

THE SPOKESMAN-REVIEW

CLASSIFIED

advertising

2007 Classified Advertising Rates

Spokane Office
 999 West Riverside Avenue
 P.O. Box 2160
 Spokane, WA 99210
 (509)459-5005
 FAX (509)459-5156
 CommercialClass@Spokesman.com

Spokane Valley Office
 13208 East Sprague
 Spokane, WA 99216
 (509)927-8100
 FAX (509)927-2175
 ValleyAdvertising@Spokesman.com

Coeur d'Alene Office
 608 Northwest Blvd.
 Suite 200
 Coeur d'Alene, ID 83814
 (208)765-7105
 FAX (208)765-7115
 NorthIdahoAdv@Spokesman.com

Toll Free: 1-800-338-8801

Circulation

The Spokesman-Review is published every morning. Our circulation area extends north to the Canadian border, into eastern Washington into the northern Idaho Panhandle counties. The region is rich in resources that make this area one of the most dynamic markets in the nation. Spokane is the third-largest PMA in the Pacific Northwest and ranks 78th in the nation. It is the nation's 108th largest CBSA with 436,000 people. The biggest city between Minneapolis and Seattle, Spokane is located 278 miles east of Seattle, 348 miles northwest of Portland, 110 miles south of the Canadian border and 18 miles west of the Idaho border.

Your Account Executive can provide you with complete and current market details and statistics, published by the newspaper. Current market research from Belden Continuing Market Study and Scarborough also available upon request.



Member:

- Audit Bureau of Circulations (ABC)
- Advertising Checking Bureau (ACB)
- Direct Marketing Association (DMA)
- International Newspaper Marketing Association (INMA)
- Newspaper Association of America (NAA)
- Northwest Newspaper Network (NNN)
- Pacific Northwest Newspaper Advertising Executives Association (PNNAEA)
- Retail Advertising Marketing Association (RAMA)

Personnel

- Publisher, William Stacey Cowles
- Director of Marketing & Sales, Shaun O'L. Higgins
- Classified Sales Manager, Diane Bobiak
- Major Accounts Manager, Mike Dixon
- Idaho Sales Manager, Bob Myklebust

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Cover Art: Photo Illustration – Nita Bollar-Alexander

Closing Times (Deadlines)

Copy deadline for Classified In-Column liner ads is 4:00 p.m. the day prior to publication, with the following exceptions:

Weekend Automotive Liner Ads	Friday, 2:00 p.m.
Saturday & Sunday - All other	Friday, 3:00 p.m.
"Let A Specialist Do It"	4:00 p.m., day prior
Automotive Service Guide	4:00 p.m., day prior
Open House Directory	Wednesday, 3:30 p.m.
Real Estate and Rental Liner Ads	Thursday, 4:00 p.m. for Fri., Sat. & Sun. Insertion

Illustrated Classified Display (ICD)

	Reservations/ One-Proof Service	Reservations/ Cancellations Size Changes No-Proof Service	Final Copy Corrections
Monday	Thurs. 12 p.m.	Fri. 10 a.m.	Fri. 2 p.m.
Tuesday	Fri. 12 p.m.	Mon. 10 a.m.	Mon. 2 p.m.
Wednesday	Mon. 12 p.m.	Tues. 10 a.m.	Tues. 2 p.m.
Thursday	Tues. 12 p.m.	Wed. 10 a.m.	Wed. 2 p.m.
Friday-Color	Mon. 12 p.m.	Wed. 12 p.m.	Wed. 3 p.m.
Friday-B&W	Wed. 12 p.m.	Thurs. 10 a.m.	Thurs. 2 p.m.
Saturday-Color	Tues. 12 p.m.	Thurs. 10 a.m.	Thurs. 2 p.m.
Saturday-B&W	Thurs. 12 p.m.	Fri. 10 a.m.	Fri. 11 a.m.
Sunday-Color	Tues. 12 pm	Thurs. 10 a.m.	Thurs. 2 p.m.
Sunday-B&W	Thurs. 12 p.m.	Fri. 10. a.m.	Fri. 11 a.m.

