

Make money with
the statewide
classified and
2x2/2x4 networks!



BACKGROUND

- Customized Newspaper Advertising (CNA) is the sales affiliate of the Michigan Press Association and coordinates the newspaper networks on behalf of MPA/MNI.
- MPA/MNI offers all Michigan newspapers the opportunity to participate in the small space display network and the statewide classified network.
- The newspaper networks were designed to support the Michigan Press Association as the primary driver of revenue for the association.
- The networks are a unique sales revenue generating tool for your newspaper. For each ad sold into the network, 50% commission is extended to the selling newspaper.
- Twenty percent of every display 2x2/2x4 and ten percent of every classified ad sold goes into a kitty, which is distributed annually to all participating newspapers equally as a rebate!



HOW THEY WORK?

“Newspaper Network”

This term refers to a set number of newspapers in the state and region. When an advertiser buys the “network” they are purchasing the entire list of newspapers that participate.

There are two networks available: Classified (text only) and Small Space Display (2x2 or 2x4 only)

The network ads are sold on a “run week” basis.

Deadlines are on Tuesday for the following week.

All ads are black and white.

WHY PROPOSE NETWORKS?

The networks offer your newspaper's clients a unique opportunity to reach a regional or statewide audience through newspapers with one call and one order! Become your client's sole advertising specialist!

Using the network option allows the advertiser to:

1. Place in many newspapers with one call!
2. The newspaper networks are a discounted package.
3. Targeted strategy that best fits their needs.
4. Make your newspaper their one stop shop for newspaper advertising.

CATEGORIES

Common categories for classified networks include:

Recruitment- Healthcare, trucking, city/government.
Auctions, antique and auto shows,
Steel buildings

SAMPLE CLASSIFIED ADS

Attention educators! Rewarding PT work with local schools, families and international students. Perfect for those seeking supplemental income. Networking/people skills a must. AYUSA 1-800-288-1221.

Want an in-demand career as a HVAC Technician? Offering accelerated "hands on" training to get EPA/OSHA Certified! Lifetime job placement. VA Benefits eligible! 1-877-859-9144

Can You Dig It? Heavy Equipment Operator Career! Receive Hands On Training And National Certifications Operating Bulldozers, Backhoes & Excavators. Lifetime Job Placement. Veteran Benefits Eligible! 1-866-526-7778 (MICH)

\$3000 Sign On Bonus! Class A CDL Drivers, We Offer Great Home Time, Excellent Benefits and \$65-\$75K Annual Earnings! Call Today 888-409-6033, Apply Online www.DriveForRed.com

National Carriers needs O/O's, Lease Purchase, Company Drivers for it's Expanding Fleet. Offering Regional/OTR runs, Outstanding Pay Package, Excellent Benefits, Generous Home time. 1-888-707-7729 www.nationalcarriers.com

ATTENTION EDUCATORS! Alaska school districts are hiring teachers, administrators, and counselors. Alaska Teacher Placement is hosting job fairs in: Minneapolis, MN on April 23rd & 24th. Visit www.alaskateacher.org or email atp@email.alaska.edu for more information.

CATEGORIES

Common categories for the display networks include:

Recruitment- Healthcare, trucking, city/government.

Events, festivals, antique and auto shows, concerts

Sporting goods

Steel buildings

Vacation and tourism

Auctions

SAMPLE ADS

2x2 Ad

Michigan's Only Master Sand
Sculpting Competition

JULY 4-6

Fort Gratiot Light Station
County Park
Port Huron

Admission: \$5 per person
Kids 4 and under free

Blue Water SANDFEST
Creating Lakeshore Memories

Master Sculptors State Championships Amateur Contest Lessons Lighthouse Tours

bluewatersandfest.com

(3.22" x 2")

2x4 Ad

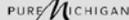
Get Caught Blue-Handed
Saturday, October 5

www.BuyNearbyMI.com

Have fun.
Feel good.
Support Michigan.



buynearbySM

 Michigan Retailers Association  DTE Energy[™]  PURE MICHIGAN

(3.22" x 4")

RESEARCH

Research information to include in sales presentations.

- **71%** of adults in Michigan read newspapers in print or digitally.
- Consumers find newspaper ads worthwhile. **-56%** of Michigan adults say advertising that appears in newspapers is important or very important!
- When shopping for a good deal on merchandise consumers ranked newspapers and newspaper websites as **the most useful source of information** over direct mail, television, radio or websites such as Groupon!



•Source: 2013 Scarborough Research– CNA Consumer Media Usage Study

HOW TO

How to sell the display network to current or new customers in you your market?

Step by step process in selling the network to a current event type advertiser:

STEP ONE: Prepare with the below questions;

What product are you going to recommend?

2x2/2x4 network

What needs will it full-full?

Reach broad audience and attract more customers.

Questions to ask?

Where would you like to see more customers?

The more you justify your recommendation with how it will help solve their needs, the fewer opportunities for objections you'll get.

SAMPLE SALES CALL

Calling a festival that takes place every year in the XYZ town.

Hi, this is Jane with XYZ Michigan newspaper. I've been thinking about your upcoming festival, and have a couple new ideas that I think might work for you. But first I'd like to ask you a couple questions about what the festival this year?

What new things are going on at the festival this year?

Do you have attendance goals?

Where would you like to see more visitors come from?

What sets you apart from other festivals/events?

How can I make your newspaper advertising easier for you?

Sounds like you're really needing to: **Increase your attendance this year, is that correct?**

SAMPLE SALES CALL

Because you need to...**increase attendance this year with more lowa visitors,**

I recommend...**trying the 2x2 newspaper network we offer at XYZ newspaper.**

This will help you.... **Reach people from the entire North region of Michigan, I know you said you would like more people in that area to attend. I can help you place your 2x2 black and white ad in 37 newspapers in this area of the state for only \$449 per week or about \$12/paper!**

How do you see this network helping you reach more people?

(Answer any objections)

(Restate the same package reinforcing your original idea or propose new one to fit new information uncovered by addressing objection.)

Use the media kits as a tool to assist in the selling process

AFTER THE SALE

1. **Decide what run week the ad will run.**
2. **Collect ad copy from the client.**
3. **Bill the client.**
4. **Fill out the order form- located at www.cnaads.com/mpadownloads**
5. **Pay CNA half of the retail ad cost and keep the other half as commission to the paper.**
6. **Call with questions!**

DOWNLOADING

1. All ads are available for download:

www.cnaads.com/mpadownloads

Every Tuesday at 4pm, CNA sends out the 2x2 and 2x4 network ads to each participating newspaper to run the following week.

Also available for download:

- ORDER FORMS- required for all network advertising orders.
- Sales tools- Brochures
- House Ads
- Research

CONTACT

Any questions?

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