

HOW TO USE THESE NEWSPAPER ADS:

1. Three sizes are provided below for your convenience, depending upon the publication's requirements and your budget.
2. Call your newspaper representative and find out the prices for the three different ad sizes you've been provided:
 - 4 column X 10 inches
 - 3 column X 7 inches
 - 2 column X 6 inches
3. Based on these prices, decide what size ad(s) you want to run.
4. Cut out the appropriate ad(s). Make sure you cut **OUTSIDE** the border.
5. Send the ads(s) to your newspaper representative. When mailing, be sure that the ad(s) are flat and in no danger of being bent or folded.
6. Remember to include any extra materials and information that the newspaper will need to complete your ad(s). This includes alternate border(s), any clip-out addition(s), and most important, any information that needs to be included in the Dealer Imprint area. Typically, this includes the store name(s), address(es), and phone number(s). Business hours may also be included.
7. If you prefer to use the ad slicks provided by your manufacturers, simply imprint them with your logo and address information, and don't forget to add the "We employ technicians certified by NATE" logo!

Everything you need to know to make NATE certification work for you

