

Atlanta Thrifty Nickel

affordable, effective advertising

2012 RATE & INFORMATION GUIDE

Thrifty Nickel...made for times like these!

FREE TAKE ONE
 MONTHLY ADVERTISING
 770-971-8333
www.atlantathriftynickel.com

COMMERCIAL GUN & KNIFE SHOW/SALE
 JAN 12-14
 706-592-4347

C&M MOTORS, INC.
 NO CREDIT CHECKS • SAME DAY DELIVERY

Wholesale Van Sales
 Thrifty Nickel Has It!

THIRTY NICKEL
 770-971-8333

Thrifty Nickel...made for times like these!

FREE TAKE ONE
 MONTHLY ADVERTISING
 770-971-8333
www.atlantathriftynickel.com

WE BUY JUNK CARS
 UP TO \$300
 770-855-3071

COMMERCIAL GUN & KNIFE SHOW/SALE
 JAN 12-14
 706-592-4347

YOU'LL FEEL AS GOOD AS THEY DO...
 with training as a **Massage Therapist!**

THIRTY NICKEL
 770-971-8333

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www.atlantathriftynickel.com

Owner Auto Sales
 Don't Get Left Out In The Cold

WE BUY GOLD
 For Up To 20%-50% MORE!

Now Cashing Checks of All Types
 For as low as **1%!**

THIRTY NICKEL
 770-433-0990
 Next to Steals and Deals

Fun in the Sun

Compliments of
THIRTY NICKEL
 ...made for times like these.

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 affordable, effective advertising

Fun in the Sun

Compliments of
THIRTY NICKEL
 ...made for times like these.

Dedicated to Carol Wright

Holiday GIFT GUIDE

Compliments of
THIRTY NICKEL
 ...made for times like these.

Holiday GIFT GUIDE

Compliments of
THIRTY NICKEL
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CIRCULATION AUDIT BY

CIRCULATION VERIFICATION COUNCIL

770-971-8333 Office 770-578-1673 Fax 1468 Roswell Rd, Marietta, GA 30062
 office@atlantathriftynickel.com production@atlantathriftynickel.com bookkeeping@atlantathriftynickel.com

www.atlantathriftynickel.com

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Readership Profile

SEX	
Male	51%
Female	49%
AGE	
18-34	36%
35-44	30%
45-54	25%
55 and over	9%
EDUCATION	
High School Diploma	98%
College Degree	38%
Attended Some College	31%
Post Graduate Degree	12%
OCCUPATION	
Professional or service organization	25.3%
Housewife	24.2%
Manufacturing, retailing civil services, construction, etc.	15.6%
Own their own business	12.3%
Military	2.5%
Retired	2.3%
Other	17.8%

INCOME	
\$10,000-\$25,000	7%
\$25,000-\$49,000	29%
\$50,000-\$100,000	50%
HOME OWNERSHIP	
Own Home	71%
Rent	29%
AUTO OWNERSHIP	
One	28.1%
Two	42.3%
Three	17.3%
Four or more	10.0%
Not Stated	2.0%

As you can see, Thrifty Nickel readers represent a broad cross section of America. The common denominator among readers is that they are thrift conscious and they like to shop through printed media. This characteristic crosses over income, age and education levels.



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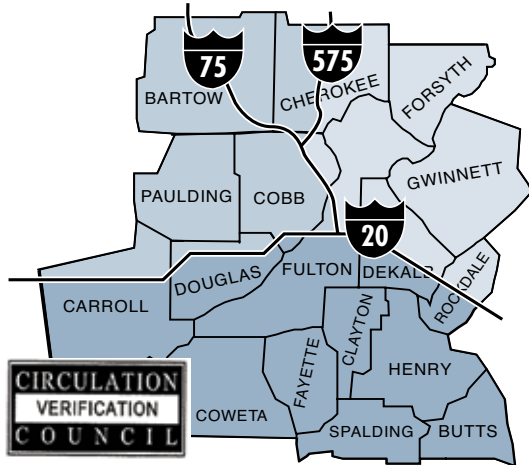
www.atlantathriftynickel.com

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Local Coverage

Whether you choose the North the South or both editions, we've got you covered!



