YES, YOU CAN PREPARE YOUR OWN NEWSPAPER ADS

As you can see from the accompanying photographs, there's really nothing mysterious about putting together a newspaper ad. Once you've decided on what you want to advertise and your pricing, it's a matter of clip and paste. Everything you'll need is in your Local Ad Builder Kit.

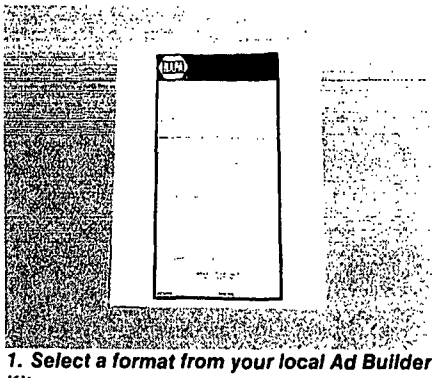
Here are a few tips you may want to keep in mind:

Once you've decided to prepare an ad, call your newspaper representative. Reserve space a few weeks in advance to get the best possible space and position.

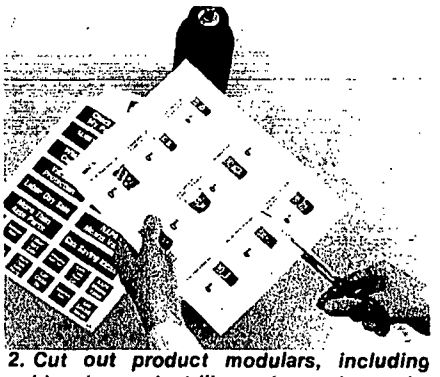
Find out the deadline for your ad to be at the newspaper — and get it there on time.

Your chosen publication will typeset for you your store name, address, phone number, hours and sale dates — often at no charge to you.

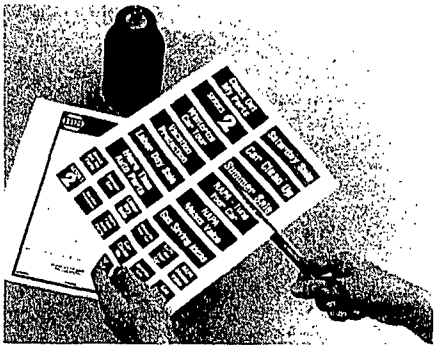
Ask for a proof of your ad before publication to ensure that all information is correct.



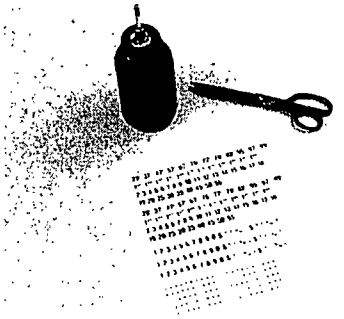
1. Select a format from your local Ad Builder Kit...



2. Cut out product modulars, including subheads, product illustration and copy information, making sure to trim the modulars so they'll fit within the lines on the format...



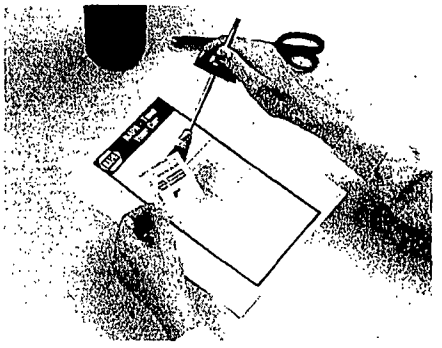
3. Cut out your desired headline...



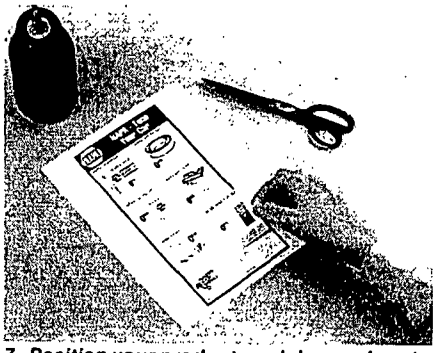
4. Clip out prices for each item...



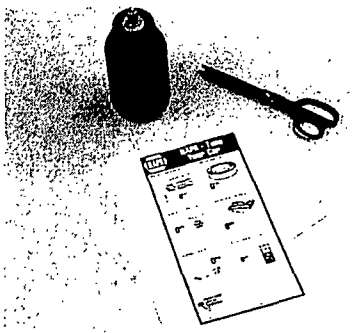
5. Paste in your headline...



6. Paste in your price for each item in the area indicated by "00"...



7. Position your product modulars and paste each one down within the format grid lines. You can use either a glue stick or rubber cement...



8. And that's it; you've got a finished ad ready to run in your local newspaper. Be sure to have the publication typeset your store name, address, hours, phone number, etc.