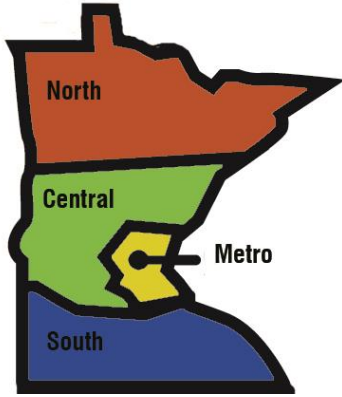


# Minnesota Display Ad Network

## STATEWIDE & ZONED OPTIONS



<b>Statewide</b> <i>Circulation: 1,371,478 (286)</i>	<b>\$2,400</b> Value: \$14,380 CPM: \$1.75	<b>\$5,000</b> Value: \$28,760 CPM: \$3.65
<b>Three Zones (No Metro)</b> <i>Circulation: 841,057 (237)</i>	<b>\$1,700</b> Value: \$8,229 CPM: \$2.02	<b>\$3,600</b> Value: \$16,458 CPM: \$4.28
<b>Two Zones (No Metro)</b> <i>Circulation: 560,705* (158)</i>	<b>\$1,150</b> Value: \$5,486 CPM: \$2.05	<b>\$2,500</b> Value: \$10,972 CPM: \$4.46
<b>One Zone (No Metro)</b> <i>Circulation: 280,353* (79)</i>	<b>\$600</b> Value: \$2,743 CPM: \$2.14	<b>\$1,300</b> Value: \$5,486 CPM: \$4.63
<b>Metro Only</b> <i>Circulation: 530,421 (49)</i>	<b>\$1,400</b> Value: \$6,120 CPM: \$2.64	<b>\$2,950</b> Value: \$12,240 CPM: \$5.56
<b>Metro + 2 Zones</b> <i>Circulation: 1,091,126* (207)</i>	<b>\$2,300</b> Value: \$11,606 CPM: \$2.10	<b>\$4,850</b> Value: \$23,212 CPM: \$4.44
<b>Metro + 1 Zone</b> <i>Circulation: 810,774* (128)</i>	<b>\$1,800</b> Value: \$8,863 CPM: \$2.22	<b>\$3,800</b> Value: \$17,726 CPM: \$4.69

\*Based on Average Circulation Per Zone

(xxx) = Total Newspapers

All Rates Listed Are NET

1

### Call for Consultation

- MNA can assist with all newspaper advertising planning & placement
- We offer 2x2 & 2x4 Display Ad Network with a variety of zoning options

2

### Reserve a Week

- Participating newspapers will run your ad once within a 7 day period
- Deadline: TUESDAY at NOON the week prior to your desired run date

3

### Submit Your Ad

- Creative Specs: 2x2 = 3.5"W x 2"H    2x4 = 3.5"W x 4"H
- PDF file sent via email to [advertising@mna.org](mailto:advertising@mna.org) preferred



MINNESOTA  
NEWSPAPER  
ASSOCIATION



# Minnesota Display Ad Network Participating Member Newspapers



## North Zone

Ada-Norman County Index  
Aitkin Independent Age  
Babbitt New Weekly News  
Bagley-Farmers Independent  
Barnesville Record-Review  
Baudette-Northern Light Region  
Biwabik Range Times  
Brainerd Daily Dispatch\*  
Brainerd NewsHopper  
Cass Lake Times  
Cloquet-Pine Journal  
Cook News-Herald  
Cook/Orr Timberjay  
Crosby-Ironton Courier  
Deer River-Western Itasca Review  
Detroit Lakes-Becker County Record  
Detroit Lakes Tribune

Duluth Budgeteer News  
Duluth News Tribune\*  
Duluth Zenith City Weekly  
East Grand Forks-The Exponent  
Ely Echo  
Ely Timberjay  
Erskine Echo  
Eveleth Scene  
Fertile Journal  
Floodwood-The Forum  
Floodwood-Portage News  
Fosston-The Thirteen Towns  
Gilbert Herald  
Gonvick-The Leader-Record  
Grand Marais-Cook County News-Herald  
Grand Rapids Herald Review  
Greenbush-The Tribune  
Grygla Eagle  
Hallock-Kittson County Enterprise

