

# SELL YOUR CARS & PARTS QUICK!

## CRUISIN' NEWS SWAP-N-SELL AD FORM

USE THIS FORM OR YOU MAY PHOTO COPY IT. YOUR AD MUST FIT ON THIS FORM!  
Clearly written and on the lines. ONE AD PER FORM! Need an extra ad form? Call us and we'll mail you one 916-933-0949. Just leave your name and address on our recorder or email us for a Swap-N-Sell Ad Form - Cruisinnews@aol.com NO CREDIT CARDS!

### AD TIPS

• Write your ad first on a separate piece of paper; then edit it and then write it on the form.

• Put a price on all the stuff in your ad ... "make offer" ads are buckled at and they don't get many phone calls.

• Don't pack a lot of stuff in one ad ... long, lengthy ads don't get good results because people don't want to wade thru 30 items on one ad.

• Ad deadline is the 10th of each month for the next month!

• There are **NO refunds, copy changes or ad cancellations after we receive the ad.**

**You Must Have A Price On All Items!**

DATE \_\_\_\_\_

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

STATE/ZIP \_\_\_\_\_

PHONE ( ) \_\_\_\_\_

I AM A CURRENT SUBSCRIBER     NON-SUBSCRIBER

MAIL TO: (SAVE TIME. TAPE ADDRESS TO YOUR ENVELOPE.)

**CRUISIN' NEWS**  
**P.O. BOX 1096**  
**FOLSOM, CA 95763-1096**

QUESTIONS? 916-933-0949 email- CruisinNews@mac.com  
Ad forms also online at [www.cruisinnews.com](http://www.cruisinnews.com)

### SWAP-N-SELL AD Do's & Don'ts:

- Enclose a check or money order! All items priced!
- Ads can only be placed for 2 consecutive months!
- Did you fully describe the items that you have for sale? Year, make, model, special features?
- Swap-N-Sell ads are for private parties only. No business ads in the Swap-N-Sell ads section.
- Did you print clearly? There are NO refunds, copy changes or ad cancellations after we receive the ad.
- Did you figure the correct ad rate? Subscriber rate is \$5 per issue, Non-Subscriber rate is \$10 per issue.
- We do not accept Business ads in the Swap-N-Sell ad section. Swap-N-Sell ads are for items For Sale or Trade by PRIVATE individuals.
- All returned checks have a \$25 service charge attached to them.
- AVOID the Buffet Ad Syndrome. People sometimes put too many items in their Swap-N-Sell Ads because we don't charge per word. It is better to run separate ads for each item for effective selling. Long line ads fail to get the attention of our readers.
- There are no year restrictions on vehicles, boats are also acceptable.
- The ad deadline is the 10th of each month for the next month's issue. There are no exceptions! Your ad must be in our P.O. Box by the 10th of each month. We do not have a public office to accept ads. If you use U.S. Express Overnight mail to our P.O. Box, please mark the shipment "no signature required" so we can pick it up from our P. O. Box after hours. You could miss the deadline if we have to wait until the next morning to "sign" for your ad during regular Post Office hours.
- If the ad comes in after the 10th it will automatically be put in the next available issue.

### SWAP-N-SELL RATES

Check those that apply to the ad that you are submitting.

#### Subscriber Ad Rate

- One issue = \$5 \_\_\_\_\_
- Two issues = \$8 \_\_\_\_\_

#### Non-Subscriber Ad Rate

- One issue = \$10 \_\_\_\_\_
- Two issues = \$19 \_\_\_\_\_
- Copy of ad mailed to you \$3 \_\_\_\_\_

#### Subscription Rates

- New     Renewal
- One year \$28/First Class \_\_\_\_\_
- Two years \$52/First Class \_\_\_\_\_

Standard Mail • Slow Delivery Service

- One year \$20/4th Class \_\_\_\_\_

TOTAL ENCLOSED \$ \_\_\_\_\_

NOTE: \$25 service charge for "bounced" checks!

WEB