

## **HOW TO ADVERTISE OUT-OF-CIRCLE FOR \$3.00 TO \$10.00 (U.S.)**

The associations listed below represent many different newspapers in the state they operate in. Most newspapers only cost you \$3 to \$10 for an advertisement and the circulation could be in the millions. But before you run to the phone and start calling these associations, you must remember these two things:

1. Will the product or service you want to advertise appeal to consumer-type people? Before spending any money, look at the classified ads in your own local newspaper under Opportunities or Business. Check and see what other people are selling nationally (normally recognized by 1-800 numbers and out of state addresses.) Is your product or service similar to these?
2. When contacting these associations you must sound like a business professional. You can't have the TV blaring in the background and children crying at the top of their lungs. You also cannot act like you don't know what you're talking about (even if you don't.) Practice your approach before you call. It's okay to not know all the proper techniques at first because you will need to fail in order to learn. Also, it's okay to ask questions. However if you appear to be a "bottom dweller", the association may suspect you are a beginner and not take you seriously.

Here are a few associations to get you started. For a more complete list, go to your library and ask for a listing of State and National Newspaper Associations.

Inland Daily Press Association (Illinois) 847-696-1140

California Newspaper Press, 916-443-5991

Iowa Newspaper Press, 515-244-2145

Colorado Press, 303-571-5117

Indiana Hoosier Press, 317-637-3966

Alabama Press, 205-871-7737

Publishers Association (Washington DC) 202-588-6764

Allied Daily Newspapers (Washington State) 360-943-9960

Kansas Press, 913-271-5304

Arizona Newspaper Press, 602-261-7655

Maryland College of Journalism, 301-405-2399

New Jersey Press, 609-406-0600

New York Press, 518-464-6483

South Carolina Press, 803-254-0345

Wisconsin Newspapers, 608-238-7171

Texas Daily Newspapers, 512-476-4351

Suburban Newspaper of America (Chicago) 312-644-6610

Ohio Newspapers, 614-486-6677

Pennsylvania Newspapers, 717-234-4067

New England Newspapers, (Boston) 617-373-5610

Kentucky Press, 502-223-8821

Southern Newspapers (Atlanta) 404-256-0444

American Press Institute (Virginia) 703-648-1000

Canadian Newspaper Publishers (Toronto) 416-923-3567

Many of you will be able to generate a lot of income with this list. Multi-level marketers especially can do well in consumer-type newspapers. The only difference is that you CANNOT sell dealerships. Instead, you must write your ads to sell the products only. Dealerships scare consumers away. (But dealerships do entice some homebased businesses.)

However, selling a real product FIRST, getting satisfied customers and then selling the dealership (or multi-level concept) will make money for you faster and build a more solid downline of people who are really interested in staying with you for the long-term. My best to you!