- PUBLISHED EVERY THURSDAY
- NEW VIRTUAL PAPER AT WWW.ATLANTATHRIFTYNICKEL.COM
- OVER 80,000 PAPERS EVERY WEEK
- FREE TO THE PUBLIC
- 17 COUNTIES IN THE METRO AREA
- OVER 3300 LOCATIONS, EXPANDING WEEKLY

COPY DEADLINES

Deadline for Thursday's **SOUTH METRO EDITION** is Monday, 2:00 p.m.
With proof or process color, deadline is Friday 5:00 p.m.

Deadline for Thursday's **NORTH METRO EDITION** is Tuesday, 2:00 p.m.
With proof or process color, deadline is Friday 5:00 p.m.

SPECIFICATIONS

Tabloid format 8 columns x 16 inches.
Copy dimensions 10.25 inches wide x 16 inches high.
Column width is 7.5 picas or 1.25 inches.

TERMS OF PAYMENT

All advertising is payable in advance unless advertiser has established a credit account with the newspaper. All accounts are billed weekly and will be due within seven of run date. Accounts are considered past due on the 15th of the following month.

Monthly statements rendered will be accepted as correct unless recipient notifies the paper in writing with ten days of mailing of statement.

LIABILITY OF PUBLISHER

ACCEPTABLE ADVERTISING: The publisher reserves the right to refuse any advertising. American Classifieds will not be responsible for any error appearing in an ad to any greater extent than the cost of the space occupied by the error. American Classifieds will not be responsible for typographical errors. Advertisers and their agencies will be responsible for the content of the advertising and any claims resulting from advertising in American Classifieds.

COPY CORRECTIONS: In the event of errors in advertising copy please contact your Account Representative immediately. We will adjust the charges for the first insertion based on the actual value of the space occupied by the incorrect copy.

POSITION: American Classifieds will make every reasonable effort to honor requested positioning of an ad. We accept no responsibility for competing ads that appear on the same page, and no credit will be given for ads which are not granted specific positions.

National Coverage

Over 3.3 Million Papers Distributed Throughout 106 Markets Nationwide!

Reach Over 8.9 Million Readers in 25 States

ALABAMA

- Birmingham
- Dolan
- Huntsville
- Mobile

ARKANSAS

- Fort Smith

CALIFORNIA

- Fresno
- Visalia

COLORADO

- Colorado Springs
- Denver
- Fort Collins
- Greeley
- Pueblo

D.C.

- Washington

FLORIDA

- Fort Walton Beach
- Merrit Island
- Melbourne
- Ocala
- Panama City
- Pensacola
- Tallahassee

GEORGIA

- Atlanta North
- Atlanta South

- Columbus
- Valdosta

IDAHO

- Boise
- Idaho Falls
- Twin Falls

ILLINOIS

- Champaign
- East Moline
- Peoria-Springfield
- Rockford-Loves Park

INDIANA

- Evansville
- Indianapolis

KENTUCKY

- Owensboro
- Paducah

LOUISIANA

- Alexandria
- Monroe
- Shreveport

MASSACHUSETTS

- Baston

MISSOURI

- Kansas City - N,E,W
- Springfield
- St. Joseph
- St. Louis

MISSISSIPPI

- Gulfport

NEBRASKA

- Lincoln
- Nebraska City
- Omaha

NEW MEXICO

- Alamagando
- Alburquerque
- Clavis
- Four Corners
- Hobbs
- Las Cruces
- Roswell
- Santa Fe

N CAROLINA

- Greensboro

OKLAHOMA

- Lawton
- Tulsa

S CAROLINA

- Myrtle Beach

TENNESSEE

- Jackson
- Johnson City
- Knoxville
- Memphis
- Nashville

TEXAS

- Abilene

- Amarillo
- Arlington
- Austin
- Beaumont
- Bedford
- Bryers College Station
- Corpus Christi
- Dallas SW, SE NW, NE
- Dentan
- Fort Worth
- Hill Country/Kerrville
- Longview
- Lubbock
- Midland-Odessa
- Paris
- San Angelo
- San Antonio
- Temple Killen
- Texarkana
- Tyler
- Victoria
- Waco
- Wichita Falls

UTAH

- Orem
- Salt Lake City

VIRGINIA

- Roanoke

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Display Advertising Net Rates

FREE INTERNET ADS*

When you place your Display ad in Thrifty Nickel/American Classifieds, your ad will be placed on the Largest Classified Website in the world! Over 2,000,000 page views per week nationwide! [Click Online Ads www.atlantathriftynickel.com](http://www.atlantathriftynickel.com)

*Your display ad will be searchable nationwide by our powerful online ad search engine • It can appear in full color and have a hot link right to your own website • You will have up to 40 words in the descriptive classified ad that links to you Online Display ad.