Fax copies do not reproduce material that is of camera-ready quality.

Commission and Cash Discount

Local Classified Advertising rates are non-commissionable. No cash discounts. National Classified Advertising rates – 15% commission to recognized advertising agencies. No cash discounts.

Our General Advertising Policy

A.) Classified rates are offered to classified section advertisers that have a billing address or a business facility within the four-state area of Montana, Idaho, Oregon and Montana.

B.) The newspaper will make every effort to accommodate advertising position requests.

C.) **The Spokesman-Review** reserves the right not to accept an Advertiser's order. Only publication of an advertisement shall constitute final acceptance.

D.) Reimbursement is available for the space occupied by an error if the newspaper is solely responsible for the mistake. The Publisher is not liable for consequential damages arising from errors or omissions of an advertisement. All requests for adjustments must be received within 60 days of publication date. Credit, if allowed, shall be for the first insertion only. No adjustment will be made where Advertiser is responsible for the error.

E.) The Advertiser agrees to protect and indemnify **The Spokesman-Review** and to hold it harmless from all liability, loss or expense, including reasonable attorney's fees, arising from the insertion or publication of the Advertiser's advertisements or preprints. This includes, but is not limited to, claims of alleged libel, unfair competition or trade practice, infringement of trademarks, trade names or patents, violation of rights of privacy and infringement of copyrights or other proprietary rights.

Terms of Payment

These rates cover only advertising space relating to the regular business in which the Advertiser is now engaged. It applies only to advertising deemed by the Publisher as Local Classified Advertising.

All local Automotive, Boats and Motors, Real Estate, Home Builders and Recruitment Advertising Run-of-Paper (ROP) ads are handled by the Classified Advertising staff.

Company Federal Tax Number is 68-0617327

Set Solid Classified Rates Classified Non-Contract Rates

Minimum Charge – three lines

One-time Open Rate – \$4.05 per line Daily, Saturday or Sunday
One-time Open Rate – \$56.61 per inch Daily, Saturday or Sunday

Frequency Rate Plan

All Rental, Employment and Financial classification advertising is charged at commercial rates. Minimum Charge – three lines per ad.

	Daily, Saturday or Sunday ICD	
	Rate Per Line	Rate Per Inch
1x - 2x	\$4.05	\$56.61
3x - 6x	\$3.63	\$50.79
7x - 10x	\$3.28	\$45.76
11x - 14x	\$3.01	\$42.15
15x - 20x	\$2.78	\$38.85
21x - 25x	\$2.59	\$36.32
26x - 30x	\$2.44	\$34.12

Lowest-earned-rate is achieved through consecutive insertions without change of copy. Advertisement may be canceled at any time during normal business hours and charge will be for the number of days run.

General Lines Rates

Open Rate – \$6.48 per line Daily, \$6.73 Saturday or Sunday
Open Rate – \$90.72 per inch Daily, \$94.16 Saturday or Sunday

Illustrated Classified Display (ICD)

Minimum Size: 4 inches. No additional charges. An ICD is an ad that has any of the following: multiple columns, special border, signature art, photo, etc.

Classified Contract Monthly Earned Rates

The Advertiser selects a monthly contract agreement with daily usage and/or Saturday/Sunday each week. If the Advertiser sufficiently fulfills the agreement, they earn a lower rate up to six brackets lower on the rate card than contracted for. Should the Advertiser use less space than contracted for, a higher rate (the actual rate earned) will be applied for space run. Daily and separate Saturday/Sunday space will be added together to determine the monthly total usage.

Minimum charge three lines per ad. Pinch TMC pick up: **See enclosed insert for contract rates.** Monthly earned-rate discounts will be allowed as earned on each monthly statement. Monthly earned-rate Advertisers using less than 90 lines per month will be billed at the non-contract, open rate.

Contract-Fulfillment Grace Period

A grace period of one month out of 12 months allows the Advertiser to fall short of their monthly contract-period agreement without breaching the contract. A 90-line monthly-contract Advertiser who falls short of their monthly contract period agreement may use this grace period one time during the 12-month period.

