**MNI board policy for participating MPA member publications**

1. Media Placement One (MP1) the display sales and marketing affiliate of MNI d.b.a. Michigan Press Association Services, is authorized to sell newspaper advertising on behalf of Michigan news media at the same rates as each individual news media outlet would authorize to its own staff for the same advertiser. If a news media outlet quotes any advertiser or advertising agency a rate which is lower than that which is published on its rate card, MP1 is authorized to place advertising at that same rate and use the customary commission structure.

To assist in facilitating this process each newspaper will provide updated rates to MP1 when rates change. Those rates will include the newspapers’ standard open and contract rates along with a rate card. When MP1 sells advertising it will do so at open rate unless the advertiser’s buy would make a contract rate appropriate— when a contract rate is appropriate it would be quoted to the advertiser. Newspaper shall honor quoted rates up to 30 days after MP1 has been notified of new rates. . All rates provided should be net.

2. MP1 is authorized to sell newspaper advertising on behalf of Michigan newspapers and recover a portion of its costs for doing so in the following way:

***Advertising placed through MP1 directly from an advertiser:***

For advertising placed at retail rates, daily news media outlets pay 10 percent commission to MP1.

For advertising placed at retail rates, weekly or other-than-daily news media outlets pay 15 percent commission to MP1.

***Advertising agency business:***

When an advertising agency is involved MP1 uses rates that are 15 percent commissionable to the agency. In addition, daily news media outlets pay 10 percent commission to MP1.

When an advertising agency is involved Mp1 uses rates that are 15 percent commissionable to the agency. In addition, weekly or other-than-daily news media outlets pay 15 percent commission to MP1.

This commission system is reviewed annually by the MNI Board.

3. Michigan Press Association members are required to provide MPA with one copy of each issue of their publication via the following methods in order of preference:  
Provide a complimentary digital subscription login and password

Upload pdf files to current digital archive site

Mail complimentary print subscription to designated processing office

Choosing one of these methods is needed to ensure complete and timely distribution of tear sheets to advertisers, which means newspapers will be paid sooner for advertising sold by MP1. Also uploading helps MPA fight legislation to pull public notice from newspapers and earns revenue through the media monitoring service.

4. Regarding advertising that “did not run” (DNR) as scheduled or for which MP1 does not have a tear sheet:

MP1 will notify a newspaper three times if it does not have a tear sheet for an ad it scheduled with the newspaper. The first time, contact will be made to MP1’s contact at the newspaper. He/she will be asked to provide the tear sheet within three working days. If the tear sheet is not received, MP1 will make a second request to the same person, with a copy of the request to the ad director and publisher, requesting the tear sheet within two working days. If the tear sheet is not received, MP1 will make a third request by phone to secure the tear sheet within three days and will follow-up with an email to the ad director and publisher. This final request will include a copy of the board policy that if the tear sheet is not received within three days (now eight days from the first request), the ad will be marked as not run and no payment will be made to the newspaper.