

Classified Advertising

A Pull-Out Section

Commercial Advertising

CONTACT / CLUBS

Hairy? Smooth? Somewhere in between? Southeastern/nationwide explicit adlists help you find the partner with certain hair patterns, amounts, etc. Infopak \$3.00: MAN-HAIR, 59 West 10th St., NYC 10011. (1325)

HEALTH / MASSAGE

MASSAGE FOR HEALTH
Through massage techniques such as Swedish/Esalen, Shiatsu, Acupressure, and Bodywork, I can help you get rid of fatigue, tension, and pain; improve your emotional outlook, and reduce the effects of stress. Call Rick: (919) 347-7530 (Jacksonville, NC). (1155)

CHARLOTTE — MASSAGE
Enjoy the pleasure of deep tissue/Swedish massage. Therapeutic and relaxing. Flexible hours. For appointment, call (704) 365-1982. (1283)
Relieve stress, tension, and muscle fatigue with therapeutic bodywork which combines Swedish

and deep muscle massage. References available. Ralph Clayton, Member, AMTA (919) 683-2383 or (919) 477-0654. Pamper yourself! (1282)

MODELS / ESCORTS

MALE ESCORTS available in High Point, Greensboro, Winston-Salem, Durham, Chapel Hill, Raleigh, Charlotte and surrounding NC towns. Also available upper SC towns near NC border. Employment also available. (919) 885-1378. (1112)

EXECUTIVE MODELS
Discover the quality, handsome, and athletic men of Executive Models available in major cities of North Carolina. The men of Executive are available for travel. Call (404) 875-1927. [Employment Available] (1288)

PUBLICATIONS

RFD: FOR COUNTRY GAY MEN
The only nationally distributed magazine that focuses on rural gay men. It includes articles on alternative lifestyles, homesteading skills, collectives, gardening, cooking, etc. Write RFD, PO Box 68, Liberty, TN 37095. (880923)

GAYELLOW PAGES
Currently available: National Edition No. 17, 1989. Resources for gay men and women in Canada and U.S.A., \$10. Southern Edition, No. 6, 1990, \$4.50. New York/New Jersey Edition, No.

25, Spring 1989, \$4.50. *Spartacus*, 1988, covers the world except Canada and U.S.A., \$25. *Eurogay 1988/9*, pocket guide to Europe for gay men, \$15. Send check or money order to Renaissance House, Box 292, Village Station, New York, NY 10014. (890417)

THE LAVENDER COUCH: A CONSUMER'S GUIDE TO THERAPY
Before you spend hundreds of dollars on therapy, read this book to be sure you're getting what you need and avoid getting the kinds of "help" that could actually make your life worse. Down-to-earth advice about choosing a therapist, and getting the most out of therapy. *The Lavender Couch*, by Marry Hall, is available for \$8 (plus \$1 postage and handling) from Alyson Publications, Dept. P-31, 40 Plympton St., Boston, MA 02118. (880923)

HOT LIVING: EROTIC STORIES ABOUT SAFER SEX
Today's AIDS crisis has introduced the concept of "safe sex" to gay men. And as sexual practices change, so too does gay erotica. In *Hot Living*, well-known authors such as John Preston, Phil Andros, T. R. Witomski, Marty Rubin and George Whitmore present sixteen erotic stories that are both safe and sizzling... And their royalties are being donated to the *GAY MEN'S HEALTH CRISIS* in New York City. *Hot Living* is available for \$7.50 (plus \$1 postage and handling) from Alyson Publications, Dept. P-31, 40 Plympton St., Boston, MA 02118. (880923)

BOUND & GAGGED
Bi-monthly magazine features true accounts of erotic male bondage plus hot personals. Sample \$5. Subscription \$24. State you're over 21 and want mag for personal use. Payment to Outbound Press, Suite 167-FP, 496A Hudson St., New York, NY 10014. (951)

TRAVELING TO ATLANTA?
Send \$2 cash, money order or check for sample; \$52 for one year's subscription. *Elcetera Magazine*, PO Box 8916, Atlanta, GA 30306. Mailed first class in plain envelope. (880923)