Should the Advertiser fail to order insertions and furnish copy or otherwise fail to perform the contract requirements in excess of the grace period, the contract is breached and, at the option of the Publisher, the earned rate shall become due and payable. Failure by the Advertiser to pay for published advertising on demand shall, at the option of the Publisher, terminate the contract and the Advertiser agrees to pay, at the rate earned, for the space actually used. **See enclosed insert for contract rates.**

Classified Contract Annual, Bulk-Space Earned Rate

The Advertiser selects a yearly contract agreement. If the Advertiser uses more Classified space, a lower rate may be earned to a point six brackets lower on the rate card. Should the Advertiser use less space than contracted for, a higher rate (the rate earned), will be applied for space run. Daily and separate Saturday/Sunday space will be added together to determine annual total usage. Pinch TMC pick up: **See enclosed insert for contract rates.**

Minimum three lines per ad. Annual-rate discounts will be allowed as earned at the fulfillment of the 12-month contract. Advertisers using less than 300 lines per year will be billed at the non-contract, open rate.

12-Month, Daily Contract

The Advertiser contracts to run a minimum of three lines per day on a consecutive basis. One change of copy each week will be allowed, if desired. **See enclosed insert for contract rates.**

Other Rates/Charges Pinch TMC Rates

Pinch is a standard-page format Total Market Coverage (TMC) publication distributed on Wednesday to non-subscribers in Spokane County. When you advertise in **The Spokesman-Review** and Pinch, your ad reaches almost every home in Spokane County. Pinch copy deadline is 5 p.m. on the previous Friday.

Private Party Rates

Call the Consumer Marketing Department at 747-4422 for special Private-Party Package Rates.

All Rental, Employment and Financial classification advertising is charged at Commercial Rates. Call 456-SELL (7355).

Service Directory Rates

Non-contract, commercial Advertisers may purchase a Service Directory advertisement at special seven-or 30-consecutive-day rates. Call your Account Executive for rates and details, or call 456-SELL (7355).

Legal Rates

	Line	Inch
Daily only	\$3.14 per line	\$44.19 per inch
Saturday only	\$3.48 per line	\$48.75 per inch
Sunday only	\$3.48 per line	\$48.75 per inch
Thursday Valley Voice	\$.87 per line	\$12.11 per inch
Saturday Valley Voice	\$.94 per line	\$13.20 per inch
North Idaho Handle Extra	\$.60 per line	\$8.49 per inch

Call 459-5121 to place your legal advertising.

Blind Box Numbers

There is a service charge of \$25 for each blind box number with an additional charge of \$40 to mail replies.

In Memorium & Card of Thanks/Lodge/Church/Charity Rates

Per day	\$1.70 per line	\$23.91 per inch
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Call Consumer Marketing 747-4422 to place your advertisement.

Deaths & Funerals

Per day	\$1.74 per line	\$24.48 per inch
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Call 459-5119 to place your funeral notice.

Bold Face Option

Bold face formatting is available on in-column advertisements at an additional charge of \$2 per day or \$5 for full bold.

Reverse Format Option

Reverse formatting is available for an additional \$2 per day. This requires a seven line minimum ad or \$5 for full reverse.

Border Format Option

In-column ads of seven lines or more can be bordered for a charge of \$1 per day. 2pt, 3pt or 4pt borders are available for \$2 per day. Deluxe custom borders are \$3 per day.

Photos and Logos

Photos and logos can be inserted into in-column advertisements. This requires a seven-line minimum sized ad. See page 3 for deadlines.

Classified Color Rates

Daily, Saturday or Sunday

1 color & black, 4" to 68"	\$426
1 color & black, 68-1/4" to full page	\$585
2 colors & black, 4" to full page	\$737
3 colors & black, 4" to full page	\$932

To add color to an advertisement that is picked up from another newspaper product and placed in the Pinch (TMC), add \$101 to above rates.

