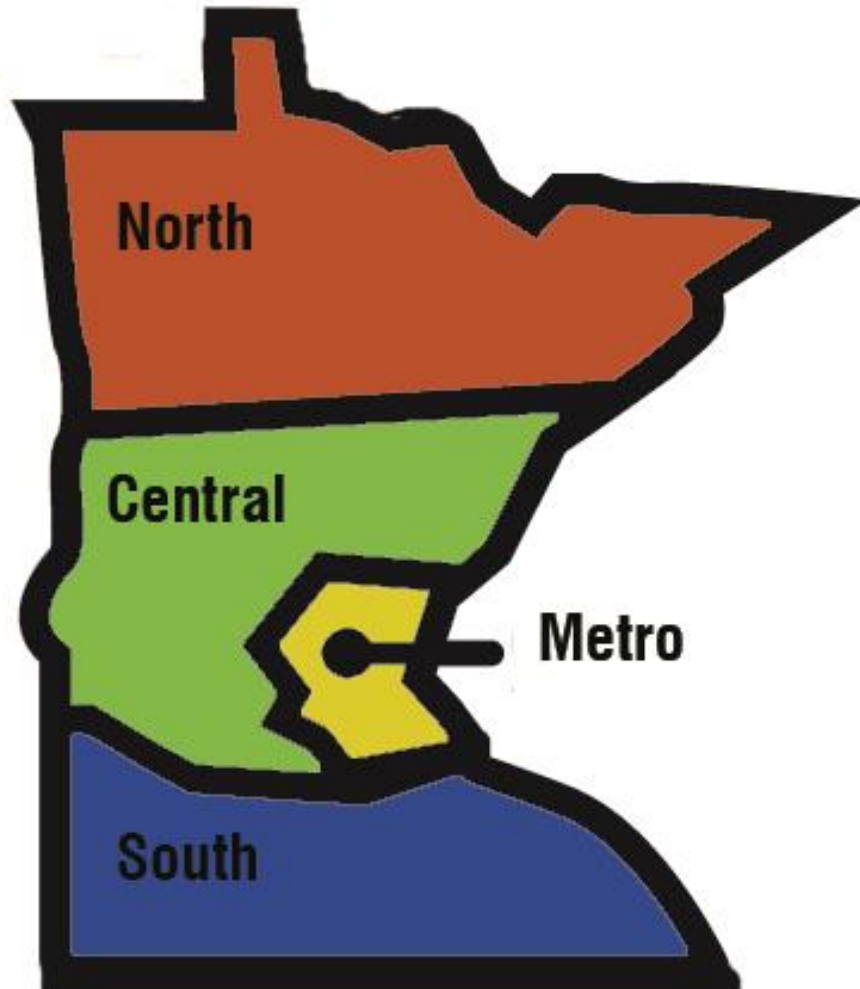




MINNESOTA DISPLAY ADVERTISING NETWORK



MINNESOTA
NEWSPAPER
ASSOCIATION

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

MINNESOTA DISPLAY ADVERTISING NETWORK

2x2 & 2x4 ads to run ONE TIME, the week beginning 5/5/2013

METRO



Become a Foster/Adoptive Parent
You Can Make a Difference

Pinehaven Youth and Family Services, Inc. is seeking families to work with youth. Training and support provided.

Pinehaven
Youth and Family Services, Inc.

For more information please contact us at (320) 630-7340

WANTED 17 HOMES THAT NEED ROOFING

17 homes in your area will be given the opportunity of having an INTERLOCK® ROOFING SYSTEM installed on their home at a very reasonable cost.

This lifetime product is capturing the interest of homeowners across the country who want to know this will be the last time they will have to re-roof their home. Your home can be a show place in your neighborhood and we will make it worth your while if we can use your home.

1-866-447-5116
MinnesotasBestRoof.com

Offer Expires June 15, 2013

WILDER PAGEANT

Walnut Grove, MN
36th annual outdoor drama based on the life of
Laura Ingalls Wilder
July 12-13, 19-20, 26-27, 2013

888-859-3102

Performed along the Banks of Plum Creek
Reserved Seats \$14.00
General Admission \$12.00

walnutgrove.org

TAKE THE COMMUTER CHALLENGE!

TWO WAYS TO SIGN UP

- Visit MyCommuterChallenge.org
- Text PLEDGE to 21970 to register for the 2013 Commuter Challenge.

Message and data rates may apply.



2x2 & 2x4 ads to run ONE TIME, the week beginning 4/28/2013

METRO

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 18th household

3 WAYS TO ORDER

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

Minnesota Pollution Control Agency



NEED HELP WITH YOUR RETIREMENT PLAN?

If you have questions about your pension, 401(k) or profit sharing plan, call the Upper Midwest Pension Rights Project at (866) 783-5021 to get free legal advice. Funded by the U.S. Administration on Aging, UMPRP staff provides free legal assistance to anyone with a question about their retirement plan.

Call us today 1.866.783.5021



MULTI PROPERTY REAL ESTATE AUCTION MAY 15

Res. Commercial and Bank Owned Properties
Bidding Closes May 15

- Condo on Lake Superior, Grand Marais
- 3 acres/ cabin Clearwater Lake, Amandale
- No min. no reserve condo, Hill City
- Minnrista home on 1.5 acres / small lake
- 2 acres cabin Lake Augusta, Amandale
- Home w/ access to Lake Koronis, Paynsville
- 2.3 acres downtown Mpls development

www.alliancebid.com
1-800-262-5092

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



VETERANS COMPENSATION CLAIMS RESEARCH, REPRESENTATION & REFERRAL, LLC

Jon M. Brown - Administrator

My service consists of providing you research about your VA claim for compensation. As a former Decision Review Officer with the VA, I will use my 30 years experience working with veterans claims to provide you with the understanding you need to develop a proper "Game Plan."

wifamilytree@yahoo.com - www.vaappealagent.net - 952-201-1799 - 1-477-594-0477





MINNESOTA DISPLAY ADVERTISING NETWORK



What Is It?

- PARTNERSHIP OF 277 STATEWIDE NEWSPAPERS
- TURN-KEY ADVERTISING PROGRAM
- REVENUE SHARE BETWEEN NEWSPAPER & ASSOCIATION
- CHOICE OF TWO 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 OPTION 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
- EARN SALES INCENTIVES
- 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
- 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
- \$300 BONUS FOR NEW STATEWIDE 2x4 AD (1st TIME ONLY)
- \$150 BONUS FOR NEW STATEWIDE 2x2 AD (1st TIME ONLY)
- \$40-260 BONUS FOR NEW ZONED ADS (1st TIME ONLY)
- \$50-100 BONUS FOR ANY "REPEAT" STATEWIDE OR ZONED ADS

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



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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

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



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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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