KEEP IN TOUCH WITH D.C.
Subscribe to *The Washington Blade* News, entertainment, commentary, want ads. Subscriptions: \$25 per year (52 issues). For a sample issue, send \$1. 724 9th Street, N.W., 8th Floor, Washington, DC 20001. (880923)

COMING OUT RIGHT: A HANDBOOK FOR THE GAY MALE
What can you expect when you enter a gay bar? Should you come out at work? What is the best way to name your lover as beneficiary in a life insurance policy? These are a few of the subjects covered here. Men who are newly-out will find this book invaluable, but it also has much useful information for those who have been out a while. *Coming Out Right* is available for \$5.95 (plus \$1 postage and handling) from Alyson Publications, Dept. P-31, 40 Plympton St., Boston, MA 02118. (880923)

VACATION / RESORTS
TIMBERFELL LODGE, DISCREET HIDEAWAY
Bed & Breakfast Inn. 250 acres country elegance, deluxe rooms & food, Sauna, Jacuzzi. Enjoy the Holidays with us. Route 11, Box 94-A. Attn.: Davey, Greeneville, TN 37743 or (615) 234-0833. 2 miles off I-81, Exit 36. (566)

THE OLD MILL BAT CAVE, NC
Gay owned, all welcomed, bed and breakfast perched on the banks of the rushing Rocky Broad River in scenic Hickory Nut Gorge. Mention ad for discount when calling (704) 625-4256. (1190)

BECK'S ROMANCE MOTEL COME SEE US
Jacuzzi hot tubs, heart-shaped bubble bathtub, waterbeds, movies, mirrors, adult toys, lotions, potions, magazines, and more. 5401 Railroad Road, Fayetteville, NC 28304. (919) 425-2108. (1284)

Remember: Be positive about yourself, not negative about others.

CHARLESTON BEACH B&B
Accommodations with you in mind at the ocean. 10 miles to Charleston. Shared/private baths. Deluxe breakfast, social hour. Brochure: PO Box 41, Folly Beach, SC 29439. (803) 588-9443. (1235)

FOR RENT
COLUMBIA SPACIOUS GARAGE APARTMENT
Shandon/Five Points, for quiet, private, responsible, single, no pets, drugs, smoking: \$400; option: you handle yard/pool work - rent \$250; PO Box 5671, Columbia, SC 29250. (1012)

MESSAGES
To my cute Cal/Mex friend from Kannapolis: Monday afternoon/evening in the rain was great, but we must have crossed signals Friday. I'm desperate to see you (and the cats). Contact me, please, at (704) 694-3968 or PO Box 52, Wadesboro, NC 28170. (1352)

INTERPRETING A PERSONAL AD: THE FINE ART
We are objective in a quantitative sort of way. We can look at a person's head and say "you are missing 67 percent of your hair." This is a fact. This is not good; this is not bad. It is a fact. We declare that when we lose our hair that we will not think that we are fooling anyone (or ourselves)

CLASSIFIED INSTRUCTIONS

If you are placing an ad, please read this section in its entirety before writing and submitting your ad.

THE BASICS:

Be sure to carefully read and follow all instructions. We have designed them to help you, and not because we enjoy making rules. Please type your advertisement, or print neatly. All ads must be accompanied by your signature on the release form below (right). You must provide us with your first name, your last name, and your mailing address before we will publish an advertisement for you. We cannot publish an ad based solely on your signature.

PUBLICATION STANDARDS:

The Front Page reserves the right to reject any advertising for any reason. You can say just about anything, but please remember we reach a diverse audience and phrase your ad with that fact in mind. We ask that you be positive about yourself, rather than negative about others. In general, when editing your ad, we will not alter the content. We may, at our option, correct minor errors in grammar and spelling. Ads which contain major grammatical and spelling errors will be typed as submitted and tagged [Typed as submitted] in the ad text which is printed.

