



84% OF IOWANS READ THEIR LOCAL NEWSPAPER!*

That makes the Iowa newspaper network the best way to reach readers statewide with your message.

Reach as many as 2.2 million readers per week.

Save more than **75%** statewide by using the network with one call, one order and one rate.

RATES

| | | |
|------------|----------------|--------|
| 2x2 | Statewide | \$1275 |
| | Per region | \$440 |
| | Central region | \$300 |

| | | |
|------------|----------------|--------|
| 2x4 | Statewide | \$2550 |
| | Per region | \$860 |
| | Central region | \$560 |

*Ask about the new 3x5 size. Limited availability!

FREQUENCY

In order to maximize response to your advertising message, frequency is key! With CNA's frequency discount, place one ad at regular price and the second and third ads are 25% off.

AD COPY

Choose from three sizes: 2x2 (3.792"x2"), 2x4 (3.792"x4") and 3x5 (4.95"x5")

DEADLINE

Ad copy, insertion order and payment must be received by Tuesday at 10 a.m. CST, the week prior to the week of publication. Due to varying page widths, please provide ad copy in two widths: 3.792-inches wide and 3.22-inches wide. Day of publication varies by newspaper.

REGIONS

Central
Northeast
Northwest
Southeast
Southwest
North Central

