

# MINNESOTA NEWSPAPER ASSOCIATION

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## MINNESOTA NEWSPAPER ASSOCIATION ONLINE ONLY NEWS WEBSITE MEMBERSHIP APPLICATION

Name of News Website \_\_\_\_\_

Date Established \_\_\_\_\_ (Eligible for membership after ninety days of continuous operation.)

Corporation Name \_\_\_\_\_

Top Executive \_\_\_\_\_

Top Executive Title \_\_\_\_\_

Top Executive Email Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Website \_\_\_\_\_

News Site Email Address \_\_\_\_\_

Monthly Page Views \_\_\_\_\_ Monthly Unique Visitors \_\_\_\_\_

National Advertising Rate CPM \$ \_\_\_\_\_

**For verification, please send your most recent analytics.**

\_\_\_\_\_

Please tell us about your website and why you would like to join MNA.

\_\_\_\_\_

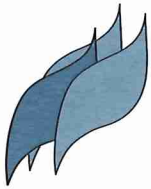
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1) Is website content published or posted regularly and updated a minimum of every 14 days?

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2) Does website maintain at least 25 percent non-advertising material, a substantial portion to be staff produced or locally written?

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3) Is website content produced following accepted standards of professional journalism?

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4) Does news website abide by copyright laws?

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5) Does website contain an "about" section and/or mission statement and contact information, including a list of staff and a Minnesota phone number and address reachable during normal business hours by MNA staff and members, readers and advertisers?

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Our news website understand(s) that, in the event membership dues are not paid within three months of being invoiced, the Minnesota Newspaper Association, in its discretion, may suspend services.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name (please print) \_\_\_\_\_

Title \_\_\_\_\_

Please email this application to the address below along with five distinct copies (screen shots) of your news website (on separate dates) for processing and filing purposes.

**Return application to:**

Minnesota Newspaper Association  
Email: [member@mna.org](mailto:member@mna.org)  
Fax: 612.342.2958  
10 South Fifth Street, Suite 1105  
Minneapolis, MN 55402-1520

**All new applications for membership will be considered at the next MNA Board of Directors meeting.**