



DISPLAY



ONLINE



CLASSIFIED



PRESS  
RELEASES

**North Carolina Press Services, Inc. (NCPS)** is the marketing subsidiary of the North Carolina Press Association, a member-owned and operated non-profit newspaper association. NCPS was formed in 1985 as a newspaper rep firm and now places display, classified and online advertising in newspapers in North Carolina and throughout the country. The organization operates a one-order, one-bill, one-payment service, making it easy for advertisers to use newspapers.

NCPS programs include Simplified Newspaper Advertising Placement, the North Carolina Online Network, the North Carolina 2x2/2x4 Display Ad Network, the North Carolina Statewide Classified Ad Network and the Press Release Service.

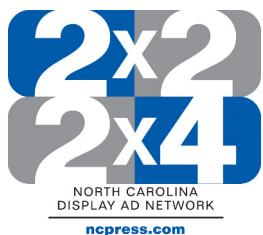


### **Simplified Newspaper Advertising Placement (SNAP)**

offers a free service to advertisers to assist them in making life a little easier when it comes to planning and placing newspaper print and online buys. SNAP is owned and operated by NC member newspapers, so you can rest assured you are dealing with the experts. This service allows advertisers using a multiple market approach to use one source for planning, placement, collection of tearsheets/affidavits and payment. Just one phone call and your buy can be placed in daily, community and minority newspapers in North Carolina or nationwide.

### **NORTH CAROLINA ONLINE NETWORK**

**North Carolina Online Network (NCON)** is the answer to all of your online advertising needs in North Carolina. In addition to customized online ad placement on newspaper web sites in North Carolina and across the country, NCPS offers the North Carolina Online Network. Advertisers have a single source of contact for the scheduling and management of multiple web site ad campaigns, similar to the print placement service traditionally offered by NCPS. Call NCPS to learn more about this statewide online advertising network that is available at a low cost to you!



### **The North Carolina 2x2/2x4 Display Ad Network**

is an easy and affordable advertising option when you're buying display ads in multiple North Carolina markets. Over 75 North Carolina newspapers have come together to offer you a lower rate! Here's how it works. Your 2 column by 2 inch or 2 column by 4 inch, black & white ad will

be published one time in each of the participating newspapers during the week you designate. The papers choose which day your ad publishes. Network-wide placement reaches more than 1 million readers! In addition to publication in the participating papers, your ad will also appear on [www.ncadsonline.com](http://www.ncadsonline.com), a statewide marketplace advertising web site. For more select marketing, you may limit your buy to Eastern or Western North Carolina regions. Your ad may also be placed in similar state 2x2/2x4 networks across the country.

North Carolina and  
throughout the nation.

One call.  
One order.  
One payment.



The North Carolina Statewide Classified Network can place your classified ad in more than 100 newspapers throughout the state - a combined circulation of more than 1.6 million readers! In addition to publication in the classifieds of participating papers, your ad will also appear on [www.ncadsonline.com](http://www.ncadsonline.com), a statewide marketplace advertising web site. Whether you're looking for an employee or business opportunity, or selling equipment or real estate, the Statewide Classified Ad Network is for you. The network offers one low rate for advertising in multiple markets. One order. One payment. One smart buy!

See what others are saying about the Statewide Classified Network:

*"The North Carolina Statewide Classified Ad Network has been helpful in promotion of our auctions. It's an affordable way to advertise in multiple markets across the state with newspaper classifieds and online exposure from placement on [www.ncadsonline.com](http://www.ncadsonline.com) and the newspapers' web sites. We see an increase in attendance at our auctions the weeks we advertise on the network. It has also been key in bringing traffic to our web site when people access it to get further information about our auctions."*

Tony Furr  
Classic Auctions, Locust, NC

*"Promoting our auctions with ad placement on the newspaper advertising networks as well as online at [www.ncadsonline.com](http://www.ncadsonline.com) has helped increase attendance during our events. The classified and display ad networks offer a large distribution at a cost-efficient rate that enables us to advertise our auctions or real estate sales to a statewide audience. NCPS is also able to place our ads in other states. With just one order, all of our newspaper advertising needs are met."*

Susan R. Holder, President  
Rogers Realty & Auction Company, Mt. Airy, N.C.



The North Carolina Press Release Service can help get the word out about your company, product or special event! It's quick and easy and cost effective. Just email us your press release and we'll take care of distributing it electronically that same day to 200 plus North Carolina member newspaper editors. Select from statewide or regional newspaper coverage options. You can reach the entire state for \$200.

Call North Carolina Press Services at **919-787-7443** or visit [www.ncpress.com](http://www.ncpress.com) to learn more about how our time saving and money saving programs can work for you.





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