



## 2x2/2x4 Small Display Network Classified Network

# Join Us!

### EARN ADDITIONAL REVENUE

- When you sell a classified network ad, your newspaper keeps half of the suggested selling price: \$149.50 for a statewide ad or \$75-\$125 for a regional ad.
- When you sell a 2x2/2x4 small display network ad, your newspaper keeps half of the suggested selling price: \$1,049 for a statewide 2x4 or \$449-\$675 for a regional 2x4.

### ANNUAL DISTRIBUTION BONUS

- Ten percent of every classified ad and twenty percent of every 2x2/2x4 ad sold goes into a kitty fund which is distributed annually to participating newspapers. For 2018, newspapers that participated in both networks will receive approximately \$260.

### REDUCED or FREE REGISTRATION

- Network program participants are eligible to receive reduced or free registration fees at MPA conferences and conventions.

### SERVE EXISTING CLIENTS

- The most qualified prospects for statewide and regional ads are your current customers. MPA network programs are the most cost-efficient way to help your advertisers reach readers across the entire state.

### ADD VALUE FOR YOUR READERS

- Participating in the MPA network programs adds value for your readers when they discover that your publication carries statewide and regional advertising.



### PARTICIPATION IN THE MPA 2x2/2x4 SMALL DISPLAY AND CLASSIFIED NETWORK PROGRAMS BENEFITS BOTH YOUR NEWSPAPER AND YOUR ASSOCIATION.

If you aren't already, we invite you to **JOIN US!** Simply call CNA Networks Manager at 1-800-227-7636, ext. 126, to get started.