

One Order, One Bill, One Check

Media Placement Assistance

Michigan Press Association Services and our partner MANSI Media, offers statewide and nationwide, one-order, one-bill, one-check newspaper placement service. Your newspaper campaign is turnkey through MPA, no matter what newspaper or where it is located. We negotiate the best possible rates and provide you with all the details. MPAS has access to a variety of research to help present the strengths of newspapers. We subscribe to Scarborough for the entire country and have a proprietary zip analysis tool based on circulation data from newspaper audit companies. We also subscribe to AdMall and have a mapping program.

Once your buy is ready, MPA will handle the details of distributing insertion orders and copy to the newspapers, confirming their receipt, handling all the details, collecting and gathering tearsheets or screenshots for you and providing an itemized invoice at no additional cost or extra fees to you.

Newspaper and Digital Advertising Opportunities:

1. Display Advertising
2. Special Section Opportunities
3. Online Advertising
4. Free Standing Insert Printing and Distribution
5. Polybags
6. Front Page

Whether it's one newspaper or their partner websites, in one state or an assortment of newspapers across the country, Michigan Press Association can handle the placements for you.

We pride ourselves in providing a quick turn-around of quotes and data. We go the extra mile to impress media buyers as we provide them with planning rates and circulation figures in plenty of time to get approvals for media placements.

About Michigan Press Association

Michigan Press Association is charged with promoting advertising through our "one-order, one-bill, one-check" service.

We simplify multiple media advertising campaigns by handling newspaper media buys from start to finish. Whether the campaign requires coverage in Michigan, Tennessee, or California or any place in between, our team of six experienced media experts can help. Expertise and established relationships with member newspapers can save valuable time and effort when placing advertisements in Michigan newspapers and their websites.

Clients We Work With

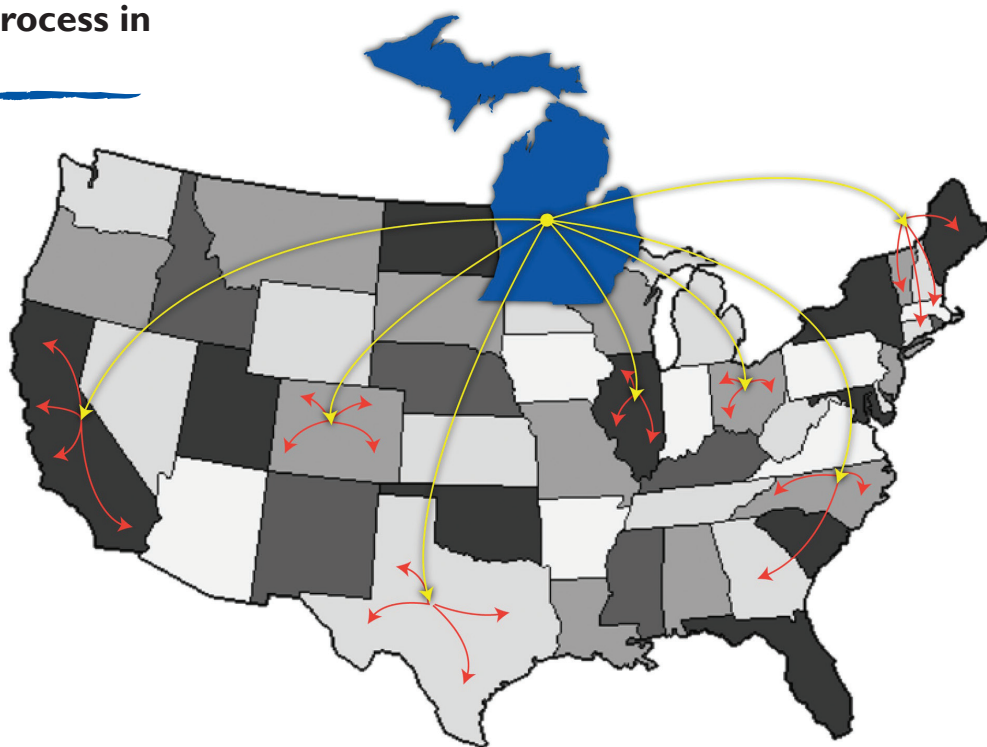
WE MAKE IT EASY

Our team at Michigan Press Association Services has spent years carefully crafting a successful media placement services department to work with advertising agencies. Some examples of agencies and their clients that we work with include:

- DP & Company - BCBS/Blue Care Network
- regroup - DTE Energy
- Mindshare (Team Detroit) - Ford Brands
- Consumers Energy
- Michigan Department of Natural Resources
- Farm Bureau
- Comcast of Michigan
- MSHDA (Public Notice)
- Bloom Creative Partners

Our National Placement Process in Partnership with MPAS

As the primary advertising media service for the Michigan Press Association Services, our team is diligently monitoring media campaigns to insure that your advertising campaigns run as ordered. We have placed national business across the country in multiple states for SCI Dignity, Citizens Bank, Comcast, Meijer Inc., Honey Baked Ham and event advertising like New Orleans Home Show, Tulsa Boat Show and Louisville Boat & RV Show for an advertising agency on the East Coast.



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