Most specific words in the English language are not considered offensive. It is the context in which they are used that we may consider objectionable. Therefore, we may delete or modify offensive and/or obscene phrasing without notifying you. For example:

■ We will not print the phrase "No fats, no fems, no blacks!" This statement — and those which are similarly rude and/or racist — will simply be deleted. If these matters are important to you, there are polite ways of saying so. (Also: Advertisers are not required to specify their own race, as in "GBM" or "GWF." The abbreviation "GM" or "GF" is acceptable.)

■ We will not print the phrase "straight-acting / straight-appearing." If you mean you think that you're a "masculine" man or a "feminine" woman, then say so. If you mean that you're a closet case and you think "no one suspects," then say so. If you mean that you're terrified of being "found out," then say so. If you mean that you wholeheartedly embrace the homophobic values of the dominant heterosexual culture, then say that.

■ We will not print that you are "HIV Negative" or that you are seeking someone who is "HIV Negative." The same applies to references such as "AIDS-free." With an incubation period of fourteen years or more, no single negative test for HIV antibodies can be considered a "green light" for unsafe sexual behavior. Safe sex practices are a must for every sexually active person during this crisis. (Also: We do not recommend that you advertise your HIV-positive status, although we will print it if you wish. Experience has taught us that not everyone can be trusted with this information. We believe that: a) everyone needs to follow safe sex guidelines, and b) if they do, HIV status is a private matter.)

■ If your ad is sexually specific, please be brief. State what you are looking for clearly and only once. Do not keep repeating your favorite fetishes over and over. This kind of writing isn't advertising, it's masturbation. In cases like this, we will freely edit your copy down to the basic information.

■ We will delete any references to monetary or material compensation for sexual services rendered or received. We will also delete any implication that sexual services are rendered "professionally" whether for compensation or not.

In cases where your ad is edited, no reimbursement will be made to you (nor credit given) for the difference in cost. The ad will be tagged [Ad has been edited] in the text of the ad.

An ad which needs editing, but cannot be modified without changing the intent of the ad, will be returned to you for rewriting, with our objections outlined. Ads directed at or from persons under the legal age of consent will be refused.

JOBS WANTED/OFFERED ADS:

We publish "Jobs Wanted" and "Jobs Offered" classifieds free of charge for the first thirty words for the first insertion. (However, any verification fees must be paid.) In this category, state and federal laws prohibit stating a preference, limitation, specification or discrimination based on race, sex, color, religion, national origin, age, non-job-related handicap or disability, place of birth or sexual orientation. Ads which contain any of these violations, which imply sexual relationships, which

describe the physical attributes of the advertiser, or anything more than a job opportunity must be placed in the personals section and the advertiser will be billed appropriately prior to printing.

COMMERCIAL ADS:

If you are a paid business or service, profit-making enterprise, or non-profit organization charging for your service, then you pay the following rate:
\$7.00 for the first thirty words, plus 20 cents for each additional word. Multiply your cost times the number of issues in which you wish your ad to appear. Subtract any applicable frequency discounts.

Frequency discounts (commercial ads only): 10% for six issues; 15% for eleven issues; 20% for twenty-two issues. Frequency discounts are based on the ad running with no modifications per issue.

Commercial ads may run any number of consecutive issues provided payment is received in advance. The ad must be submitted on letter-head stationery or accompanied by a business card to avoid verification fees. Otherwise, all verification fees described below apply.

Commercial classified advertising placed in *The Front Page* are accepted on the premise that the merchandise or service offered is properly described and willingly sold to customers at the advertised prices. Advertising that does not conform to these standards, or that is deceptive or misleading, is never knowingly accepted. If you should encounter non-compliance with these standards, please write to the paper at P.O. Box 27926, Raleigh, N.C. 27611.

