

# *Running a Classified Ad for Blastoff*

## **Choosing the right newspaper:**

Pick a newspaper that has a good rate for the amount of circulation. Here is a an example of a good rate: circulation 11,000, 4 line ad for 30 days \$110.00 Thus the rate is less than a dollar a day per line for 11,000. There are hundreds of newspapers with this kind of rate. You can get a list of news papers from [www.usnpl.com](http://www.usnpl.com) You can get the newspapers rates and circulation online at their website. Usually a 30 day rate has a very good discount.

## **Placement:**

You want to place the ad in the help wanted classified ad section. Some papers will not let you place this ad in the classified. Just find papers that will allow it.

## **What Should the ad say?**

Your ad should say:

Are you getting Blastoff checks?  
All you need is a computer!  
Join for FREE right now!  
go to [www.yourwebsite.com](http://www.yourwebsite.com)

Or

Make Money From Home!  
Join Blastoff for free  
And start getting blastoff  
checks! go to [www.yourwebsite.com](http://www.yourwebsite.com)

Or

Help Wanted—Part Time  
If you have a computer  
If you have access to the internet  
Go to [www.yourwebsite.com](http://www.yourwebsite.com)  
Join Blastoff for free and then call me  
212-555-1212

**Online addition:** It's usually a good idea to have your ad listed on the online addition as well.

**Timing:** As soon as the launch date is announced place your ad in the paper. Be sure that your domain name is pointed to your Blastoff website.

