

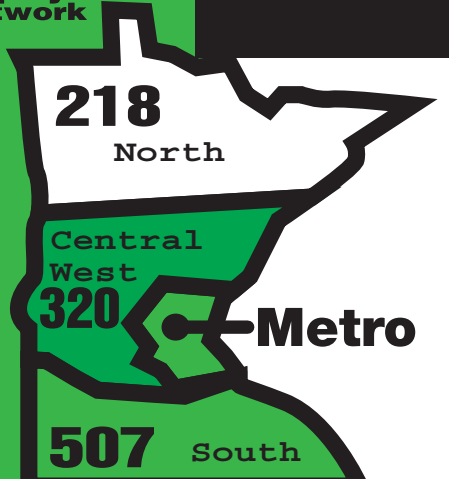
The Minnesota

2x2

Display Ad Network

Reach The Entire State Without Yelling.

...With The Affordable Display Ad Option



	2x2	2x4
Statewide	\$1800	\$3800
1 Region	\$600	\$1300
2 Regions	\$1150	\$2500
3 Regions	\$1700	\$3600



Minnesota Newspaper Association
 12 South Sixth Street #1120
 Minneapolis, MN 55402

Try It

it works!

What is the Minnesota 2x2 Display Ad Network?

The 2x2 Display Ad Network is an easy and affordable display advertising option for you to expand your market and increase your profits through Minnesota newspapers.

Statewide or Regional Coverage

Reach an audience of over 2.5 million readers by placing your ad in the statewide program. You get this fantastic coverage for a total investment of just \$1800.

For just \$600 you can target one region: the northern, metro, central west or southern region of the state. Or, target two regions for only \$1150, three regions for \$1700. See the prices in the above chart to run a larger 2x4 ad!

It's Easy...

Simply contact MNA or the nearest participating newspaper to place your ad. The newspaper can place the order and assist you in putting your information in camera-ready form.

It's Affordable...

For \$1800 you can place a 3-1/2"x2" ad in the Minnesota 2X2 Network. Or, you can choose the northern, metro, central west or southern region for just \$600 per region. You can also run a 2X4 ad starting at just \$1300 for one region!

It can be customized...

With the statewide or regional placement, the 2X2 display network allows you to reach your specific target.

It's Effective...

By placing your ad in the statewide program your message will reach over 2,500,000 readers.



Advertise To The Entire State

...With Ease, and not a lot of \$\$



Guidelines:

MNA guarantees that the ads will be distributed to all participating member newspapers. MNA will track newspapers each week to be sure ads are being published.

MNA will request specific section placement for advertisers; however, we cannot guarantee placement. Placement within the participating newspaper is up to each individual paper.

MNA and all participating newspapers reserve the right to reject any advertising copy submitted to them.

Proposed ads for the 2X2 Network should consist of a clear statement of a bona fide offer, proposition, or announcement made in good faith. MNA has adopted a set of standards for the acceptance or rejection of advertisements and may demand documentation for any questionable statements in advertisements prior to publication. MNA retains the exclusive right, at its sole discretion, to refuse to publish any advertisements that do not conform to MNA's policies and standards.

A maximum of eight ads per week will be distributed to participating newspapers. MNA retains the exclusive right, at its sole discretion, to set the publication schedule for all ads. If more than eight ads for a given week are received, MNA will determine which week the ads will run. **An advertiser can run a maximum of three weeks in a row and then go onto a waiting list if the maximum number of ads per week has been reached. Early space reservation is recommended.**

MNA will not furnish tearsheets for display ads. Where proof of publication is needed, the 2X2 Coordinator will provide an affidavit of publication or a sample tearsheet from ONE of the 2X2 participating newspapers, provided that the request is made within two weeks of the ad run date.

Neither the Newspaper Association nor the newspaper(s) shall be liable for slight changes or typographical errors that do not lessen the value of the advertisement.

Neither the Newspaper Association nor the newspaper(s) shall be liable or responsible for any error in any advertisement except to give the Advertiser credit for so much of the space occupied by the advertisement as it is materially affected by the error: credit shall be by refund or republication of the advertisement at the election of the Minnesota Newspaper Association or the Newspaper(s). Such credit shall not be given for more than one incorrect insertion unless the Publisher is notified in writing of the error before the repetition of the insertion.

