

Ask David Horowitz

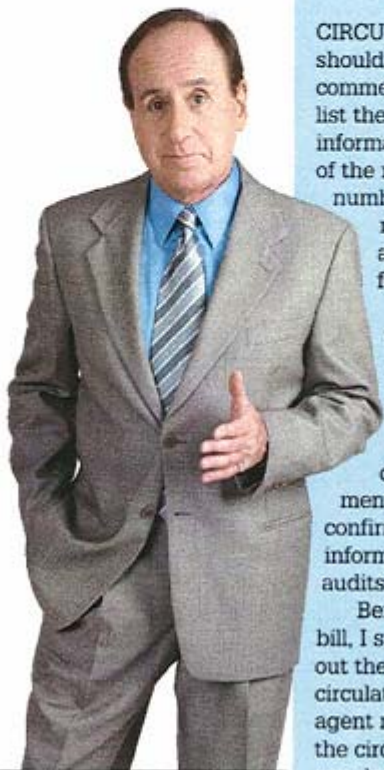
I PLACED an ad for my small business in an education publication. After one month I haven't received a single response. I haven't paid the bill of \$2,610 yet, but it is due. The ad rep told me they have a subscriber base of 100,000, but I have doubts about the circulation. What can I do?

**Deborah
Meadow Vista, CA**

CIRCULATION numbers should be verified. Most commercial publications list the paid-subscriber information in the front of the magazine. These numbers guide the magazine in assessing charges for advertising.

It is important to determine the paid-subscriber information before paying for ad space. The circulation department should be able to confirm subscription information and who audits or verifies it.

Before you pay the bill, I suggest checking out the verified paid-circulation stats. If the agent misrepresented the circulation—and you can document that misinformation—you might have grounds for canceling the advertisement.



AMY CANTRELL

David Horowitz is a leading consumer advocate. His "Fight Back!" commentaries are heard daily on the Jones Radio Network. For stations and times, check the radio page at www.fightback.com.

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