The Spokesman-Review uses Volume 9 of the Newspaper Association of America (NAA) Color Book.

Color rates correspond with the calendar year, not a 12-month advertising contract.

Dollar Volume Contracts

Contract agreements provide the Advertiser with lower ROP and preprint advertising unit rates plus larger multiple insertion and full-page discounts. Contact your Account Executive for details.

Multiple Insertion Discount (MIDs)

Applies only to space charges:

1st insertion	Earned Rate
2nd insertion	20% Discount
3rd insertion	30% Discount
4th insertion	50% Discount
5th insertion	Earned Rate

Minimum size – four inches ICD

The Multiple Insertion Discount allows the above discounts for ICD ads that are ordered and run for either two, three or four insertions within a seven day period. These discounts apply to current Contract Classified and Contract Classified ROP rates. Multiple Insertion Discounts will not apply to color-charge ads receiving page discounts, political rates or church/charity rates. Minimum size is four inches. Any mixture of full-run Daily, Saturday or Sunday ads qualifies.

Classified Depth Requirements

For a standard page, copy exceeding 172 lines will be charged as a full column, 194 lines.

For a tabloid page, copy exceeding 90 lines will be charged as a full column, 101 lines.

Special Services

Your Account Executive has detailed information about the following value-added advertising services **The Spokesman-Review** offers.

- **Blind Box Numbers**
- **Commercial Printing**
- **Co-op Advertising Services**
- **Graphic Design Services**
- **Photographic Services**
- **Marketing Services**

Inland NW Classifieds Online

We have a number of online advertising products and services to help you achieve your business goals.

Top Jobs - Include your print recruitment ad online on the front page of *spokesmanreview.com* for 7 days for only \$50 per week.

Virtual Classifieds - Include your print classified liner ad in our searchable internet Classifieds online for just an additional \$2.50 per day

Online Advertising

SpokesmanReview.com is the #1 news and information website in the Inland Northwest receiving over 3 million pageviews and 300,000 unique visitors each month. Our online readers are young, educated, affluent and often make purchases online. We have a number of online advertising products and services to help you achieve your business goals.

Online Advertising Services:

Banner ads – Banner advertising can be used to build your company's brand, promote a special event or, sell products. Our knowledgeable online account executives can help you build an online ad campaign that will compliment and enhance your traditional marketing efforts. We can also track and evaluate your online campaigns to help you spend your ad dollars wisely. Contact your Account Executive for details.

Classified verticals - We are constantly evolving our auto, employment, and real estate programs to better serve our readers and we offer many programs that allow businesses to get in front of this same audience.

To learn more about these and other services offered online at **SpokesmanReview.com** visit <http://www.spokesmanreview.com/advertising> or call our Online Marketing Manager at (509) 459-5177. We are always working on new programs to help you promote your product or service. If you would like to be notified of new products and services complete the online advertising inquiry form on www.spokesmanreview.com/advertising and asked to be notified of new products.

Our printing fees for all display advertising include posting your display ad in our online website directory.

Niche Marketing Publications

Apartment Finder allows you to target your advertising directly to potential renters. **Mature Living Choices** allows you to target your advertising directly to the 55+ demographic. **Apartment Finder** and **Mature Living Choices** are both free publications that are distributed at over 500 strategic locations throughout our market area.

Better Health & Living is a magazine that includes advertorial and advertising about health and lifestyle in our area. This product is distributed in **The Spokesman-Review** to targeted areas. Please call 459-5081 for current rates, deadlines and details.

Contract Cancellation Policies

Advertisers have until the end of the sixth month of the contract period to downgrade their contract commitment or until the end of the 11th month of the contract period to upgrade their contract commitment.

Should the Advertiser desire to cancel a contract, notice of cancellation shall be given to the Publisher in writing stating the effective date. The Advertiser agrees in such case to pay at the rate earned for the space actually used during the contract period.

