

THE ALABAMA WEEKLY CLASSIFIED REPRESENTATIVES

52 SOUTH DEARBORN STREET

MOBILE, ALABAMA

May 30, 1936

The Democrat
Athens, Ala.

A survey of the weekly papers of Alabama show us that there are in the neighborhood of about 120 of these and their total circulation is close to 175,000 copies weekly.

A further survey of these weekly papers show that they are receiving very little, if any, foreign classified advertising, and in our opinion, the weekly field to a good many of these advertisers will prove very appealing and profitable.

Taking the above into careful consideration, we have organized a firm, The Alabama Weekly Classified Representatives, to solicit classified advertising exclusively for the weekly papers.

In the Brinckerhoff Directory, Alabama classified advertising is set up as follows:

Total Circulation	290,762
Total Country Circulation	137,665
4 Lines (24 words) one time	6.12
Each additional line (6 words)	1.53

<u>TOWN</u>	<u>PAPERS</u>	<u>RATE</u>
Anniston	Star	2¢ word
Birmingham	News & Age Herald	27¢ line
Birmingham	Post	3¢ word
Decatur	Daily	8¢ line
Dothan	Eagle	2¢ word
Huntsville	Times	6¢ line
Mobile	Press Register	3 $\frac{1}{2}$ ¢ word
Montgomery	Advertiser	10¢ line
Montgomery	Journal	3¢ word
Selma	Times Journal	1 $\frac{1}{2}$ ¢ word
Tuscaloosa	News	2¢ word

This summary shows that this advertising is sold on concentrated bulk circulation of 290,762 copies daily and on this basis, a normal 48 word ad would cost the advertiser \$12.24 in the dailies. We believe that the advertisers will be glad to pay considerable more than the above to get an additional 175,000 circulation in the well read weekly publications in Alabama.

We do not want any of the papers to change any of their rates, but in the event that you have no rate of this class of advertising, or have only a per line rate, it would naturally benefit us and make it much simpler if you would quote us on a per word basis. We do not have to mention here, of course, that the success of our campaign into this field will depend on the price we quote. It is hoped that this can be accepted by you on the basis of one cent per word, and providing 100 papers should agree to let us represent them, this would cost the advertiser \$1.15 per word.

When our schedule of rates is completed, and if this schedule, according to our opinion will allow us to secure this classified business, we will add 15% to this as our commission, and this will be our only revenue for our services, the net one cent per word being forwarded to the paper.

On each Saturday we will mail all advertising to appear in the next week's issue, and check for payment of advertising will be attached to order.

We attach herewith agreement allowing us to solicit this classified advertising, together with additional information which is necessary for us to have in order that we may thoroughly present our coverage and information to our prospective advertisers.

We believe you will increase your revenue from this advertising, which up to this time has been undeveloped.

If this meets with your approval, it would be appreciated if you would return both the questionnaire and agreement at your earliest convenience, so that we may begin immediately to serve you.

Thanking you, we are

Very sincerely yours,

THE ALABAMA WEEKLY CLASSIFIED REPRESENTATIVES

By

L. F. Aman

A G R E E M E N T

1. We hereby agree for The Alabama Weekly Classified Representatives to solicit for publication in the Classified Advertising originating outside the county of publication.
2. We hereby agree for The Alabama Weekly Classified Representatives to also represent other weekly papers in the State of Alabama.
3. We hereby agree for The Alabama Weekly Classified Representatives to add the 15% commission charged for their services to the total rates as charged by all Alabama Weeklies agreeing to solicitation for their paper, so that all publications may receive their gross rate for their advertising.
4. It is understood and agreed that check for advertising will accompany order.
5. It is understood that the rate _____ for the _____ shall be _____ per word.
6. It is understood that The Alabama Weekly Classified Representatives are to receive no commission on advertising other than that sold by them and forwarded to us for publication.
7. It is understood that all advertising for publications in the current week's issue will be mailed from ~~Montgomery~~ Mobile on Saturday previous to day of publication.

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REPRESENTATIVES

BY

L. F. Aman

PUBLISHER

I N F O R M A T I O N

1. PUBLICATION _____ LOCATION _____

1. Size Type Classified Advertising is set in _____

2. Circulation

A. In Town _____

B. Country _____

3. Estimated Population

A. In Town _____

B. Country _____

4. Day Published _____