ORDER FORM

name _____ company _____

address _____ city: _____

state/zip _____ total amount enclosed \$ _____

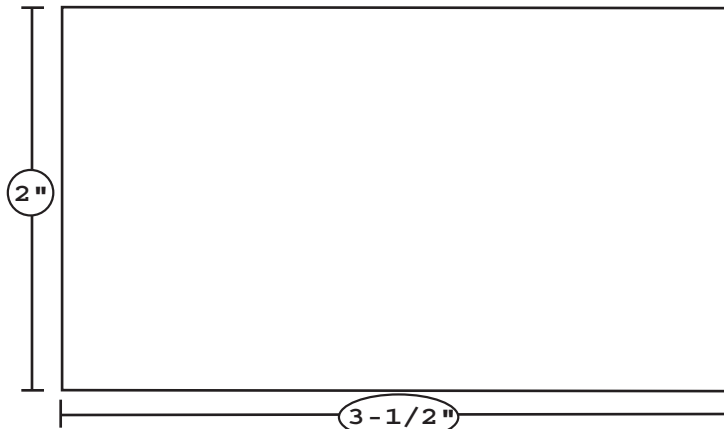
Credit Card Visa Mastercard (circle) CC# _____

exp. date: _____ cc holder name: _____

cc holder address: _____ signature: _____

Please e-mail a PDF version of your 2X2 ad (3-1/2"x2") or 2X4 ad (3-1/2"x4") copy to advertising@mna.org. Your ad copy with payment must be received at the MNA office by noon Tuesday to run the following week.

We suggest you contact the nearest participating newspaper to place your ad. If there is no participating newspaper in your area, you may contact the Minnesota Newspaper Association at 12 South Sixth Street, Suite 1120, Minneapolis, MN 55402 Phone: 612-332-8844 Fax: 612-342-2958 E-mail: advertising@mna.org



Statewide:	2X2	\$1800	2x4	\$3800
1 region:		\$ 600		\$1300
2 regions:		\$1150		\$2500
3 regions:		\$1700		\$3600

Please circle region(s) where ad should run:

Revised 7/08 Statewide North Metro Central West South

MNA Members Participating in 2x2

(January 2010)

218 Region

(81 Newspapers - 317,990 Circ.)

Ada-Norman County Index
 Aitkin Independent Age
 Aitkin NewsHopper
 Babbitt New Weekly News
 Bagley-Farmers Independent
 Barnesville Record-Review
 Battle Lake Review
 Baudette-The Northern Light
 Baudette Region
 Bemidji-The Bemidji Pioneer*
 Biwabik Range Times
 Brainerd Daily Dispatch*
 Breckenridge-Daily News*
 Cass Lake Times
 Clarissa-Independent News Herald
 Cloquet-Pine Journal
 Cook News-Herald
 Cook/Orr Timberjay
 Crosby-Ironton Courier
 Deer River-Western Itasca Review
 Detroit Lakes-Becker County Record
 Detroit Lakes Tribune
 Duluth Budgeteer News
 Duluth News Tribune*
 Duluth Zenith City Weekly
 East Grand Forks-The Exponent
 Elbow Lake-Grant County Herald
 Ely Echo
 Ely Timberjay
 Erskine Echo
 Eveleth Scene
 Fergus Falls-The Daily Journal*
 Fertile Journal
 Floodwood-The Forum
 Floodwood-Portage News
 Fosston-The Thirteen Towns
 Gilbert Herald
 Gonvick-The Leader-Record
 Grand Marais-Cook County News-Herald
 Grand Rapids Herald Review
 Greenbush-The Tribune
 Grygla Eagle
 Hallock-Kittson County Enterprise
 Halstad Valley journal
 Hawley Herald
 Henning Citizen's Advocate
 Hermantown Star
 Hibbing-The Daily Tribune*
 Int'l Falls-The Journal
 Karlstad-North Star News
 Lake Park Journal
 McGregor-The Voyageur Press
 McIntosh Times
 Middle River Honker
 Moose Lake-Star-Gazette
 Nevis Northwoods Press
 Oklee Herald
 Orr-Voyageur Sentinel
 Park Rapids Enterprise
 Parkers Prairie-The Independent
 Pelican Rapids Press
 Perham-East Otter Tail Focus
 Proctor Journal
 Red Lake Falls-The Gazette
 Roseau Times-Region
 Sebeka-The Review Messenger
 Staples World

Stephen Messenger
 Thief River Falls-The Times
 Tower News
 Tower Timberjay
 Twin Valley Times
 Two Harbors-Lake County News-Chronicle
 Ulen-Clay County Union
 Verndale Sun
 Wadena Pioneer Journal
 Walker Pilot-Independent
 Warren Sheaf
 Warroad Pioneer

320 Region

(50 Newspapers - 174,764 Circ.)