Halstad Valley Journal  
Hawley Herald  
Hermantown Star  
Hibbing-The Daily Tribune\*  
Int'l Falls Journal  
Karlstad-North Star News  
Lake Park Journal  
McGregor-The Voyageur Press  
McIntosh Times  
Middle River Honker  
Moose Lake-Star-Gazette  
Nevis Northwoods Press  
New York Mills Dispatch  
Oklee Herald  
Park Rapids Enterprise  
Pelican Rapids Press  
Pequot Lakes-Lake Country Echo  
Perham-East Otter Tail Focus  
Pine River Journal

Proctor Journal  
Red Lake Falls-The Gazette  
Sebeko-The Review Messenger  
Stephen Messenger  
Thief River Falls Times  
Tower News  
Tower Timberjay  
Twin Valley Times  
Two Harbors-Lake County News-Chronicle  
Ulen-Clay County Union  
Verndale Sun  
Wadena Pioneer Journal  
Walker Pilot-Independent  
Warren Sheaf  
Warroad Pioneer

**70 Newspapers**  
**241,110 Circulation**

## Central Zone

Albany Enterprise  
Alexandria-The Echo Press  
Annandale Advocate  
Appleton Press  
Arlington Enterprise  
Askov American  
Battle Lake Review  
Becker-The Citizen Inc.  
Belgrade-The Observer  
Benson-Swift County Monitor-News  
Big Lake-West Sherburne Tribune  
Bird Island Union  
Brandon-West Douglas County Record  
Breckenridge-Daily News\*  
Cambridge-Isanti County News  
Cambridge Isanti-Chisago County Star  
Canby News  
Chokio Review

Clara City Herald  
Clarissa-Independent News Herald  
Clearwater Tribune  
Clinton-The Northern Star  
Cokato-Enterprise Dispatch  
Dawson Sentinel  
Delano Eagle/Rockford-South Crow River News  
Delano Herald Journal  
Eden Valley Watkins Voice  
Elbow Lake-Grant County Herald  
Elk River Star News  
Fairfax Standard-Gazette  
Fergus Falls-The Daily Journal\*  
Foley-Benton County News  
Gaylord Hub  
Glencoe-McLeod County Chronicle  
Glenwood-Pope County Tribune  
Granite Falls-Advocate-Tribune  
Hector-News Mirror  
Henderson Independent  
Henning Citizen's Advocate

Herman-Hoffman Tribune  
Hinckley News  
Howard Lake-Herald Journal  
Hutchinson Leader  
Isle-Mille Lacs Messenger  
Kerkhoven Banner  
Kimball-Tri-County News  
Lindstrom-Chisago County Press  
Litchfield Independent Review  
Little Falls-Morrison County Record  
Long Prairie Leader  
Madison-The Western Guard  
Maple Lake Messenger  
Melrose Beacon  
Milaca-Mille Lacs County Times  
Montevideo American-News  
Monticello Times  
Mora-Kanabec County Times  
New London/Spicer- Lakes Area Review  
North Branch-ECM Post Review  
Olivia/Renville County Register

Ortonville Independent  
Osakis Review  
Parkers Prairie-The Independent  
Paynesville Press  
Pine City Pioneer  
Princeton Union-Eagle  
Raymond/Prinsburg-The News  
Sauk Centre Herald  
Sauk Rapids Herald  
Silver Lake Leader  
Stables World  
Starbuck Times  
St. Cloud Times\*  
St. Michael-North Crow River News  
Willmar-West Central Tribune\*  
Winthrop News

**76 Newspapers**  
**264,482 Circulation**

## South Zone

Adams-The Monitor Review  
Adrian-Nobles County Review  
Albert Lea Tribune\*  
Alden Advance  
Austin Daily Herald\*  
Balaton-Press Tribune  
Blooming Prairie Leader  
Blooming Prairie Times  
Blue Earth-Faribault County Register  
Byron Review  
Cannon Falls Beacon  
Chatfield News  
Comfrey Times-Gazette  
Cottonwood Tri-County News  
Dodge Center Star Herald  
Edgerton Enterprise  
Elysian Enterprise  
Fairmont-Sentinel\*  
Faribault Daily News\*  
Fulda Free Press  
Grand Meadow-Meadow Area News  
Hanska Herald

