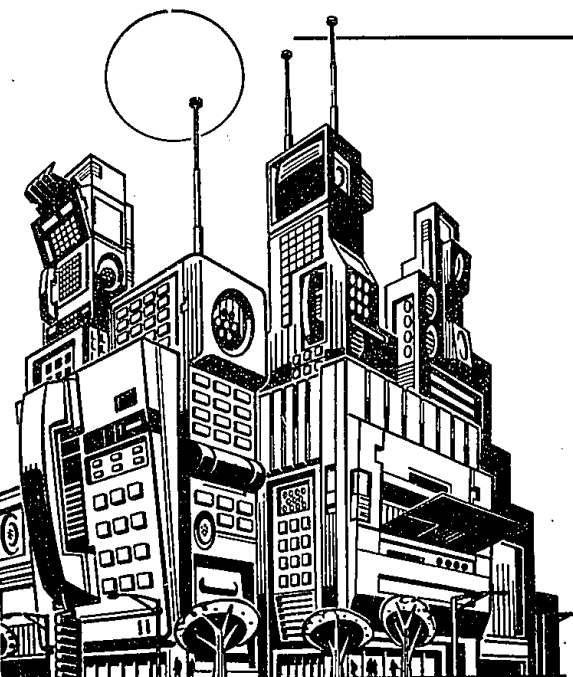


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**Extend The Power
Of The Traditional
Print Ad With...**

**Custom
Connect
Classifieds**

- ☐ Advertise in one newspaper, but reach potential customers throughout the network currently in Wayne, Oakland, Macomb, Livingston and Monroe counties.
 - ☐ Target markets and respondents.
 - ☐ Provide 24-Hour Access from any touch tone phone, security screen responses at your convenience and leave messages or further instructions. There is no need to release your name, phone number or address.
 - ☐ Promote Employment, Vehicles/Boats and Accessories for Sale, Rentals and Real Estate classifieds.

With Custom Connect Classifieds all types of businesses can screen responses faster, at a reduced overhead. You won't tie up phones or valuable personnel with unqualified callers.

To Place Advertising

1. When you place a classified ad for Real Estate, Rental, Employment or Vehicles/Boats tell the representative that you are interested in Custom Connect Classifieds. (☎) will appear at the end of your ad preceded by (810) 433-4800, followed by 6161 and a 4-digit box number.
2. Anyone with a touch-tone phone throughout the network who responds to your ad will hear your personally recorded message, and can leave you a message on your mailbox.
3. Call Custom Connect Classifieds from any touch-tone phone 24 hours a day, seven days a week, to check responses to your ad. You will have a personal password to access your messages, so your privacy will be protected.

CALL (313) 591-0900
(810) 644-1070

To Respond To Advertising

To respond to a specific ad with a mailbox number:
Call (810) 433-4800, enter 6161 when asked to
enter a 4-digit code and enter the appropriate
four-digit box number when prompted.

To peruse classified ads in any category:
Call (810) 433-4800, enter 6191 when asked to
enter a four-digit code. You may then:

- Press 1 for instructions
- Press 2 to peruse ads
- Press 3 to enter a box number

Listen to the easy-to-follow prompts which enable you to select ads based on county, city, vehicle make, pricing, home features, etc. The following options will help you through the

- Press 2 to go back to the previous message
- Press 3 to skip ahead to the next message
- To leave message: Press 6 before the next ad begins
- Press thr * to skip specific criteria

To peruse classified ads

CALL (810) 433-4800

Four-digit Code 619

From **Observer & Eccentric**, **Amertech**, and **Heritage Information Services Inc.**
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