

# 2018 CLASSIFIED ADVERTISING RATES

## NATIONAL ENQUIRER MARKETPLACE

Combine your ad with the Globe Group and reach more than 10.8 million loyal readers!

GLOBE

NATIONAL Examiner



Estimated total audience: 6,578,000\*

Readers have spent more than \$1.78 billion on mail / phone / internet orders in the last 12 months.\*

(800) 223-6226 • (727) 443-7667 • Fax: (888) 767-2849 • enquirer@russelljohns.com

(\*Source: Gfk MRI Spring 2017)



### CLASSIFIED DISPLAY RATES

Cost per column inch	4 Times*	8 Times*	12 Times*
Four Color	\$995	\$838	\$785

#### Combination w/ Globe Group

Cost per column inch	4 Times*	8 Times*	12 Times*
Four Color	\$1,737	\$1,462	\$1,371

**Black & White** – Black & White is also available. Deduct 25% from the Four Color ad cost.

### CLASSIFIED ONLINE RATES

Online Listing with Purchase of Print Ad	4-Week Rate
Text Listing (145 character max.)	\$200
Featured Listing Upgrade*	\$25

\*Featured Listings are highlighted in blue and appear at the top of selected category listing and relevant search results. Upgrade cost is per listing in addition to Text Listing rate.

### CLASSIFIED WORD RATES

CLASSIFIED WORD ADS	4 Times*	8 Times*	12 Times*
Cost per word, per issue (10 word minimum)	\$15.30	\$12.90	\$11.30
<b>Combination w/ Globe Group</b>	\$25.35	\$21.35	\$18.69

Tint is available for an additional 10% 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 italicized. Telephone numbers are set in bold. No other type variations are accepted.

### 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
- \$
- ★★★★
- ♥♥♥♥♥
- Rx
- †

#### EYESTOPPER RATES\*

(Rates are in addition to classified word ad cost)

National Enquirer	\$162
<b>Combination w/ Globe Group</b>	\$280

#### SAMPLE EYESTOPPER AD:



#### BEAUTIFUL JEWELRY

at great prices. Call us now: (800) 000-0000

www.thisisasamplead.com

\*Rates are per issue. 4 week minimum ad run. 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.

### 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.

### 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

### 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*
14C	BILLS PRESSING?	15	\$162
14L	Success Is Easy!	16	\$162
10C	CLIP NEWSPAPER ITEMS	20	\$110
10L	You Can Play Piano By Ear	25	\$110

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 Size	Headline Rates*
14 C or L	\$280
10 C or L	\$194

Sample Headline Ad with Tint	<b>ATTENTION!</b>	14C
	PLACE YOUR AD HERE.	10C
	Promote your products, services, travel and real estate to over 7 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.

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

PRINTING SPECIFICATIONS: Column width - 1 1/16 inches (10 picas). Two column width - 3 7/16 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).

National Enquirer Classifieds • 17110 Gunn Hwy, Odessa, FL 33556

(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 10% 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 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, (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.

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.

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.

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.

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.

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.

M. Rates and units of space are effective with the January 2, 2018 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.

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.

NATIONAL ENQUIRER, a publication of American Media, Inc., is represented exclusively by Russell Johns Associates of Clearwater, Florida for classified advertising.