



# Shouldn't YOU be in the 2x2 Network?

If you are a business owner looking for an economical way to get your message across the state of Virginia, then look no further than the **2x2 NETWORK!**

The **2x2 Display Advertising Network** gives advertisers an effective way to reach consumers across Virginia with the ease of one phone call and at a very affordable price. More than 70 newspapers, with a combined circulation of more than 650,000, currently participate in the network.

One payment of \$950 gets your ad into the network. You save money over the costs of individual ad placements, PLUS you get it all with just ONE phone call.

**What can you advertise?** Resorts, auctions, real estate, mortgage companies, weight loss, festivals, travel, exhibitions, vacation rentals, storage buildings/sheds and government surplus companies. These and other advertisers have found the 2x2 Network to be attractive.

Complete the order form and submit it to a participating network newspaper or VPS with one camera-ready copy of your ad - 3.75 " (2 columns) wide x 2" tall - and payment for as many weeks as you'd like the ad to run. VPS will distribute copies of your ad to each newspaper that is part of the network.

Deadline for space and material is **2 p.m. each Tuesday** for ads that are scheduled to run **ONE TIME** the following week that begins on Sunday.

VPS cannot guarantee the position of your ad. Positioning is up to each individual newspaper.

All display ads are published once during the week of publication (Sunday through Saturday). Advertisers may request a specific day (for example, Sunday). However, specific run days are not guaranteed. VPS monitors all participating newspapers. A letter certifying network participation can be sent at your request. VPS does not furnish tearsheets.

There is a cap of 6 ads per week for the network. Ads received after the cap is reached will be scheduled for the next open week.

## Questions?

Contact Janet Madison  
(804) 521-7571  
Fax: (804) 521-7590  
or (800) 849-8717  
E-mail [janetm@vpa.net](mailto:janetm@vpa.net)

**NOTE:** VPS reserves the right to edit any copy submitted and reject that which is not in compliance with state and federal regulations, of if any copy is in poor taste, offensive, false, misleading, deceptive or otherwise unacceptable.

**\$950**  
per ad

Ad size:  
2 inches tall  
x 2 columns  
(3.75 inches)  
wide

## 2x2 FORM

Customer Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Start Date: \_\_\_\_\_ (Week runs from Sun.-Sat.)

Number of Insertions: \_\_\_\_\_

Other States (Please List): \_\_\_\_\_

Payment: Money order or check enclosed \$ \_\_\_\_\_

Bill my credit card as follows (Circle one):

Visa      MasterCard      American Express

Billing address: \_\_\_\_\_

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Total amount to charge: \_\_\_\_\_

Copy: Please attach camera-ready copy.

If not available, attach copy as you want it set (there is a \$35 production fee). If you are sending a PDF of the ad, indicate the name of the file:

E-mail PDF to [janetm@vpa.net](mailto:janetm@vpa.net).

**2x2 Display Advertising Network**  
11529 Nuckols Road  
Glen Allen, VA 23059

More info is also available at <http://www.vpa.net/advertising.htm>