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Do the math

Here's a hint for publishers.

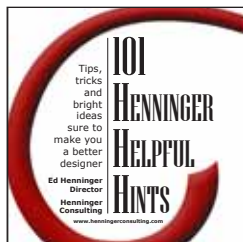
Wanna make 50 percent more from your classifieds than you do now?

Here's the trick, In two easy steps:

1. Start charging by the line.
2. Redo classifieds from six columns to nine.

There it is. Do the math.

Oh, yeah...you owe me.



'101 HENNINGER HELPFUL HINTS is filled with so many good ideas. You'll find yourself asking: "Why didn't I think of that?"

Kevin Slimp, Director
Institute of Newspaper Technology

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