

ComputerFAQs Weekly

716-668-0838

Answers to Frequently Asked Questions

Issue #20, Week Of 9/25/95

Advertising Information

Thank you for your recent inquiry into advertising in *ComputerFAQs Weekly*. Our newsletter is unique in that it is sent to businesses free of charge. Issue #19 was sent to **3055** businesses in the Western New York area. We have sent surveys to several hundred of these businesses, and our research indicates that an average of **4** people read *ComputerFAQs Weekly* in each office. That's roughly **12,220** people reading your faxed advertisement. We are currently adding 100 to 200 new fax numbers per week. Our readership is expected to reach 5,000 businesses (20,000 readers) by January, 1996. In addition, we post each issue of the newsletter on several *Internet* newsgroups. Millions of people will read your ads!

We currently do not accept graphical advertisements for *ComputerFAQs Weekly*. Text advertising is billed at a rate of **\$0.15** per character (including spaces, punctuation, and your contact information). Minimum **one** line. Maximum **6** lines. The average line is 50 to 60 characters. Add **\$0.05** per character for bold or italics.

In addition to advertising through our newsletter, we also offer a fax broadcasting service. If you have a customer listing of fax numbers, we can broadcast your single-page advertisement or newsletter for only **\$0.13** each, or **\$100** per thousand. You can send to your client listing, or to a random sampling from our database.

For more information, please call 716-668-0838, extension 2#.

Richard D. Rost
Editor In Chief

We reserve the right to edit any advertisement for spacing or content. We reserve the right to reject any advertising which we believe to be unethical or in a conflict of our own interests. Rates indicated are only for the issue number indicated above.