

2012 CLASSIFIED ADVERTISING RATES

NATIONAL **ENQUIRER** MARKETPLACE

Combine your ad
with the Globe Group
and reach over 15 million
loyal readers!

GLOBE **NATIONAL** **Examiner** **Sun**



Estimated total audience: 8,278,000*
(800) 223-6226 • (727) 443-7667 • Fax: (888) 767-2849

enquirer@russelljohns.com

(*Source: Gfk MRI Spring 2011)



CLASSIFIED DISPLAY RATES

Cost per column inch	1 Time	4 Times*	8 Times*
Black & White	\$803	\$763	\$642
Two Color	\$896	\$851	\$717
Four Color	\$1,047	\$995	\$838

Combination w/ Globe Group

Cost per column inch	1 Time	4 Times*	8 Times*
Black & White	\$1,394	\$1,324	\$1,115
Two Color	\$1,538	\$1,461	\$1,230
Four Color	\$1,828	\$1,737	\$1,462

ISSUE & CLOSING DATES

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.

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.

CLASSIFIED WORD RATES

CLASSIFIED WORD ADS	1 Time	4 Times*	8 Times*
Cost per word, per issue (10 word minimum)	\$16.10	\$15.30	\$12.90

Combination w/ Globe Group	1 Time	4 Times*	8 Times*
	\$26.70	\$25.35	\$21.35

Tint is available for an additional 15% of total ad cost.

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.

CATEGORY HEADINGS

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

ASTROLOGY/PSYCHICS

BUSINESS/PRODUCTS/SERVICES

Advice	Education/Schools	Of Interest To Men
Automotive	Employment	Of Interest To Women
Beauty Products	Events/Tickets	Pets & Supplies
Books/Publications	Fashion/Apparel	Poems & Songs
Business Opportunities	Financial/Loans	Real Estate
Business Services	Gifts	Recipes/Cookbooks
Chat/Date Lines	Legal Services	Religious
Children's Items	Health & Fitness	Travel/Vacations
Computers/Software	Model/Talent	Work At Home
Diet Aids	Of Interest To All	Websites

EYESTOPPERS

Attracting millions of readers is easy... choose an eyestopper to be placed above your classified advertisement and discover how powerful your ad becomes!

-
- LOOK**
-
-
-
- \$\$\$\$\$**
- *****
- ♥♥♥♥♥**
- R**

EYESTOPPER RATES:
(Rates are in addition to classified word ad cost)

	1 Time	4 Times*	8 Times*
National Enquirer	\$222	\$211	\$178
Combination w/ Globe Group	\$384	\$365	\$307

SAMPLE EYESTOPPER AD:



Beautiful Jewelry
at great prices. Call us now: (800) 000-0000
www.thisisasamplead.com

*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 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	\$222	\$211	\$178
18L	Money Secrets!	14	\$222	\$211	\$178
14C	BILLS PRESSING?	15	\$170	\$162	\$136
14L	Success Is Easy!	16	\$170	\$162	\$136
10C	CLIP NEWSPAPER ITEMS	20	\$116	\$110	\$93
10L	You Can Play Piano By Ear	25	\$116	\$110	\$93

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.

Combination w/ Globe Group

Headline Rates	1 Time	4 Times*	8 Times*
18 C or L	\$384	\$365	\$307
14 C or L	\$295	\$280	\$236
10 C or L	\$204	\$194	\$163

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

CLASSIFIED ORDER FORM

BILLING & CREDIT: Checks (drawn upon a U.S. bank), Money Orders (U.S. only), MasterCard, VISA, American Express, Discover, and PayPal are accepted for payment. Make checks payable to *NATIONAL ENQUIRER*/Russell Johns Associates, LLC. Returned checks will be subject to penalties pursuant to Florida law. Credit card number, CVV code, expiration date, authorized amount, billing address, and signature of cardholder are required for credit card payments. Display advertising credit will be based on approved credit application after prepayment of first insertion. All invoices are payable net 30 days. Invoices not paid according to terms will be subject to a 5% late payment charge. Tearsheet available only upon request.

COMMISSION & CASH DISCOUNTS: Commission to recognized advertising agencies: 15%. No cash discounts permitted.

PRINTING SPECIFICATIONS: Column width - 1 1/8 inches (10 picas). Two column width - 3 3/8 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 or InDesign with all resource files (logo, graphics) and screen/printer fonts (postscript fonts only, no true-type fonts) included. Color images in CMYK mode only (do not send RGB), black and white ads are set using black only, zero-100% (do not use a CMYK breakdown); 300 dpi resolution, saved as PDF, Tiff or EPS. Send ads via email to: production@russelljohns.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.