Monthly Earned Rate and Daily Contracts

Contracts cancelled after:

1 month.	add \$.25 per line, per day add \$2.10 per inch, per day
3 months.	add \$.15 per line, per day add \$1.40 per inch, per day
6 months.	add \$.10 per line, per day add \$1.12 per inch, per day

Annual Bulk Space Rate

Contracts cancelled prior to fulfillment will be billed at the rate earned. If fewer than 300 lines have been run, billing will be at the non-contract open rate.

Special Days/Pages/Features/Products

TV Listings	Daily
Employment	Daily/Sunday
Business	Daily/Sunday
Health	Tuesday
Home Section	Tuesday
Food	Wednesday
Pinch	Wednesday
Families (children/young adult section)	Monday
.TXT	Monday
7 (entertainment/culture magazine)	Friday
Religion	Saturday
Automotive	Saturday
Stock Section	Saturday
Your Money	Sunday
TV Week (Sunday Magazine)	Sunday
Real Estate	Daily/Sunday
Outdoor and Travel	Sunday
Thanksgiving	Added Distribution

In-Column Logos

The submission deadline for ready-to-scan artwork for in-column logos is two days prior to publication.

Mechanical Measurements

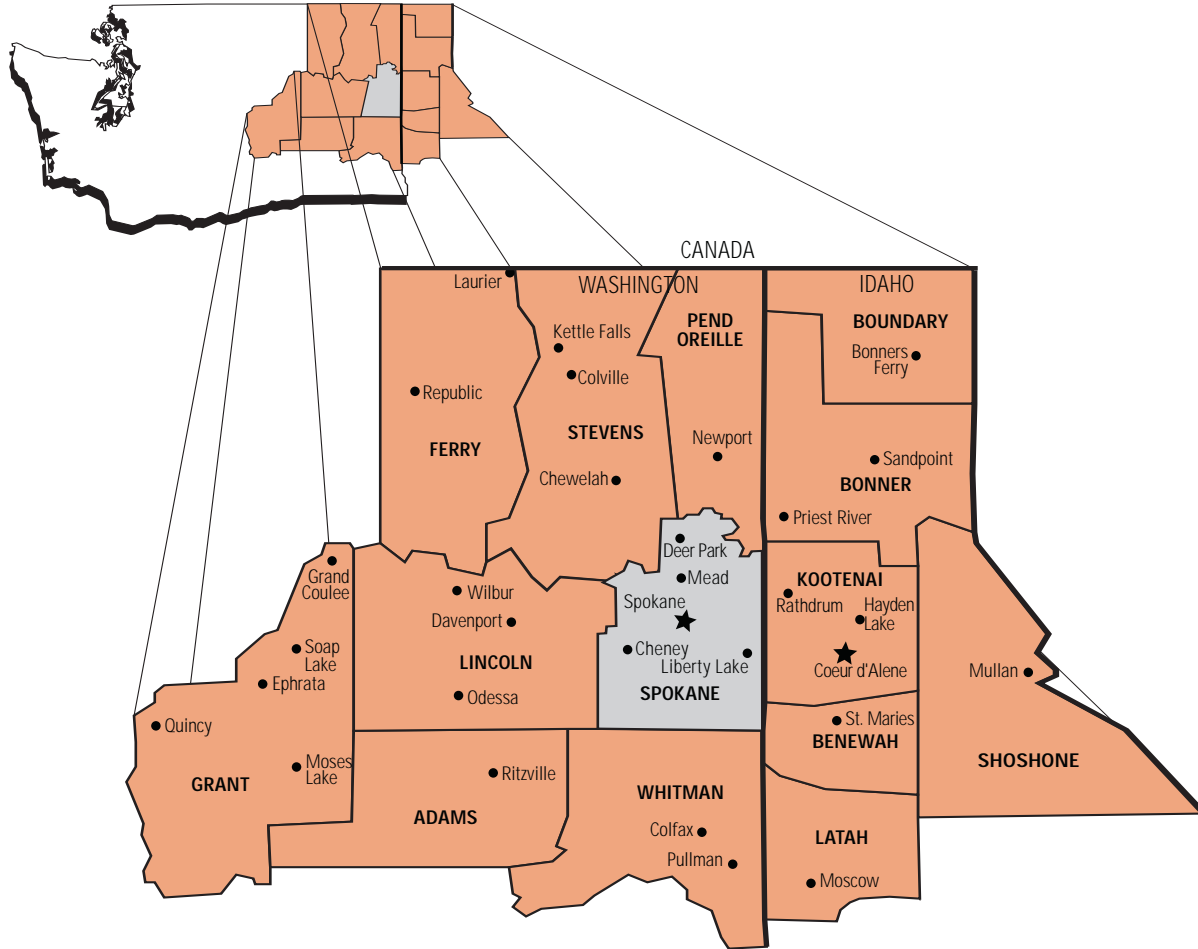
10-Column Format

# of Columns	Inches	Picas
1	1.121	6p9
2	2.283	13p4
3	3.459	20p9
4	4.622	27p9
5	5.784	34p8
6	6.948	41p8
7	8.122	48p9
8	9.285	55p9
9	10.447	62p8
10	11.623	69p9

4-Point Column Rule

Column depth will be 21-1/2" producing 194 lines. One page, 10 columns x 21-1/2", a total of 194".

The Spokesman-Review Market Area



The Spokesman-Review's Primary Market Area (PMA) consists of 14 counties located within the Inland Northwest geographical area.

