million readers worldwide through the International Classified Media Association (ICMA).

#### Worldwide

Circulation: 10 Million

Suggested Price: \$800 (25 words)

#### Continental Europe

Circulation: 3 Million

Suggested Price: \$330 (25 words)

#### All Europe

Circulation: 6 Million

Suggested Price: \$540 (25 words)

#### Non-European

Circulation: 2.4 Million Readers

Suggested Price: \$300 (25 words)

#### UK/Ireland

Circulation: 3 Million

Suggested Price: \$320 (25 words)

## BENEFITS FOR ADVERTISERS

FEATURES (Facts about NANI)	ADVANTAGES (How does the feature give NANI a superior or more favorable position?)	BENEFITS (Relation to Advertiser needs)
One Order. One buy	One buy puts your ad in the largest single network in North America	Efficiency – Save time- Less paperwork
National circulation	Readership	Coverage. National Exposure. More leads.
Verified Circulation	You can be sure the ad is going to be published.	Peace of mind –Reliability.
Weekly Publications	You can make changes at any time. Readers know the information is up to date.	Flexibility to change the ad.
Free Community Papers	Readers do not have to pay to read the ad. High Availability and more exposure for the ad.	Results. More leads

## HOW TO PLACE AN ORDER:

- 1) **Select the correct form:** NANI, NANI Government or AdEX.
- 2) **Fill out the form completely and include the advertiser's signature at the bottom.**
- 3) **Send signed form by fax or email to the AFCP for approval.**  
 Fax: (781) 459-7770 or email: [kristen@afcp.org](mailto:kristen@afcp.org).
  - a. **If it's a new customer or the ad has new copy**, by Tuesday 5pm EST. Please clearly mark new ads as needing approval, so staff can easily prioritize your request.
  - b. **If it is a current customer** without copy changes since last approval, send ad by Wednesday 5 pm EST.
- 4) **Payment of the placement fee for each ad must be made in full by the Friday prior to the Monday release date.** Send a copy of the order and payment to:

**AFCP – National Advertising Network, Inc**  
**200 Union Blvd., Suite 205**  
**Lakewood, CO 80228**