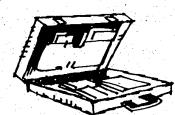


. Give the reader specific information. Pretend you are someone reading the classifieds. What would you like to know about the item, service or job you are advertising? Be sure to add details such as color, size, condition, brand name, age, features and benefits. Be accurate! Don't embellish vour ad with misleading information. Stick to the facts and reap the rewards!



! Include the price. Don't vaste your time or a potential luyer's time. If you advertise the irice of the item or service you o your ad will be those who are enulnely interested. Surveys how that readers are more nterested in those items and ervices they know are within heir price range.



3. Avoid abbreviations. Don t make a potential customer work too hard! Although you may be tempted to cut down on the cost of your ad by using abbreviations, surveys indicate that many people don't understand such abbreviations as EIK (eat-in kitchen) or WSW (white side wall) tires and won't take the time to figure them out. A confused reader is a disinterested reader. Get the most for your money and use complete words.



4. Include phone number and specify hours. Be sure to let potential customers know when and where to call. Surveys show that even if a person is very linterested in your item or service, he or she will not call back after the first attempt. Stay near the phone during the hours you indicate you will be available. Don't risk missing a



5. Run on consecutive days. Your ad will not get results if people don't see it! Therefore, it is important to set up a consistent and consecutive ad schedule with your telephone salesperson or outside sales representative.

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Use this form to write your

Ose illis form to write your classified advertisement before you call...or fill it in and mail to:
The Observer & Eccentric Newspapers 36251 Schoolcraft P.O. Box 2428
Livonia, MI 48151-0428

644-1070 Oakland County

591-0900 Wayne County

852-3222 Rochester/Rochester Hills

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