Spokane and Kootenai counties are the two largest and fastest-growing economic areas. These two counties together have about 64% of the Primary Market Area's population, 68% of the Primary Market Area's disposable income and 69% of retail sales in the Primary Market Area.

*Sales and Marketing Management 2006 Survey of Buying Power and Media Markets

Spokane County Metropolitan Area (CBSA)

	Total Adults	Reach
Market Population	335,972	100%
Daily Newspaper	151,446	45.1%
Sunday Newspaper	205,742	61.2%
Combination (One Daily & One Sunday)	224,762	66.9%

Spokesman-Review Primary Market Area (PMA)

	Total Adults	Reach
Market Population	672,158	100%
Daily Newspaper	227,528	33.9%
Sunday Newspaper	289,980	43.1%
Combination (One Daily & One Sunday)	325,116	48.4%

*Scarborough Research 2006, Release 1

INLAND NW CLASSIFIEDS

In print. Online. In your life. On the money.

Numerical index to classifications • Non-Contract Advertising: 456-7355



THE SPOKESMAN-REVIEW.COM
THE SPOKESMAN-REVIEW



NOTICES 1

- 1 Legal Notices
- 3 Legal Services
- 5 Adoptions
- 11 Death Notices
- 12 Deaths
- 13 Obituaries
- 14 Funeral Related
- 15 Cemetery Lots/Monuments
- 16 Card of Thanks
- 17 In Memoriam

Announcements 19

- 19 Announcements
- 20 Lost/Stolen
- 21 Found
- 26 Special Delivery
- 27 Milestones
- 28 Personals
- 29 Telephone Talk Line
- 31 Was That You?
- 32 Transportation/Share A Ride
- 33 Lodge Meetings/Activities
- 44 Reunions
- 45 Memberships
- 46 Tickets and Travel

Financial 50

- 50 Financial Help
- 52 Money To Loan
- 54 Wanted-Money to Borrow
- 56 Contracts, Mortgages For Sale
- 58 Wanted-Contracts, Mortgages
- 60 Investments
- 70 Business Ventures

