

# Minnesota Advertising Networks

## SALES BONUSES & INCENTIVES



Distribution	Net Cost to Client	Profit for Newspaper	\$ Accelerated 1x Sales Bonus <b>NEW Advertiser</b>	\$ Reoccurring Commission <b>REPEAT Advertiser</b>
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	\$249	\$100	\$50	\$25
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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

3

### 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!

