

TOP REASONS TO ADVERTISE INTERNATIONALLY

REACH - an international audience of over 60 million readers weekly by using both the ADEX and NANI. If you just want to use the ADEX system which is international but predominantly European audience the weekly readership is over 22 million. To target the North American market you would use NANI where weekly readership is over 40 million.

VALUE - given the reach of international advertising it is an extremely cost-effective method of selling. Just check your CPM (cost per thousand) figures!

SPECIFICITY - by using the ADEX system you can target your advertising towards just one or several cities or countries.

EASY - it's so easy to place an international ad. All it takes is one telephone call or email and your messages reach the world.

EXTRAORDINARY - whether you have a product or service that appeals to a very small but scattered audience or just want to trawl the world for the best possible response, international advertising covers both these options.

FOCUS - people who read classifieds are task oriented and may be searching for exactly what you may have to offer.

& DON'T FORGET!

CONTACT DETAILS - International telephone dialing codes vary from country to country as does the format. So clearly specify the country code, the area code and the telephone number.

ADDRESSES - be sure to clearly state not only the address but the country (you don't want to end up in Sydney, Canada when you thought you were going to Sydney, Australia).

TIME ZONES - if you don't want someone calling at 3am it's a good idea to specify your time zone (or perhaps just include an email contact). National telephone online guides are often a great way to check this.

PRICE - be sure to indicate the currency of your price. You should also consider using an internationally accepted currency such as USD or Euros.

SIZE LIMITS - the limit when using NANI is 25 words, the limit when using the ADEX is 200 characters. So make sure you use your limit - the more you tell the more you sell!

NANI - NATIONAL ADVERTISING NETWORK INCORPORATED

Weekly audience of over 40 million readers covering more than 180 cities in North America.

WHAT IS NANI?

NANI is the largest national classified advertising network in North America and is run by the Association of Free Community Papers (AFCP). The network consists of more than 3,000 papers.

WHAT CAN BE ADVERTISED?

Anything (except personals) but especially:

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| • Jobs, business/investment opportunities |
| • Vacation deals, holidays and travel |
| • Real estate sales and rentals |
| • International prepaid telephone cards |
| • Cars and boats (regional basis) |
| • Collectibles (e.g. stamps, coins, cards, etc) |
| • Seasonal items (e.g. Christmas trees) |

...please note that the NANI system will NOT accept any personals (e.g. fun, friendship, romance, marriage, penpals, etc).

WHERE? NANI COVERS:

- over 180 cities in the United States of America
- 1 of every 4 homes and 44 of the 50 states in the US
- 22 million US households guaranteed with a readership of over 40 million

HOW CAN AN AD BE PLACED?

Unlike the ADEX, NANI only sells the entire network. Your ACP can send the ad via the FAPCOM system to ICMA who will enter it into the NANI system.

WHEN? PUBLICATION TIMING?

As soon as payment from the ICMA member of €2,500 is received by ICMA, the ad will be sent into the NANI system and be published within 3 weeks if not earlier.

WHY USE NANI?

- Classified advertising is incredibly cost-effective. E.g. if a lineage ad costs €4,000 and it reaches the guaranteed 22 million households, then it costs €0.18 to reach 1,000 households.
- ICMA members have exclusive access to NANI - this is something your competitors cannot offer!

ADEX - GLOBAL AD EXCHANGE SYSTEM

Exchange Advertising Worldwide - reach a weekly audience of over 22 million readers in more than 120 cities and over 30 countries worldwide.

WHAT IS THE ADEX?

ADEX is the Advertising Exchange system run by the International Classified Media Association (ICMA). The network consists of papers operating in over 30 countries worldwide.

WHAT CAN BE SOLD?

Anything but especially:

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|---|
| • Personals (this includes fun, friendship, romance, marriage, penpals, etc.) |
| • Jobs, business/investment opportunities |
| • Vacation deals, holidays and travel |
| • Real estate sales and rentals |
| • Cars and boats (regional basis) |
| • Collectibles (e.g. stamps, coins, cards, etc). |
| • Seasonal items (e.g. Christmas trees) |

WHERE CAN THEY ADVERTISE?

- Members of the ADEX are located around the world - in over 30 countries and over 120 cities. Ads are published in print with some members even placing the ad online for no additional cost.
- In addition for those located in Germany and UK/Ireland there is also a national exchange offering a specialized local service.

HOW CAN AN AD BE PLACED?

Any ICMA member who participates in the ADEX can take and place an international ad. Your ACP will send the ad via the FAPCOM system.

WHEN IS THE AD PUBLISHED?

The ad can be placed at any time and publication is guaranteed within one week or the next edition of the chosen publication(s) (whichever is earlier).

WHY USE THE ADEX?

- Classified advertising is incredibly cost-effective. One advertisement across the entire network can reach a weekly audience of over 22 million readers.
- If, for example, a lineage ad costs €2,000 and it reaches 22 million readers, then it costs €0.09 to reach 1,000 readers.

MORE INFORMATION? PLEASE CONTACT YOUR ACP (ADEX CONTACT PERSON) OR VISIT OUR WEBSITE AT WWW.ICMAONLINE.ORG

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