NORTH METRO EDITION (Standard Rate Sizes)

Circulation: 35,000

Counties: Bartow, Cherokee Cobb, North Fulton, North Dekalb, Gwinnett, Forsyth & Paulding

NORTH	AD SIZE	A RATE 1-4 Weeks	B RATE 5-13 Weeks	C RATE 14-26 Weeks
	FULL (128")	\$1,120	\$1,088	\$1,056
DOMINATOR (112")	\$980	\$952	\$924	
3/4 pg. (96")	\$840	\$816	\$792	
1/2 pg. (64")	\$576	\$560	\$544	
1/4 pg. (32")	\$312	\$304	\$296	
1/8 pg. (16")	\$172	\$168	\$164	
12"	\$132	\$129	\$126	
9"	\$99	\$96.75	\$94.50	
4"	\$45	\$43	\$42	
3"	\$40	\$36	\$36	
2"	\$35	\$33	\$31	
1"	\$25	\$23	\$21	

PER COLUMN INCH RATES

NORTH	AD SIZE	A RATE 1-4 Weeks	B RATE 5-13 Weeks	C RATE 14-26 Weeks
	96" - 128"	\$8.75	\$8.50	\$8.25
64" - 95"	\$9.00	\$8.75	\$8.50	
32" - 63"	\$9.75	\$9.50	\$9.25	
16" - 31"	\$10.75	\$10.50	\$10.25	
5" - 15"	\$11.00	\$10.75	\$10.50	

COLOR RATES

NORTH	Ad Size	Process Color	One Color
	97" - 128"	\$200	\$75
65" - 96"	\$150	\$60	
33" - 64"	\$100	\$40	
17" - 32"	\$50	\$30	
6" - 16"	\$30	\$20	
3" - 5"	\$25	\$15	

HIGH VISIBILITY ADS

NORTH	FRONT 5x10	ONE ZONE	\$550	TWO ZONES	\$1000
	BANNER AD 8X.5	ONE ZONE	\$75	TWO ZONES	\$140
	2X3 UPPER	ONE ZONE	\$125	TWO ZONES	\$225
	3X3	ONE ZONE(9")	\$185	TWO ZONES (9")	\$335
	2X2	ONE ZONE	\$90	TWO ZONES	\$160
	BACK	ONE ZONE	\$700	TWO ZONES	\$1425
	1/2 BACK	ONE ZONE (Space Availability Only)			\$375
	INSIDE FRONT COVER				\$1425
	INSIDE BACK COVER				\$1425
	DOUBLE TRUCK				\$2175

NOTE: All high visibility ad prices include process color.

SOUTH METRO EDITION (Standard Rate Sizes)

Circulation: 25,000

Counties: Butts, Clayton, Coweta, South Dekalb, Fayette, South Fulton, Henry, Newton, Rockdale & Spalding

SOUTH	AD SIZE	A RATE 1-4 Weeks	B RATE 5-13 Weeks	C RATE 14-26 Weeks
	FULL (128")	\$832	\$800	\$768
DOMINATOR (112")	\$728	\$784	\$756	
3/4 pg. (96")	\$624	\$672	\$648	
1/2 pg. (64")	\$464	\$448	\$432	
1/4 pg. (32")	\$256	\$248	\$240	
1/8 pg. (16")	\$132	\$128	\$124	
12"	\$105	\$102	\$99	
9"	\$78.75	\$76.50	\$74.25	
4"	\$40	\$38	\$36	
3"	\$35	\$33	\$31	
2"	\$30	\$28	\$26	
1"	\$25	\$23	\$21	

PER COLUMN INCH RATES

SOUTH	AD SIZE	A RATE 1-4 Weeks	B RATE 5-13 Weeks	C RATE 14-26 Weeks
	96" - 128"	\$6.50	\$6.25	\$6.00
64" - 95"	\$7.25	\$7.00	\$6.75	
32" - 63"	\$8.00	\$7.75	\$7.50	
16" - 31"	\$8.25	\$8.00	\$7.75	
5" - 15"	\$8.75	\$8.50	\$8.25	

