



QP+ Quarter Page Display Ad Network Newspaper Agreement Form

My newspaper(s) agrees to participate in the Minnesota QP+ Display Ad Network effective *November 15th, 2012*.

My newspaper(s) agrees to publish QP+ Display Ad Network ads once during the specified 7-day insertion window, however I understand that the newspaper reserves the right to refuse to publish any QP+ ad at its discretion.

I understand that my newspaper(s) will receive 20% of my general NET rate for every ad published as directed. Ads will be paid monthly; there is no additional year-end kitty payout.

I understand that for every ad that my newspaper(s) **sells** into available QP+ Display Ad Network programs, we will also receive a bonus of 10% of the program NET sale price.

If participation warrants, larger network ads in half-page and full-page sizes may also be sold, with my newspaper(s) receiving 20% of its general NET rate for every ad published, paid monthly. The newspaper also reserves the right to refuse to publish half-page or full-page ads at its discretion.

MNA will fax an insertion order and affidavit of publication to participating newspapers. I understand that it's my responsibility to sign and return all documentation as directed to be paid for published QP+ ads.

MNA will email ad copy in a PDF on the Wednesday preceding the week in which QP+ ads are to run. Ad sizes will be 3-col. x 10.5" for broadsheet newspapers and 3-col. x 7" for tabloid newspapers.

I understand that my newspaper(s) will not be paid for any ads that I choose not to publish.

This agreement renews automatically & may be terminated by either party. Revenue share is 20% of your general NET rate currently on file with MNA. This rate is valid until 12/31/13 unless written notice of a rate change is sent to MNA.

Newspaper name: _____ City: _____

Print the name of the Publisher or Ad Director: _____

Signature of the Publisher or Ad Director: _____ General NET Rate: _____

My newspaper will also accept: Half-page Network Ads Full-page Network Ads

Please direct all QP + Network ads to:

Name: _____ Title: _____

Email address(es): _____

Telephone: _____ Fax: _____

Please fax the completed form to 612.342.2958



For additional details, contact Dan Lind: 612.278.0223 or dan@mna.org