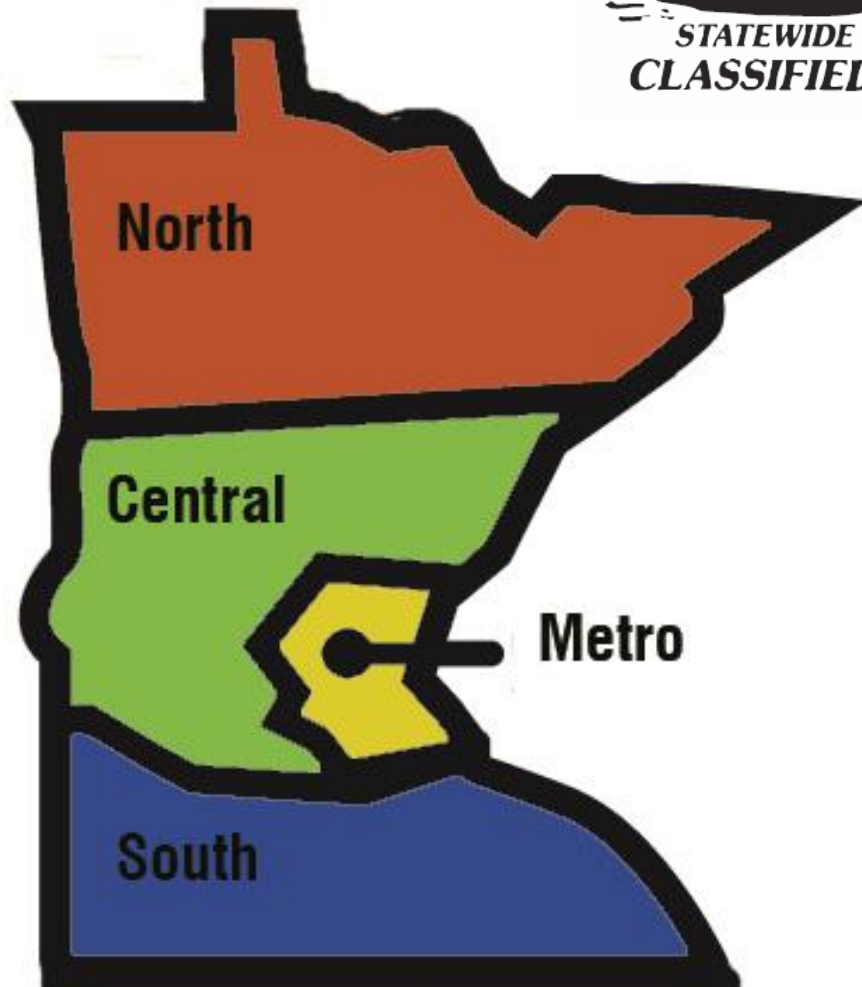


# Minnesota Advertising Networks

**CLASSIFIED NETWORK-IN-A-BOX**



MINNESOTA  
NEWSPAPER  
ASSOCIATION

**STATEWIDE SATURATION MADE SIMPLE.**  
**ONE CALL — ONE ORDER — ONE INVOICE**

# Minnesota Advertising Networks

## CLASSIFIED NETWORK-IN-A-BOX



**mcan**

### Minnesota Classified Advertising Network



#### FOR SALE

##### ENERGY STAR WINDOWS \$249

Installation included - any size double hung. Year around installation - financing available. True lifetime warranty product. Call 888/690-9892 or visit [www.greensourcewindows.com](http://www.greensourcewindows.com)

#### AUCTIONS

##### FARM LAND AUCTION

2 of 3 parcels selling with no minimum/ no reserve. 29.97 acres/development potential, 10 acres wooded/tillable, 62 acres tillable. Online auction closes Nov. 19. [www.AllianceBid.com](http://www.AllianceBid.com) 763/262-5555 License # 86-79. Alliance Bid Inc.

#### HELP WANTED - DRIVERS

IMMEDIATE OPENINGS REGIONAL and OTR. deBoer Transportation. Experienced drivers and owner ops. Competitive pay scale. Students welcome. 800/825-8511 [www.drivedeboer.com](http://www.drivedeboer.com)

#### AUTOS WANTED

##### CASH FOR CARS:

All cars/trucks wanted. Running or not! Top dollar paid. We come to you! Any make/ model. Call for instant offer: 800/871-9145

#### HEALTH

##### IF YOU USED

the blood thinner Pradaxa and suffered internal bleeding, hemorrhaging, required hospitalization or a loved one died while taking Pradaxa between October 2010 and the Present. You may be entitled to compensation. Call Attorney Charles H. Johnson 800/535-5727

#### MISCELLANEOUS

##### DISH TV RETAILER

Starting at \$19.99/month (for 12 mos.) & High Speed Internet starting at \$14.95/month (where available.) Save! Ask About same day Installation! Call now! 800/297-8706

#### MISCELLANEOUS

##### CANADA DRUG CENTER

is your choice for safe and affordable medications. Our licensed Canadian mail order pharmacy will provide you with savings of up to 75% on all your medication needs. Call today 800/259-1096 for \$10.00 off your first prescription and free shipping.

