

Minnesota Advertising Networks

2014 MEMBER SALES BONUSES

	Distribution	Net Cost to Client	Profit for Newspaper	1x Sales Bonus <i>NEW</i> Advertiser	Reoccurring Bonus <i>REPEAT</i> Advertiser
	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
	Statewide	\$279	\$115	\$60	\$30

1x Accelerated Sales Bonus paid on FIRST placement for NEW ADVERTISERS only.

NEW ADVERTISERS = Have not run in the respective MNA Advertising Network within the last 13 months.

Reoccurring commissions earned for each subsequent network ad that is placed on behalf of a client.

All future placements from advertisers after the first placement are considered "repeats" unless a 13 month lapse occurs.

1

SELL!

- MNA offers sales collateral & training to assist your Advertising Network sales efforts. Contact Dan Lind at 612.278.0223 or dan@mna.org

2

CALL!

- To place MNA Network ads on behalf of your client, contact Randy Kelsey at 612.278.0225 or randy@mna.org

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RECEIVE!

- Bonuses & incentives are paid directly to the salesperson at the end of each month. Salespeople will also receive recognition in the MNA Weekly Member Bulletin!