

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) **Locate the correct order form:** NANI Order Form NY.
- 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 : cassey@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
 7445 Morgan Road - Suite 103
 Liverpool, NY 13090**