COLOR RATES

SOUTH	Ad Size	Process Color	One Color
	97" - 128"	\$125	\$60
65" - 96"	\$100	\$45	
33" - 64"	\$70	\$30	
17" - 32"	\$40	\$25	
6" - 16"	\$20	\$15	
3" - 5"	\$15	\$10	

HIGH VISIBILITY ADS

SOUTH	LARGE FRONT 5x10		\$650
	BANNER AD 8X.5		\$75
	2X3 UPPER		\$150
	2X2		\$100
	3X3 (9")		\$200
	BACK		\$850
	1/2 BACK		\$450
	INSIDE FRONT COVER		\$850
	INSIDE BACK COVER		\$850
	DOUBLE TRUCK		\$1300

NOTE: All high visibility ad prices include process color.

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Classified Advertising

NORTH METRO EDITION

Circulation: 35,000

Counties: Bartow, Cherokee Cobb, North Fulton, North Dekalb, Gwinnett, Forsyth & Paulding

SOUTH METRO EDITION

Circulation: 25,000

Counties: Butts, Clayton, Coweta, South Dekalb, Fayette, South Fulton, Henry, Newton, Rockdale & Spalding

NORTH METRO EDITION

Classified Ads w/display\$7 for 20 words
(20¢ per word over 20)

Classified Ads w/o display\$10 for 20 words
(20¢ per word over 20)

5 Ad Package\$45 per week

10 Ad Package\$75 per week

GLORIFIED CLASSIFIED\$20 per week
(Ad includes 4 Lines Big, Bold & Centered, Border & 20 Words)

(20¢ per word over 20)

BUSINESS & SERVICE CLASSIFIED
(20 Words / 4 Week Min. / Pre-Paid).....\$40

SOUTH METRO EDITION

Classified Ads w/display\$5 for 20 words
(20¢ per word over 20)

Classified Ads w/o display\$7 for 20 words
(20¢ per word over 20)

5 Ad Package\$30 per week

10 Ad Package\$55 per week

GLORIFIED CLASSIFIED\$12 per week
(Ad includes 4 Lines Big, Bold & Centered, Border & 20 Words)

(20¢ per word over 20)

BUSINESS & SERVICE CLASSIFIED
(20 Words / 4 Week Min. / Pre-Paid).....\$30

Attention Getters - Add Impact To Your Ads!

Available on any Classified Ad

CHECK MARKS

✓ \$2.00

BORDERS

\$1.00

STARS

★ \$2.00

HYPERLINK E-MAIL OR WEBSITE \$2.00

INSERTS

ZONED INSERTS are available to allow advertisers to reach potential clients in their immediate area. These are CUSTOMER PROVIDED Inserts.

QTY. PROVIDED	ONE TIME	ONCE PER MO.	26 TIMES
12,000 - 24,999	\$40/M	\$37/M	\$35/M
25,000 & UP	\$35/M	\$33/M	\$30/M

CUSTOMER-PROVIDED INSERTS must be scheduled one week prior to insertion. Inserts, should be delivered between the hours of 9am and 5 pm, 5 days prior to publication to: The Tuscaloosa News, 315 28th Avenue, Tuscaloosa, AL 35401. Thrifty Nickel accepts only those inserts which are printed on 60 lbs. or heavier stock. The minimum insert size is 6" x 4.5 and the maximum size is 7.5" x 10"

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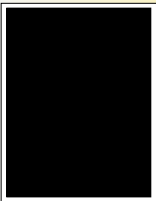


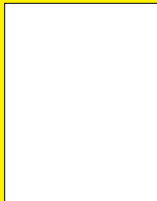
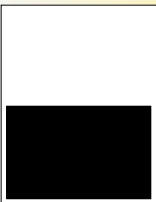



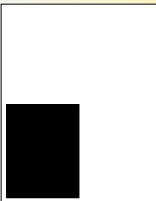


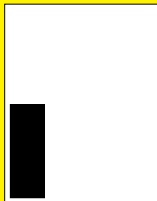
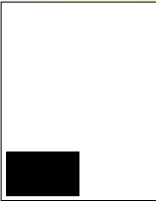


