

2x2 SNA ADVERTISING NETWORK

2x2 Display Advertising Guidelines

2x2 Ad Size Format

Basic ROP and Classified ad size 3.75" x 2" (some ads may be resized or floated if necessary).

SNA will request specific section placement for advertisers, however, there is no guarantee of placement. Placement within the participating newspaper is at the discretion of the individual publication(s).

SNA and all participating newspapers reserve the right to reject any advertising copy submitted to the network for placement.

Advertising will be rejected if not in compliance with state/federal regulations or if it appears to be false, misleading, fraudulent, libelous, defamatory, illegal or for other good cause.

Individual newspapers reserve the right to properly classify, edit or reject advertising not in compliance with local regulations, standards and policies.

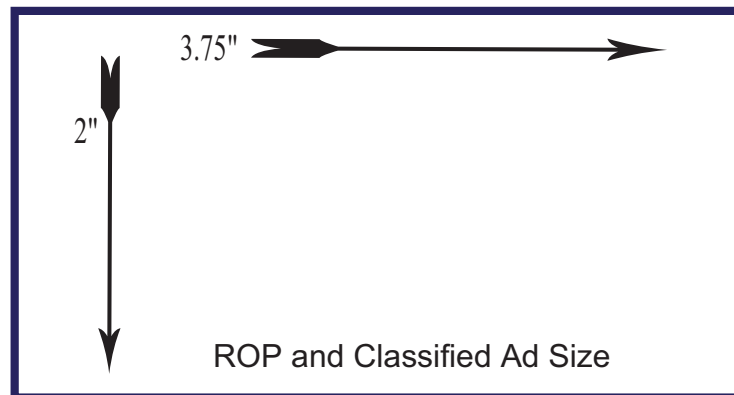
At the advertiser's request, SNA will provide one tearsheet from one participating newspaper company for each week the ad is scheduled.

Advertisers must make known the name, full address and phone number of the individual and organization submitting the ad order.

Acceptance of advertising may be subject to business and/or Better Business Bureau references checks.

The following guidelines are used in the acceptance of advertising, but are not intended to reflect all specific policies of the SNA 2x2 Network or participating newspapers. Subsequently, SNA guarantees all ads accepted by the network will be distributed to all participating newspapers; however, SNA cannot guarantee that 100% of participating newspapers will publish an advertisement. (Note: weekly tearsheets are required from each participant. Any abuse of the program will result in termination from the program.)

Deadline: All insertion orders with pre-payment must be received at the SNA office by Monday at 12:00 P.M. for the following week's publication. Due to some newspapers' early deadlines, some publications may publish the ad in the second week after deadline.



In addition, advertisements that will not be accepted include but are not limited to the following:

- Work-at-home advertisements
- Business opportunity and investment advertising that does not disclose the type of business and amount of investment required
- 900# ads
- Ads for credit repair, debt consolidation and/or personal loans (except from qualifying institutes)
- Adoption advertisements (except with attorney verification)
- Ads requiring payment in advance for information or that require sending money through the mail
- Advertisements that offer employment through listing publications and/or employment directories
- Advertisements selling information pertaining to government surplus
- Advertisements that discriminates based on age, race, color, national origin, religion, sex or marital status

Contact Deanna Lewis at
deanna.lewis@suburban-news.org
or (888) 486-2466
for additional information.