



Sign up now for the Newspaper Networks of Michigan!

Big Revenue for your Newspaper and Great Solutions for your Client!

Michigan Ad Network Solutions is an affordable advertising vehicle for your clients who want a low cost way to expand their potential customer audience, statewide or regionally!

These newspaper networks are a voluntary program run by the Michigan Press Association and Customized Newspaper Advertising. Participating newspapers agree to run the ads each week in their papers. Michigan Ad Network Solutions offers two networks:

- The Small Space Display ad program offers the client a 2x2 or 2x4 black and white ad.
- The Classified ad program offers the client a 25 word classified ad in the classified section.

Participating Newspapers of the network enjoy the following benefits:

- **Added customer service to your readers** - By assisting your newspaper's readers with their classified advertising buys in other markets, you provide excellent customer service.
- **Expanded classified section** - additional advertising in your newspaper increases its value as an information source in your community.
- **Reduced Registration Fees** - at MPA conferences and conventions, plus participating newspapers are eligible for one free hotel room during the annual convention.
- **Additional revenue to your newspaper** -
 - When you sell a classified ad, your newspaper retains half of the suggested selling price; \$149.50 for a statewide classified ad.
 - When you sell a 2x2 Network ad, your newspaper retains half of the suggested selling price; \$549 for a statewide 2x2 or \$1049 for a statewide 2x4.
 - Bonus Check: 25% of every 2x2 or 2x4 ad sold into the network goes into a bonus fund that is distributed annually to participating members of the network.

Suggested Prospects:

Auctions, Antique Dealers, Business Opportunities, Collectible Shows, Recruitment, Community Festivals and Events, Land for Sale, Pre-Manufacture-Homes, Town Government, Medical Care and Health Care, Schools/Instruction, Sliding Companies, Vacation Rentals

To sign up for the networks, please complete and return the enrollment form to Customized Newspaper Advertising (CNA), the advertising arm of the Michigan Press Association.



ENROLLMENT FORM

Please submit completed form to:
Customized Newspaper Advertising
319 E. 5th St.
Des Moines, IA 50309
Phone: (800)227-7636
Fax: (515)244-4855
E-mail: sfett@cnaads.com

Classified Network

2x2 and 2x4 Network

Yes, enroll my newspaper in the Michigan Ad Network Solutions Network. Participation is voluntary and we agree to run the ads provided at least one time within the specified week. Ads must be run at least 90% of the time. Additionally, for every ad sold by my newspaper into the network, we will retain 50% of the selling price. CNA will invoice us for the remaining 50%.

- **Newspaper name (please print):** _____
- **Paid circulation:** _____
You may also run the 2x2 Network ads in your TMC product.
If you wish to do so, please list its name and circulation _____
- **Ad copy notifications will be sent via email each Tuesday at 4pm.**
- **I authorize the participation of the above newspaper in the Networks.**
- **I understand that this agreement may be cancelled with 30 days notice.**

Contact name: _____

Publisher's name (please print): _____

Publisher's signature: _____

Email address to send weekly ads: _____

Date: _____