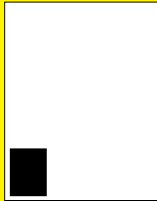
bookkeeping@atlantathriftynickel.com

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Standard Ad Sizes

			
Full Page 8 Columns x 16" 61p5 x 92p7	2/3 Page 8 Columns x 10" 61p5 x 57p8	Junior Page 6 Columns x 12" 45p12 x 69p4	1/2 Page (V) 4 Columns x 16" 30p6 x 92p7
			
1/2 Page (H) 8 Columns x 8" 61p5 x 46p	1/3 Page (V) 4 Columns x 10" 30p6 x 57p8	3/8 Page 5 Columns x 10" 38p3 x 57p8	1/4 Page (Strip) 2 Columns x 16" 15p x 92p7
			
1/4 Page (V) 4 Columns x 8" 30p6 x 46p	1/4 Page (H) 8 Columns x 4" 61p5 x 22p9	1/6 Page 4 Columns x 5" 30p6 x 28p7	1/8 Page (V) 2 Column x 8" 15p x 46p
			
1/8 Page (H) 4 Column x 4" 30p6 x 22p9	1/12 Page (V) 2 Columns x 5" 15p x 28p7	1/12 Page (H) 5 Columns x 2" 38p3 x 11p2	1/16 Page (V) 2 Columns x 4" 15p x 22p9

Column Widths

- 1 Column ~ 7p4 (1³/₁₆"
- 2 Column ~ 15p (2¹/₂"
- 3 Column ~ 22p10 (3¹³/₁₆"
- 4 Column ~ 30p6 (5¹/₁₆"
- 5 Column ~ 38p3 (6³/₈"
- 6 Column ~ 45p12 (7⁵/₈"
- 7 Column ~ 53p8 (8¹⁵/₁₆"
- 8 Column ~ 61p5 (10¹/₄"

Row Heights

- 1 Row ~ 5p4 (7¹/₈"
- 2 Row ~ 11p2 (1⁷/₈"
- 3 Row ~ 16p12 (2¹³/₁₆"
- 4 Row ~ 22p9 (3¹³/₁₆"
- 5 Row ~ 28p7 (4³/₄"
- 6 Row ~ 34p5 (5³/₄"
- 7 Row ~ 40p3 (6¹¹/₁₆"
- 8 Row ~ 46p (7¹¹/₁₆"
- 9 Row ~ 51p10 (8⁵/₈"
- 10 Row ~ 57p8 (9⁵/₈"
- 11 Row ~ 63p6 (10⁹/₁₆"
- 12 Row ~ 69p4 (11⁹/₁₆"
- 13 Row ~ 75p1 (12¹/₂"
- 14 Row ~ 80p11 (13¹/₂"
- 15 Row ~ 86p9 (14⁷/₁₆"
- 16 Row ~ 92p7 (15⁷/₁₆"

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What Our Advertisers Say

"We have used Thrifty Nickel for four and a half years without missing an issue. In addition to selling vehicles for us, the Nickel creates ad campaigns like an agency, and that frees us up to do our jobs, instead of undertaking all the ad design"

DAVE HAMILTON
SALES MANAGER, ALLAN VIGIL FORD

"Thrifty Nickel has been my main source of advertising over the last three years. Not only has it brought me great success in the auto industry, it has also been effective with my mortgage company as well. Thrifty Nickel has sold me on where to put my advertising money!"

CHRIS JUSTICE
WORLD FORD

"For nineteen years, I've been running a full page ad for my furniture store for one simple reason... it works better than any other advertising that I've tried!"

JUNE COFFEY
BELMONT FURNITURE

"I opened my first Peachstate Auto Insurance office in 1996. Just recently, I opened office number seventeen. I feel my success has come from advertising in Thrifty Nickel."

ROBERT M. FLOYD
PEACHSTATE AUTO INSURANCE

"We have been in business in Atlanta for over twenty years, and our advertising in Thrifty Nickel has been the best we've ever done. I was skeptical at first and didn't think it would work, but from the very start, we have had tremendous response. Customers are coming into our shop from as far away as Macon... about 80 miles! We keep an ad in the paper every week, as we have the proof that it continually brings new customers through our door. We are very happy with Thrifty Nickel."