National Enquirer Classifieds • 1001 S. Myrtle Ave., Suite 7 • Clearwater, FL 33756-3930
(800) 223-6226 • (727) 443-7667 • Fax: (888) 767-2849 • enquirer@russelljohns.com • www.russelljohns.com
Office Hours: Monday through Friday, 8:30 AM - 5:00 PM Eastern Time

Insert my ad _____ times, beginning with the first available issue. Category Heading _____
(See available category headings on reverse side.)

OPTIONAL ENHANCEMENTS FOR WORD ADS:

- Add a tinted background for 15% additional cost
- Eyestopper (See reverse for rates) _____

Number
Color (Blue or Red)
- Headline 1 _____

Type
Text
- Headline 2 _____

Type
Text

WORD AD - AD COPY (print legibly)

Payment method: Total Enclosed \$ _____ Check One: Check U.S. Money Order
(Drawn upon a U.S. bank.)
 Charge Amount \$ _____ MasterCard VISA AMEX Discover PayPal

Credit Card Orders: To avoid delay in scheduling fax this order form today! (888) 767-2849

Credit Card Number | | | | | - | | | | | - | | | | | - | | | | | Expiration Date ____/____ CVV Code ____
(Your credit card statement will reflect this charge as RJA LLC 8002379851 FL US)

Cardholder Signature _____ Telephone (_____) _____
(Signature Mandatory)

Company _____ Telephone (_____) _____

Contact Person _____ Fax (_____) _____

Address _____ Email _____

City _____ State/Province _____ Zip _____

Address _____

Authorized Signature _____ (Address where credit card statement is received if different from above)

Above information must be filled out completely.

COPY & CONTRACT POLICIES

A. PUBLISHER and/or Russell Johns Associates, LLC (RJA) reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In addition, PUBLISHER and/or RJA reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable or fraudulent. In the event of such cancellation or rejection by PUBLISHER and/or RJA, advertising already run shall be paid for at the rate that would apply if the entire order were published. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, the Advertiser and/or Agency must reimburse PUBLISHER or RJA for the short-rate within 30 days of invoice therefore.

B. Orders that contain rates that vary from the rates listed herein shall not be binding on PUBLISHER or RJA and may be inserted and charged for at the actual schedule of rates.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and PUBLISHER and/or RJA may, at their sole discretion, so label such copy.

D. In the event of errors in advertisements that have not been approved by the Advertiser or its Agency or omissions of any advertisement(s), PUBLISHER's and/or RJA's liability shall not exceed a refund of amounts paid to PUBLISHER or RJA for the advertisement. The Advertiser is responsible for checking the accuracy of their published advertisement in the first issue in which it appears and reporting any errors immediately following publication of said issue. No compensation will be made for errors not reported immediately following publication of the first issue in which the advertisement appears. Neither PUBLISHER nor RJA are responsible for errors in key numbers or for any error due to illegibly written copy. Neither the PUBLISHER nor RJA will be liable for errors in advertisements that are submitted and/or approved by the Advertiser or its Agency.

E. All issues relating to advertising will be governed by the laws of the State of Florida applicable to contracts to be performed entirely therein. Any action relating to advertising must be brought in the state or federal courts in Clearwater, Florida and the parties hereby consent to the jurisdiction of such courts.

F. The Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce PUBLISHER to publish such advertisement, the Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless PUBLISHER and/or RJA, together with their employees and representatives, against all liability, loss, damage, and expense of any nature, including attorney's fees, arising out of any claims for libel, invasion of privacy, copyright or trademark infringement and/or any other claim or suit that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

G. In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

H. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes PUBLISHER and/or RJA, at its election, to tender any bill to the Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to PUBLISHER or RJA. The rights of PUBLISHER or RJA shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

I. The Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by PUBLISHER and/or RJA, nor may the Advertiser or Agency authorize any others to use any advertising space.

J. PUBLISHER reserves the right to use any of the commercially accepted printing processes.

K. The Advertiser and/or Agency agrees to reimburse PUBLISHER or RJA for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

L. The copyright in any unpublished advertisement created by RJA is owned by RJA, and may not be otherwise used by the Advertiser without RJA's prior written consent. The Advertiser and/or Agency agree that any advertisements published may, at RJA's and the PUBLISHER's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

M. Rates and units of space are effective with the January 2, 2012 issue. Announcement of any change in rate will be made 30 days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing.

N. The foregoing terms and conditions shall govern the relationship between PUBLISHER and/or RJA and the Advertiser and/or Agency. Neither PUBLISHER nor RJA has made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by PUBLISHER or RJA, no other terms or conditions in contracts, orders, copy, instruction, or otherwise will be binding on PUBLISHER or RJA.

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