Albany-Stearns-Morrison Enterprise
 Alexandria-The Echo Press
 Annandale Advocate
 Appleton Press
 Askov American
 Belgrade-The Observer
 Benson-Swift County Monitor-News
 Bird Island Union
 Brandon-West Douglas County Record
 Chokio Review
 Clara City Herald
 Clearwater Tribune
 Clinton-The Northern Star
 Cokato-Enterprise Dispatch
 Dawson Sentinel
 Eden Valley Journal Patriot
 Foley-Benton County News
 Glencoe Enterprise
 Glencoe-McLeod County Chronicle
 Glenwood-Pope County Tribune
 Granite Falls-Advocate-Tribune
 Hector-News*Mirror
 Herman-Hoffman Tribune
 Hinckley News
 Howard Lake-Herald Journal
 Hutchinson Leader
 Isle-Mille Lacs Messenger
 Kerkhoven Banner
 Kimball-Tri-County News
 Litchfield Independent Review
 Little Falls-Morrison County Record
 Long Prairie Leader
 Madison-The Western Guard
 Maple Lake Messenger
 Melrose Beacon
 Milaca-Mille Lacs County Times
 Montevideo American-News
 Mora-Kanabec County Times
 New London/Spicer-Lakes Area Review
 Ortonville Independent
 Osakis Review
 Paynesville Press
 Raymond-The News
 Renville County Register
 Sauk Centre Herald
 Sauk Rapids Herald
 Silver Lake Leader
 Starbuck Times
 St. Cloud Times*
 Willmar-West Central Tribune*

507 Region

(91 Newspapers - 283,525 Circ.)

Adams-The Monitor Review
 Adrian-Nobles County Review
 Albert Lea Tribune*
 Alden Advance
 Arlington Enterprise
 Austin Daily Herald*
 Balaton-Press Tribune
 Blooming Prairie Times
 Blue Earth-Faribault County Register
 Byron Review
 Canby News
 Cannon Falls Beacon
 Chatfield News
 Comfrey Times-Gazette
 Cottonwood Tri-County News
 Dodge Center Star Herald
 Edgerton Enterprise
 Elysian Enterprise
 Fairfax Standard-Gazette
 Fairmont-Sentinel*
 Faribault Daily News*
 Fulda Free Press
 Gaylord Hub
 Grand Meadow-Meadow Area News
 Hanska Herald
 Hendricks Pioneer
 Heron Lake-The Tri-County News
 Hills Crescent
 Ivanhoe Times
 Jackson-Jackson County Pilot
 Janesville Argus
 Jasper Journal
 Kasson-Dodge County Independent
 Kenyon Leader
 Kiester-Courier-Sentinel
 La Crescent-Houston County News
 Lafayette-Nicollet Ledger
 Lake Benton News
 Lake Crystal Tribune
 Lakefield Standard
 Lambertson News
 Le Center Leader
 Le Roy Independent
 Le Sueur News-Herald
 Lewiston Journal
 Luverne-Rock County Star Herald
 Mabel/Harmony News-Record
 Madelia Times-Messenger
 Madison Lake-Lake Region Times
 Mankato-The Free Press*
 Mapleton-Maple River Messenger
 Marshall Independent*
 Minneota Mascot
 Minnesota Lake Tribune
 Montgomery Messenger
 Morgan Messenger
 Mountain Lake Observer/Advocate
 New Ulm Journal*
 Northfield News
 Owatonna People's Press*
 Pipestone County Star
 Plainview News
 Preston-Fillmore County Journal
 Preston/Lanesboro-Republican-Leader
 Redwood Falls-Redwood Gazette
 Rochester-Post-Bulletin*

Rushford-Tri-County Record
 Sherburn-Martin County Star
 Slayton-Murray County News
 Slayton-Murray County Wheel Herald
 Sleepy Eye Herald-Dispatch
 Spring Grove Herald
 Spring Valley Tribune
 St. Charles Press
 St. James Plaindealer
 St. Peter Herald
 Stewartville Star
 Tracy Headlight-Herald
 Truman Tribune
 Tyler Tribune
 Wabasso Standard
 Waseca County News
 Waterville-Lake Region Life
 Wells Mirror
 West Concord-News/Enterprise
 Westbrook Sentinel/Tribune
 Windom-Cottonwood Co. Citizen
 Winona Post
 Winthrop News
 Worthington Daily Globe*
 Zumbrota News-Record

Metro Region

(37 Newspapers - 285,538 Circ.)

Anoka County Union
 Becker-The Citizen Inc.
 Belle Plaine Herald
 Big Lake-West Sherburne Tribune
 Blaine-Spring Lake Park Life
 Burnsville-Dakota County Tribune
 Cambridge-Isanti County News
 Champlin-Dayton Press
 Chaska Herald
 Coon Rapids Herald
 Delano Eagle
 Delano Herald Journal
 Elk River Star News
 Forest Lake Times
 Jordan Independent
 Lake City Graphic
 Lindstrom-Chisago County Press
 Long Lake-The Pioneer
 Minneapolis-Downtown Journal
 Minneapolis-The Southwest Journal
 Monticello Times
 Mound-The Laker
 The New Prague Times
 North Branch-ECM Post Review
 Norwood-Young America Times
 Osseo-Maple Grove Press
 Red Wing Republican Eagle
 Rockford Area Newsleader
 Scandia-Country Messenger
 Shakopee Valley News
 St. Michael-North Crow River News
 St. Paul-Asian Pages
 Stillwater Gazette
 Wabasha County Herald
 Waconia Patriot
 Watertown-Carver County News
 Wayzata-Lakeshore Weekly News

*Denotes Daily Newspaper