JAMES ROSS II,
MANAGER, ROSS UNLIMITED CLOTHING

"Thrifty Nickel works great for our auto business at C&M Motors. We've been running with Thrifty Nickel fourteen years and we average selling two to three cars per week directly from this publication. Thank you, Thrifty Nickel!"

MORRIS GRAHAM & CHUCK GRAHAM
C&M MOTORS

"We have been advertising with Thrifty Nickel for seven years. Thrifty Nickel has been my main advertising for my south and north used car dealerships. We get at least twenty to twenty-five calls each week from this publication."

CHRIS DAVIS
ONE OWNER AUTO SALES

"I thought Thrifty Nickel was a joke. Boy was I in for a surprise! The calls kept coming in to the point that I almost called to cancel my ad. I'm going to have to hire more people to help me out. I am so amazed at the good jobs I've gotten through this paper. Thank you Lord, and Thank you Thrifty Nickel!"

MARC FISCHMAN
SUPERIOR ELECTRICAL CONTRACTORS, INC.

"I placed an ad in Thrifty Nickel to sell six Lab puppies. I was surprised when all the puppies were sold the very first week the ad ran in Thrifty Nickel. I also ran an ad in a local newspaper but I only received one or two calls from them. I checked prices with other papers, but they were all too expensive. The next time I have something to sell, I will definitely use Thrifty Nickel again."

PATRICIA JONES
LOGANVILLE, GA

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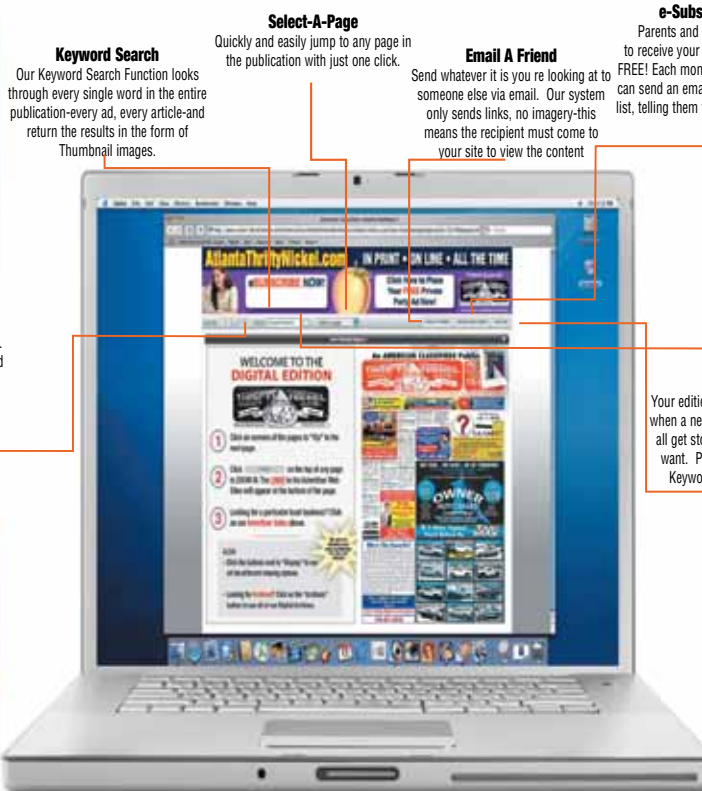
Internet



3 Ways to View the Publication

All three views provide links to advertisers web sites. As long as the URL appears in the ad, it will be linked up automatically.

- Singles •Page Flip •Thumbnails



Keyword Search

Our Keyword Search Function looks through every single word in the entire publication-every ad, every article-and return the results in the form of Thumbnail images.

Select-A-Page

Quickly and easily jump to any page in the publication with just one click.

Email A Friend

Send whatever it is you re looking at to someone else via email. Our system only sends links, no imagery-this means the recipient must come to your site to view the content

e-Subscribe Feature

Parents and teachers can sign up to receive your publication via email for FREE! Each month, with three clicks, you can send an email out to everyone on the list, telling them that this months addition is online

Advertiser Index

Separated into three columns, this page lists every advertiser in the edition, their web address and email address (as long as it appears in the ad), and the page on which the ad appears. It s a quick way to jump to any ad or web site in the editions



Digital Archive

Your editions get automatically archived when a new edition comes out, and they all get stored here for as long as you want. Plus, you can even perform a Keyword Search through all your



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