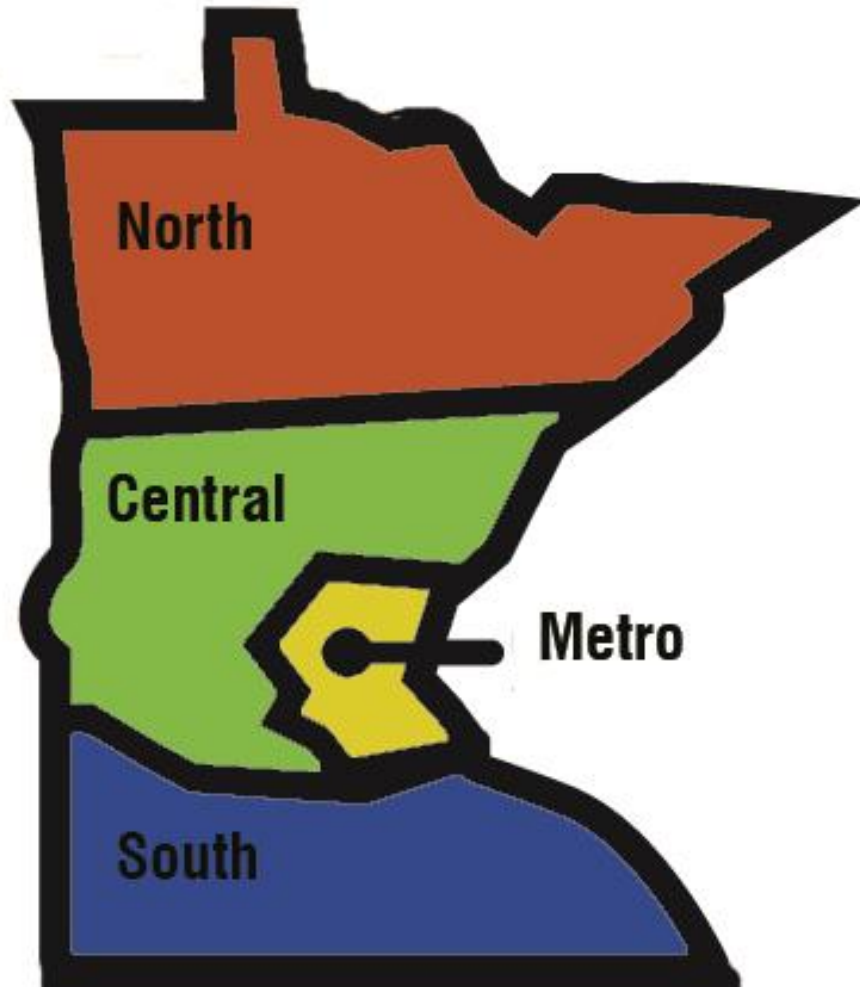


Minnesota Advertising Networks

DISPLAY NETWORKS-IN-A-BOX



MINNESOTA
NEWSPAPER
ASSOCIATION

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

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DISPLAY NETWORKS-IN-A-BOX



RED GREEN
BRAND NEW SHOW - Same Old Guy

How to do EVERYTHING
(From the Man who should know)

SAT, APRIL 19 - 7PM
Sanford Center Ballroom
Bemidji, MN
800-745-3000
www.ticketmaster.com

TUES, APRIL 22 - 2014 - 7PM
The O'Shaughnessy At
St. Catherine University - ST. PAUL
651-690-6700
www.theoshaughnessy.com

www.rockjandsentertainment.com www.redgreen.com

INJURED AT WORK?



Statewide Minnesota Representation
Lost Wages? Unpaid Bills?
Can I Get Fired?

Steve Fields
Attorney

FREE advice - confidential
Toll Free 1-888-212-6820
www.FieldsWorkInjury.com
Hablamos Español

FIELDS LAW FIRM

Sneaky leaker?

Your toilet may be running without your knowledge and wasting 100+ gallons of water per day. Conserve water and save money by finding and fixing leaks.

Our **FREE** dye tablets  will detect water leaking from your tank to the bowl.


One 2-tablet pack per MN household.



3 WAYS TO ORDER

- 📞 651-757-2999
- ✉ leakdetection.pca@state.mn.us
- 🌐 www.livinggreen.org/fixaleak

 Minnesota Pollution Control Agency 



The Minnesota

2x8

Display Ad Network

THIS SPACE FOR SALE

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DISPLAY NETWORKS-IN-A-BOX

What Is It?

- PARTNERSHIP OF 283 STATEWIDE NEWSPAPERS
- TURN-KEY ADVERTISING PROGRAM
- REVENUE SHARE BETWEEN NEWSPAPER & ASSOCIATION
- CHOICE OF THREE AD SIZES
- 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
- SELL AGAINST THE COMPETITION
- 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 50% OF NET SALE
- MNA RECEIVES 50% OF REVENUE
- A PORTION OF MNA REVENUE CONTRIBUTED TO REBATE KITTY
- A PORTION OF MNA REVENUE PAYS SALES INCENTIVES
- ONE STATEWIDE 2x2 PER WEEK = \$62,400 ANNUAL NET PROFIT
- ONE STATEWIDE 2x4 PER WEEK = \$130,000 ANNUAL NET PROFIT
- ONE STATEWIDE 2X8 PER MTH = \$69,000 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!**



		Profit for	1x Commission	Commission
	Net Cost	Newspaper	NEW Advertiser	REPEAT Advertiser
Distribution				
Statewide	\$2,400	\$1,200	\$150	\$50
Metro + 2 Zones	\$2,300	\$1,150	\$130	\$50
Metro + 1 Zone	\$1,800	\$900	\$100	\$40
Three Zones	\$1,700	\$850	\$100	\$40
Metro	\$1,400	\$700	\$80	\$40
Two Zones	\$1,150	\$575	\$60	\$30
One Zone	\$600	\$300	\$40	\$20



Statewide	\$5,000	\$2,500	\$300	\$100
Metro + 2 Zones	\$4,850	\$2,425	\$260	\$100
Metro + 1 Zone	\$3,800	\$1,900	\$200	\$80
Three Zones	\$3,600	\$1,800	\$200	\$80
Metro	\$2,950	\$1,475	\$160	\$80
Two Zones	\$2,500	\$1,250	\$120	\$60
One Zone	\$1,300	\$650	\$80	\$40



Statewide	\$11,500	\$5,750	\$750	\$375
Metro + 2 Zones	\$11,150	\$5,575	\$700	\$350
Metro + 1 Zone	\$8,750	\$4,375	\$575	\$275
Three Zones	\$8,300	\$4,150	\$500	\$250
Metro	\$6,800	\$3,400	\$400	\$200
Two Zones	\$5,750	\$2,875	\$325	\$165
One Zone	\$3,000	\$1,500	\$175	\$90

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Who Is a Solid Prospect?

- CURRENT CLIENTS LOOKING TO EXPAND THEIR FOOTPRINT
- DIRECT-TO-CONSUMER, 800#, ONLINE COMPANIES
- BILLBOARD ADVERTISERS
- COMPETING MEDIA ADVERTISERS
- RECRUITMENT 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
- A \$1 BILL REACHES **600** HOUSEHOLDS!
- STATEWIDE DISTRIBUTION IS **80% OFF** GENERAL RATES!
- 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
- PICK A SIZE
- CHOOSE A ZONE
- DECIDE ON A RUN WEEK
- COLLECT PREPAYMENT
- ARRANGE CREATIVE DELIVERY
- 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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