Harmony-Bluff County Reader  
Hendricks Pioneer  
Heron Lake-The Tri-County News  
Hills Crescent  
Ivanhoe Times  
Jackson County Pilot  
Jasper Journal  
Kasson-Dodge County Independent  
Kenyon Leader  
Kiester-Courier-Sentinel  
La Crescent-Houlihan County News  
Lafayette-Nicollet Ledger  
Lake Benton Valley Journal  
Lake City Graphic  
Lake Crystal Tribune  
Lakefield Standard  
Lamberton News  
Le Center Leader  
Le Roy Independent  
Le Sueur News-Herald  
Lewiston Journal  
Luverne-Rock County Star Herald  
Mabel/Harmony News-Record  
Madelia Times-Messenger

Madison Lake-Lake Region Times  
Mankato-The Free Press\*  
Marshall Independent\*  
Minneota Mascot  
Minnesota Lake Tribune  
Montgomery Messenger  
Morgan Messenger  
Mountain Lake Observer/Advocate  
New Prague Times  
New Ulm Journal\*  
Northfield News  
Owatonna People's Press\*  
Pipestone County Star  
Plainview News  
Preston-Fillmore County Journal  
Preston/Lanesboro-Republican-Leader  
Red Wing Republican Eagle  
Redwood Falls-Redwood Gazette  
Rochester/Olmstead County Journal  
Rochester-Post-Bulletin\*  
Rushford-Tri-County Record  
Sherburn-Martin County Star  
Slayton-Murray County News  
Slayton-Murray County Wheel Herald  
Sleepy Eye Herald-Dispatch

Sleepy Eye Herald-Dispatch  
Spring Grove Herald  
Spring Valley Tribune  
St. Charles Press  
St. James Plaindealer  
St. Peter Herald  
Stewartville Star  
Tracy Headlight-Herald  
Truman Tribune  
Tyler Tribute  
Wabasha County Herald  
Wabasso Standard  
Waseca County News  
Waterville-Lake Region Life  
Wells Mirror  
West Concord-News/Enterprise  
Westbrook Sentinel/Tribune  
Windom-Cottonwood Co. Citizen  
Winona Post  
Worthington Daily Globe\*  
Zumbrota News-Record

**91 Newspapers**  
**335,465 Circulation**

## Metro Zone

Anoka County Record  
Anoka County Union  
Apple Valley Sun Thisweek  
Belle Plaine Herald  
Blaine-Spring Lake Park Life  
Bloomington Sun Current  
Brooklyn Park/Brooklyn Center Sun Post  
Burnsville/Eagan Sun Thisweek  
Champlin-Dayton Press  
Chaska Herald  
Circle Pines-Quad Community Press  
Columbia Heights/Fridley Sun Focus  
Coon Rapids Herald  
Eden Prairie Sun Current

Edina Sun Current  
Excelsior/Shorewood Sun Sailor  
Farmingington/Rosemount-Dakota County Tribune  
Forest Lake Lowdown  
Forest Lake Times  
Hugo Citizen  
Jordan Independent  
Lakeville Sun Thisweek  
Long Lake-The Pioneer  
Minneapolis-Downtown Journal  
Minneapolis-Southwest Journal  
Minnesota Spokesman Recorder  
Minnetonka/Deephaven/Hopkins Sun Sailor  
Mound-The Laker  
Mounds View/New Brighton Sun Focus  
New Brighton Bulletin

North St. Paul Review  
Norwood-Young America Times  
Oakdale/Lake Elmo Review  
Osseo-Maple Grove Press  
Richfield Sun Current  
Robbinsdale/Crystal/New Hope Sun Post  
Roseville Review  
Scandia-Country Messenger  
Shakopee Valley News  
Shoreview Press  
South St. Paul/Southwest Review  
St. Croix Valley Lowdown  
St. Louis Park Sun Sailor  
St. Paul/East Side Review  
Stillwater Gazette  
Waconia Patriot

Watertown-Carver County News  
Wayzata-Lakeshore Weekly News  
Wayzata/Orono/Plymouth Sun Sailor

**49 Newspapers**  
**530,421 Circulation**



MINNESOTA  
NEWSPAPER  
ASSOCIATION

Statewide Network: 286 Newspapers @ 1,371,478 Circulation

\* Denotes DAILY Newspaper