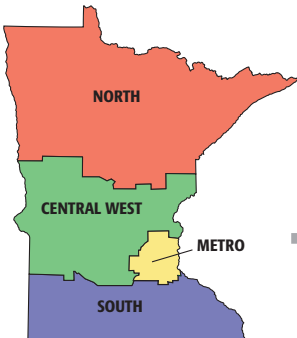


# Minn. Newspaper Display Ad Network

## STATEWIDE AND ZONED OPTIONS



### Statewide

**\$2,500**

Value \$14,380  
CPM: \$2.33/m

**\$5,100**

Value \$28,760  
CPM: \$4.75/m

**\$11,600**

Value \$57,520  
CPM: \$10.80/m

### Metro only

**\$1,450**

Value \$6,120  
CPM: \$3.98/m

**\$3,000**

Value \$12,240  
CPM: \$8.24/m

**\$6,850**

Value \$24,480  
CPM: \$18.82/m

### One zone

North, Central, or South

**\$625**

Value \$2,743  
CPM: \$2.64/m

**\$1,325**

Value \$5,486  
CPM: \$5.60/m

**\$3,025**

Value \$10,972  
CPM: \$12.78/m

### Two zones

North, Central, or South

**\$1,200**

CPM: \$2.53/m

**\$2,550**

CPM: \$5.39/m

**\$5,800**

CPM: \$12.25/m

### Three zones

North, Central, and South

**\$1,800**

CPM: \$2.53/m

**\$3,700**

CPM: \$5.21/m

**\$8,400**

CPM: \$11.83/m

### Metro + 1 zone

(based on average circulation)

**\$1,850**

CPM: \$3.08/m

**\$3,850**

CPM: \$6.41/m

**\$8,800**

CPM: \$14.65/m

### Metro + 2 zones

(based on average circulation)

**\$2,350**

CPM: \$2.81/m

**\$4,900**

CPM: \$5.85/m

**\$11,200**

CPM: \$13.37/m

Ask about  
our  
**4TH WEEK**  
**FREE**  
option!

### SIZING:

Ads must be 3.5" wide by 2", 4", or 8" high.  
We can design your ad, or you may submit it.

### DEADLINES:

TUESDAYS by 10:30 a.m., week prior to publication.

Region	Newspapers	Circulation
Metro	45	364,028
North	68	206,928
Central	72	249,007
South	84	253,741
<b>Statewide Total</b>	<b>269</b>	<b>1,073,704</b>

Minnesota Newspaper Association (MNA) guarantees that all ads will be distributed to all participating newspapers, and tracked each week.

When proof of publication is needed, an affidavit of publication or sample tearsheet from ONE participating newspaper is furnished, provided the request is made within two weeks of the ad run date.

Placement requests are forwarded, but each newspaper retains control of actual placement.

MNA and each participating newspaper reserves the right to reject any advertising copy as it sees fit.

A maximum of eight ads per week are allowed in this discounted program. MNA retains exclusive right, at its sole discretion, to set publication schedule for all ads. If more than eight ads are received for a given week, MNA will determine which ads run. An advertiser can run a maximum of two weeks in a row and then go on to a waiting list if the maximum of eight ads per week has been reached. Early space reservation is recommended.

Ads should contain a bona fide offer, proposition, or announcement made in good faith. MNA has adopted a set of standards for the acceptance or rejection of advertisements, and may demand documentation for any questionable statements in advertisements prior to publication. MNA retains exclusive right, at its sole discretion, to refuse to publish any advertisements that do not conform to MNA's policies and standards.

Greater Minnesota Communications/Herald Journal

**320-485-2535 or 800-567-8303 • ads@mn-statewide-ads.com**