NON-COMMERCIAL ADS/PERSONAL ADS:

Group and events ads should be addressed to the *Calendar Editor*. See that section of *The Front Page* for instructions. In the following categories of non-commercial ads, there is a charge as listed below: **GAY MEN, LESBIANS, BISEXUALS, ROOMMATES, MESSAGES and MISCELLANEOUS.** The fees for a single insertion are as follows:

30 WORDS OR LESS: \$2.00
31-60 WORDS: \$4.00
61-90 WORDS: \$6.00
91-120 WORDS: \$8.00
121-150 WORDS: \$10.00

In other words, personal ads cost \$2.00 for each group of thirty words. Any word in the dictionary counts as one word. Most hyphenated words count as two words. Most abbreviations count as full, separate words. Telephone number and zip codes count as one word. "P.O. Box" counts as two words. Punctuation is free. If you fail to specify the category in which you wish the ad to be placed, the ad will be placed at our option in what we deem the most appropriate category. *There are no frequency discounts for personal ads.*

PRISONER PEN PAL ADS:

As a public service, we will print, free of charge, personal ads limited to 30 words, for prisoners in North Carolina, South Carolina, and southern Virginia. All prisoner pen pal entries must be verified by sending a letter to the advertiser which describes the population served by the publication and seeks permission to print the advertiser's name in our publication. The letter must be signed, dated, and returned to our office before we will print the ad. All prison pen pal advertisers receive a copy of the issue in which their ad appears. (Sorry, we do not have the budget to provide prisoners with free subscriptions.)

VERIFICATION FEES:

Before we print a telephone number, a street address, or a person's full name in any non-commercial ad, we must verify the information either through phone contact or written correspondence. The verification process must take place each time an order is placed. If your ad contains a telephone number, include \$2. If your ad contains a street address, include \$1. If your ad contains your full name, include \$1. You must pay all fees that apply to your ad. Verification fees apply for each ad placement order and must be re-paid each time an order is placed, whether the information given has been previously verified or not. [Note: Ads containing information which must be verified should be submitted at least ten days in prior to the cut-off date for the issue in which they are to be printed.] Think carefully before you authorize publication of this information.

PHONE VERIFICATION: We must call the number to appear in the ad, just as if we were responding to the ad, and speak personally with the advertiser. In some cases, we will send a letter of verification after an unsuccessful attempt to contact you. For example, if we reach an answering machine which references your name or if someone other than the advertiser answers the phone and indicates that the advertiser is not available at that time, we will send a letter to the advertiser (which must be signed, dated, and returned to our office before we will print the ad). We will not leave messages. Once we have verified your phone number physically, we do not verify it again unless your mailing address changes. We must still research the prior verification, so the verification fee is still assessed.

ADDRESS VERIFICATION: Any address which contains a street

name (even if it contains a box number or is a mail service) must be verified. We must send a letter to the advertiser at the address which is to appear in the ad, just as if we were answering the ad. The advertiser must sign, date, and return the letter to our office before we will print the ad. Once we have verified your address physically, we do not verify it again unless your mailing address changes. We must still research the prior verification, so the verification fee is still assessed.

NAME VERIFICATION: Any time a person's full name is referenced in a personal ad, we must verify the fact that the person wishes to have their name printed in the ad. Additionally, we feel obligated to warn the person of the ramifications of such an action. Therefore, each time a full name is to appear in an ad, we must send a letter to the advertiser, as if we were answering the ad, at the address listed in the ad. The advertiser must sign, date, and return the letter to our office before we will print the ad. This verification must take place for each ad order. A prior authorization or verification is not acceptable.

This process, as described above, may delay the appearance of your ad in the paper. While you may find this annoying, please remember it is for both your protection and ours.

HOW TO FIGURE THE COST OF YOUR AD:

Figure the charge for the words in your ad (count the words in the headline, also). This is the cost of the ad for one insertion. Multiply the single issue cost by the number of issues in which you wish the ad printed. Add to this amount each applicable verification fee. If you want forwarding service, add the fee for each insertion. This is the total cost of your ad. Be sure to enter this amount on the release form.

MAIL FORWARDING SERVICE

At your request, *The Front Page* will handle and forward your mail. Confidential, of course. We will assign you a code number for receiving responses to your ad. The fee is \$6.00 per ad per insertion. Only one ad per code number is allowed. Responses addressed to these codes are forwarded weekly (on Wednesday evenings) to the address specified.