Real Estate 90

- 90 Real Estate/Financial
- 91 Real Estate Services
- 95 Homes for Sale, Area Wide
- 96 Homes for Sale, Browne's Addition
- 97 Homes for Sale, Downtown
- 98 Homes for Sale, Northwest
- 99 Homes for Sale, Nine Mile Falls
- 100 Homes for Sale, Suncrest
- 102 Homes For Sale, Long Lake/Lake Spokane
- 103 Homes For Sale, Northeast
- 104 Homes For Sale, Deer Park
- 105 Homes For Sale, Mead
- 106 Homes For Sale, North Spokane County
- 107 Homes For Sale, South Hill
- 108 Homes For Sale, Southeast
- 109 Homes For Sale, Southwest
- 110 Homes For Sale, South Spokane County
- 111 Homes For Sale, West
- 112 Homes For Sale, Cheney
- 113 Homes For Sale, Medical Lake
- 114 Homes For Sale, Liberty Lake
- 115 Homes For Sale, Valley
- 116 Homes For Sale, Coeur d'Alene/Hayden Lake
- 117 Homes For Sale, Post Falls/Rathdrum
- 118 Homes For Sale, Silver Valley
- 119 Homes For Sale, Bonner County
- 120 Homes For Sale, North Idaho
- 121 Real Estate, Out of State
- 122 Real Estate, Outside Spokane County/Other
- 123 Homes For Sale, Loon Lake
- 124 Senior Housing
- 125 Homes Wanted
- 127 Property Wanted

- 129 Home Builders/New Construction
- 130 Lots For Sale/Wanted
- 132 Mobile Homes, Sale/Wanted
- 134 Manufactured/Mobile Home Lots
- 136 Manufactured/Modular Homes
- 138 Duplexes For Sale
- 140 Condominiums For Sale
- 146 Income Property
- 148 Farms For Sale
- 150 Farms, Acreage Wanted
- 152 Stock Ranches
- 154 Timber Lands
- 156 Acreage
- 158 Homes and Acreage
- 160 River Property
- 162 Recreation Property, Washington
- 164 Recreation Property, Idaho
- 166 Recreation Property, General
- 167 Lake Property, General
- 168 Lake Property, Washington
- 170 Lake Property, North Idaho
- 174 Lake Property, Wanted
- 176 For Sale or Exchange

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- 187 Business Opportunities
- 188 Business For Sale
- 189 Business Wanted
- 190 Industrial Land
- 191 Industrial Buildings, Sale/Lease
- 192 Retail Buildings, Sale/Lease
- 194 Office Sale/Lease/Rent
- 196 Commercial Property For Sale
- 197 Commercial Rental Property
- 198 Apartment Buildings, Sale/Wanted
- 199 Other Investment Property

Rentals 200

- 200 Vacation Rentals, Washington
- 201 Vacation Rentals, North Idaho
- 202 Vacation Rentals, Out of Area
- 206 Roommates Wanted
- 207 Rooms For Rent
- 208 Duplexes For Rent
- 209 Condominiums For Rent
- 210 Wanted: Apartment To Rent
- 211 Senior Housing For Rent
- 220 Apts. Unfurnished, Area Wide
- 221 Apts. Unfurnished, Browne's Addition
- 222 Apts. Unfurnished, Downtown
- 223 Apts. Unfurnished, Northeast
- 224 Apts. Unfurnished, Northwest
- 225 Apts. Unfurnished, Deer Park
- 226 Apts. Unfurnished, Mead
- 227 Apts. Unfurnished, South Hill
- 228 Apts. Unfurnished, Southeast
- 229 Apts. Unfurnished, Southwest
- 230 Apts. Unfurnished, Cheney
- 231 Apts. Unfurnished, West
- 232 Apts. Unfurnished, Valley
- 233 Apts. Unfurnished, Liberty Lake
- 234 Apts. Unfurnished, Kootenai County
- 239 Apts. Furnished
- 240 Houses For Rent, Unfurnished
- 241 Houses For Rent With Acreage
- 242 House For Rent, Furnished
- 243 Wanted: House to Rent
- 247 Mobile Homes For Rent
- 249 Mobile Spaces For Rent
- 250 RV Spaces For Rent
- 255 Garages/Storage For Rent

