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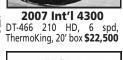


2006 Freightliner lb. rear axle, engine brake, 11R 24.5, PS, A/C, cruise control, good dyno from CAT ..\$26,500



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Tell the reader immediately what you are selling.

Then state a benefit to the reader. Example: "German Shepherd Puppy, 8 weeks, silver and

make, model, year, size, color, condition, or any

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For best results, it has been proven that a price should be included. If you're willing to make a deal, be sure to add "or best offer." People aren't necessarily looking for low prices, but for GOOD VALUE.

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5. EFFECTIVE & ECONOMICAL RESULTS

will be in the market for your specific item. Initially, PLACE YOUR AD FOR FOUR WEEKS. You'll get the benefit of a BETTER RATE PER ISSUE in a consecutive, multiple-insertion schedule, and you may maximize your potential readership. Many more people will have the opportunity to see your ad AT LEAST ONCE. When you get the desired results before the ad expires, you may cancel your ad by our weekly deadline and pay only for the number of times it ran.

Not every potential buyer on that particular week