RESPONDING TO AN AD THROUGH THE FRONT PAGE FORWARDING SERVICE

If you are answering an ad using a *Front Page* code number, please follow the step-by-step instructions below. If you do not follow these instructions, your letter will be delayed.
1. Place your letter to be forwarded in an envelope. PUT A STAMP ON IT, and seal it.
2. Plainly print your name and mailing address in the upper left hand corner.
3. Print the code number in the center of the envelope.
4. Enclose your sealed letter in another (larger) envelope, and mail it to: *The Front Page*, P.O. Box 27926, Raleigh, N.C. 27611.

It doesn't cost you anything to answer an ad. Your unopened reply will reach the person you're writing in just a few days. Your complete return address is needed in the event that, for some reason, we are no longer able to forward mail to a particular code.

Please note: If the ad you're answering has a town and a zip code listed in it, then you can send it directly, and not to us. It does not need to be forwarded.

PAYING FOR YOUR AD:

Make a check or money order payable to *The Front Page* for the total cost of your ad. Enclose the payment with your ad.

NO PHONE CALLS:

Sorry, but we are unable to accept classifieds — or to answer questions about classifieds — over the phone. If you can't find the answer to your question on this page (and you probably can't), drop us a note.

YOUR ERRORS:

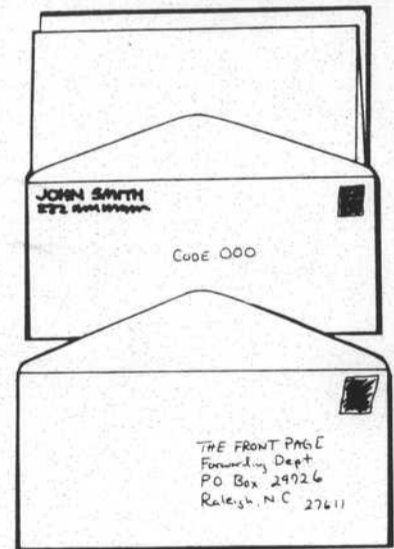
If you fail to send enough money or if you fail to send the release form, we will not print your ad until we resolve these issues. We will correspond with you by mail to correct these situations. To cover this correspondence, we assess a \$1.00 error handling fee which you must pay before we will print the ad.

OUR ERRORS:

It is your responsibility to check your ad promptly for accuracy. If we make an error, we will correct it in the next available issue and extend the run of the ad to cover the original order. Check the cut-off dates for receiving ads. *The Front Page* will not be responsible for errors on any handwritten copy sent in, or for phone numbers and/or addresses left off ad copy.

REFUNDS:

There will be no refunds for cancellations, errors, or omissions, but space credit will be given, when appropriate.



RELEASE FORM FOR CLASSIFIED ADS

Your signature on the authorization that follows is required for every ad submitted. Print your name and address legibly. Fill in the category in which your ad is to be printed, the number of times the ad is to be printed, and the amount of money you are enclosing to cover printing the ad. Sign your name and fill in the date. Clip this form and send it along with payment to: *The Front Page, Classified Ads Department*, P.O. Box 27926, Raleigh, NC 27611. Your ad will not be published without this release form.

The Front Page will not knowingly accept any fraudulent, obscene, offensive or questionable advertising. Since it is impossible to investigate each advertiser, we assume no responsibility relative to any communications or transactions between advertisers and readers. Anyone corresponding with or through this publication is required to comply with all local, state and federal laws.

I, the undersigned, hereby certify with my signature that I understand and accept the above stated terms of advertising in *The Front Page*, that I am 18 years of age or older, that I am the person represented and possess the full legal capacity to execute this authorization; and that the data in my ad is true and correct.

I understand that no proofs of my ad will be supplied to me for my approval and I waive all claims regarding accuracy of reproduction, due to mistakes or technical failure. I understand that Bugle Publications is in no way responsible for any transaction between myself and any person that I contact through the publication, *The Front Page*.

Signature: _____ Date: _____

Please print the following:

Your name: _____

Your address: _____

Ad Category: _____ Insertions: _____ Money enclosed: _____