Employment 300

- 300 Job Assistance/Résumés
- 304 Earning Opportunities

- 306 Volunteers
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- 310 General
- 312 Skilled Trades
- 314 Hospitality/Service Trades
- 318 Part-Time
- 320 Positions Wanted
- 321 Employment, North Idaho
- 325 Dental
- 326 Counselors
- 327 Healthcare/Medical
- 328 Medical Office
- 329 Customer Service
- 330 Office/Administration
- 332 Accounting/Financial
- 333 Telecommunications
- 334 Professional
- 335 Computer/High Tech
- 336 Management/Supervisors
- 337 Retail
- 338 Sales
- 345 Educational/Training
- 346 Career Guidance
- 349 Child Care Needed
- 350 Licensed Child Care Offered
- 351 Adult Care Needed
- 352 Adult Care Offered
- 355 Home and Yard Directory
- 356 Personal and Professional Services Directory

Merchandise 400

- 400 For Sale
- 401 For Rent
- 402 Wanted
- 407 Swap/Trade
- 408 Free
- 409 Clothing
- 410 Jewelry
- 415 Baby/Children's Items
- 416 Furniture
- 417 Appliances
- 418 Sewing Machines/Vacuums
- 428 Home Electronics
- 429 Cameras and Video Equipment
- 430 Computers, Software and Games
- 436 Phones and Communication
- 437 Security Systems, Home/Office
- 438 Musical Instruments/Equipment
- 442 Books, Comic Books and Magazines
- 446 Hobbies and Collectibles
- 450 Fine Art
- 454 Antiques
- 455 Pool Tables
- 456 Personal Fitness Equipment
- 457 Home Health Aids/Equipment
- 458 Home Décor
- 459 BBQs and Picnic Gear
- 460 Lawn/Garden Supplies/Equip.
- 461 Snow and Leaf Blowers
- 462 Pools, Spas, Saunas
- 464 Home Improvement
- 474 Tools
- 476 Tool and Equipment Rentals
- 478 Building Materials
- 480 Electrical/Generators
- 481 Wood for Sale
- 482 Energy Stoves/Heating
- 483 Office Equipment/Furniture
- 484 Store Fixtures
- 485 Restaurant Equipment
- 486 Heavy Equipment
- 488 Industrial Machinery
- 492 Machinery Wanted

Auction/Garage Sales 495

- 495 Auction Sales
- 496 Estate Sales
- 497 Garage/Yard Sales
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Animals 500

- 500 Dogs
- 501 Cats
- 502 Pets, Other
- 503 Pet Memorials
- 504 Pet Supplies
- 508 Horses/Equipment
- 509 Stables/Kennels
- 510 Pastures
- 511 Animal Training

Farm & Ranch 525

- 525 Farmers Market
- 526 Small Animals
- 527 Livestock
- 528 Livestock Auctions
- 529 Hay, Feed and Seed
- 530 Soil, Stone and Bark
- 531 Farm Supplies
- 535 Farm Machinery
- 537 Irrigation Equipment/Pumps
- 540 Christmas Tree/Services

Recreation 550

- 552 Sporting Goods
- 553 Outfitter/Guides
- 554 Guns/Ammo
- 556 Bicycles
- 558 Skis, Equipment
- 560 Snow Mobiles
- 562 Airplanes, etc.
- 564 Boats and Motors
- 566 Sailboats
- 567 Kayaks and Canoes
- 568 Personal Watercraft
- 570 Boat Moorage/Storage
- 571 Boat/Pontoon Rentals
- 572 All-Terrain Vehicles

Automotive STOP 600

- 600 Automotive Related
- 604 Campers/Canopies
- 606 Travel/Trailers/5th Wheels
- 608 Motor, Mini Homes
- 610 RV Rentals
- 612 RVs Wanted
- 620 Motorcycles for Sale
- 622 Motorcycles Wanted
- 625 Mopeds
- 630 Automotive Service Guide
- 635 Utility Trailers
- 640 Commercial Trucks
- 642 Truck Equip. and Access.
- 644 Autos/Trucks Wanted
- 646 Autos/Trucks Lease
- 650 Vans for Sale
- 651 Commercial Vans
- 652 Trucks for Sale 2x2
- 653 Sport-Utility Vehicles
- 654 Four-Wheel Drive Pickups
- 655 Fleet Vehicles
- 656 Specialty Vehicles
- 658 Antique Classic Vehicles
- 660 Autos for Sale