##### DONATE YOUR CAR

Truck or Boat to Heritage for the Blind. Free 3 day vacation, tax deductible, free towing, all paperwork taken care of 800/439-1735

##### GUARANTEED INCOME

for your retirement. Avoid market risk & get guaranteed income in retirement! Call for free copy of our safe money guide plus annuity quotes from A-rated companies! 800/631-4558

##### ENJOY 100% GUARANTEED

delivered-to-the-door Omaha Steaks! Save 74% plus 4 free burgers - The Family Value Combo - only \$39.99. Order today 877/415-6938, use code 48829ALF - or [www.omahasteaks.com/mbfam99](http://www.omahasteaks.com/mbfam99)

### ADVERTISE HERE STATEWIDE

**IN 270 NEWSPAPERS FOR ONLY \$249 PER WEEK!**

**CALL 800-279-2979**

**25 Words • 3,000,000 + Readers<sup>#</sup>**

**STATEWIDE – LESS THAN \$1 PER NEWSPAPER**

#### CLASSIFIED AD NETWORK

Easy! Efficient! Effective! 25 word classified ad will reach desired audience and drive immediate consumer response. Call MNA for more details: 612.332.8844

Additional Words \$10 each (statewide) or \$6.00 each (zoned)

# Minnesota Advertising Networks

## CLASSIFIED NETWORK-IN-A-BOX

### *What Is It?*

- PARTNERSHIP OF 260 STATEWIDE NEWSPAPERS
- TURN-KEY ADVERTISING PROGRAM
- REVENUE SHARE BETWEEN NEWSPAPER & ASSOCIATION
- 25 WORD CATEGORIZED "LINER" ADS
- CHOICE OF SEVEN ZONING OPTIONS
- STATEWIDE READERSHIP OF MORE THAN 3.2M HOUSEHOLDS\*
- EASY. EFFICIENT. EFFECTIVE.

### *Why Sell It?*

- NEW REVENUE FOR YOUR NEWSPAPER
- NEW REVENUE FOR YOUR TERRITORY
- NEW ADVERTISING OPTIONS FOR YOUR CLIENTS
- EARN PERSONAL SALES INCENTIVES
- SIMPLE TO EXECUTE
- PROVEN RESULTS
- SUPPORT YOUR NEWSPAPER ASSOCIATION!



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### *Newspaper Benefits*

- EXPAND MARKET COVERAGE
- ENHANCE PRODUCT OFFERINGS
- INCREASE YOUR PROFITS
- EASY INCREMENTAL ADD-ON
- OFFSET ASSOCIATION DUES
- RECEIVE ANNUAL REBATES

### *Client Benefits*

- TARGET A DESIRED MARKET
- REACH THE ENTIRE STATE
- ENGAGE A VALUABLE AUDIENCE
- DRIVE CONSUMER RESPONSE
- EXTEND ADVERTISING BUDGET
- SINGLE POINT OF CONTACT
- SAVE TIME! SAVE MONEY!



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### *How Does It Work?*

- ADS RUN IN ALL PARTICIPATING NEWSPAPERS BY ZONE\*
- ADS SENT OUT TO NEWSPAPERS ON WEDNESDAY EACH WEEK
- ADS WILL APPEAR ONCE IN A SEVEN-DAY WINDOW
- PROGRAM IS PREPAY ONLY – NO BILLING/COLLECTION HASSLES!
- LIMITED SPACE AVAILABILITY
- NO TEARSHEETS OR PROOF OF PUBLICATION
- YOU SELL IT. MNA HANDLES THE FULFILLMENT.

### *What About Revenue?*

- SELLING NEWSPAPER KEEPS 40% OF NET SALE
- MNA RECEIVES 60% OF REVENUE
- A PORTION OF MNA REVENUE CONTRIBUTED TO REBATE KITTY
- A PORTION OF MNA REVENUE PAYS SALES INCENTIVES
- 5 STATEWIDE MCAN'S PER WEEK = \$26,000 ANNUAL NET PROFIT
- AND OF COURSE, THERE ARE PERSONAL REVENUE GAINS TOO!



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### *What's In It For Me?*

- NEW PRODUCT TO SELL
- NEW PROSPECTS TO TARGET
- NEW REVENUE FOR YOUR TERRITORY
- RECOGNITION IN MNA WEEKLY BULLETIN
- MONTHLY CASH BONUSES!**



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Distribution:	Statewide
Net Cost to Client:	\$279
Profit for Newspaper:	\$115
1x Sales Bonus/New Advertiser:	<b>\$60</b>
Reoccurring Bonus/Repeat Advertiser:	<b>\$30</b>



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### *Who Is a Solid Prospect?*

- DISPLAY CLIENTS LOOKING TO REACH NEW AUDIENCE
- CURRENT CLIENTS LOOKING TO EXPAND THEIR FOOTPRINT
- RECRUITMENT ADVERTISERS
- DIRECT-TO-CONSUMER, 800#, ONLINE COMPANIES
- BILLBOARD ADVERTISERS
- COMPETING MEDIA ADVERTISERS
- BUSINESSES WITH MULTIPLE LOCATIONS
- ANYONE WHO COMPLAINS NEWSPAPER IS TOO EXPENSIVE

### *Let's Talk About "Value"...*

- LOWEST CPM OF ANY NON-ONLINE ADVERTISING VEHICLE
- LESS THAN \$1 PER NEWSPAPER!
- NEWSPAPER ADS CANNOT BE REPLACED BY TEXT MESSAGES
- NEWSPAPER ADS ARE PORTABLE, YET DON'T LOSE BATTERY LIFE
- LOCAL, REGIONAL OR STATEWIDE EXPOSURE FOR PENNIES



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### *Closing The Sale*

- MEET WITH CLIENT
- DECIDE ON A RUN WEEK
- CREATE AD COPY
- COLLECT PREPAYMENT
- CONTACT MNA TO FINALIZE THE DETAILS

### *Who To Contact?*

- RANDY KELSEY, MNA NETWORK MANAGER  
612.278.0225  
RANDY@MNA.ORG
- DAN LIND, MNA MANAGING DIRECTOR  
612.278.0223  
DAN@MNA.ORG



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