

# INSTANT COMMISSIONS

Boost your bottom line with MPA's Statewide Advertising Networks

Participate in the classified and 2x2/2x4 Networks with no direct sales and you earn:

**\$347**



Sell just one classified ad per month while participating in the networks and you keep:

**\$1,800**



Sell just one statewide 2x4 ad per year while participating in the networks and you keep:

**\$1,049**



Sell just one statewide 2x2 ad per month and you keep:

**\$7,188**



Sell one classified ad and one statewide 2x2 ad per week and you keep:

**\$38,948**



NOTE; Numbers are based on estimates from 2015. Also based on annual numbers

## How much money do YOU want to earn?

**Join the newspaper networks today!**

The newspaper networks are an affordable advertising vehicle for your clients who want a low cost way to expand their potential audience, statewide or regionally!

These newspaper networks are a voluntary program run by the Michigan Press Association and Customized Newspaper Advertising. Participating newspapers agree to run the ads each week in their papers.

- The Small Space Display ad program offers the client a 2x2 or 2x4 black and white ad.
- The Classified ad program offers the client a 25-word classified ad in the classified section.

*Participating Newspapers of the network enjoy the following benefits:*

- Annual rebate check – 25% of any 2x2/2x4 network ad sold into the network goes into a rebate fund, which is distributed annually to newspapers that participated in the network- \$347 was paid to each newspaper in 2015.
  - Instant Commission on any ad sold into the network – Sell an ad into the network and receive 50% commission on that ad instantly!
- Added customer service to your readers – By assisting your newspaper's readers with their classified advertising buys in other markets, you provide excellent customer service.
  - Expanded classified section – additional advertising in your newspaper increases its value as an information source in your community.
- Reduced Registration Fees – at MPA conferences and conventions, plus participating newspapers are eligible for one free hotel room during the annual convention.

For more information on the networks, go to [www.cnaads.com/mpadownloads](http://www.cnaads.com/mpadownloads)

Contact CNA Inside Sales Manager: **Samantha Fett- 1-800-227-7636 ext. 126 or [sfett@cnaads.com](mailto:sfett@cnaads.com)**



[www.CNAads.com](http://www.CNAads.com)