

Minnesota Display Ad Networks

STATEWIDE & ZONED OPTIONS



Statewide	\$1,800 Value: \$10,747 CPM: \$1.68/m	\$3,800 Value: \$21,494 CPM: \$3.54/m
One Zone	\$600	\$1,300
Two Zones	\$1,150	\$2,500
Three Zones	\$1,700	\$3,600

1

Call for Consultation

- MNA can assist with all newspaper advertising planning & placement
- We offer a variety of 2x2, 2x4 and Quarter-Page Display Ad Networks

2

Reserve a Week

- Participating newspapers will run your ad once within a 7 day period
- Deadline: TUESDAY at 11:00a.m. the week prior to your desired run date

3

Submit Your Ad

- 2x2 = 3.5"W x 2"H 2x4 = 3.5"W x 4"H QP = 5.25"H x 10.5"H
- PDF file sent via email to advertising@mna.org preferred

NETWORKS BY THE NUMBERS...

ZONE	NEWSPAPERS	HOUSEHOLDS
Statewide	257	1,073,784
Metro	37	289,324
North	79	326,066
Central West	50	171,686
South	91	286,708





Minnesota Display Ad Network

'STATEWIDE'



- Newspapers: **257**
- Households: **1,073,784**
- CPM: **\$1.68/m**
- Total Value: **\$10,747**

Cost: **\$1,800** /NET per week

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MINNESOTA DISPLAY AD NETWORKS

SIMPLE	AFFORDABLE	EFFECTIVE
One Call.	Low CPM.	Reach.
One Order.	High ROI.	Engage.
One Invoice.	Huge Value!	Sell.



Minnesota Display Ad Network

'STATEWIDE'



- Newspapers: **257**
- Households: **1,073,784**
- CPM: **\$3.54/m**
- Total Value: **\$21,494**

Cost: **\$3,800** / NET per week

1

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Minnesota Display Ad Networks Participating Member Newspapers



North Zone

Ada-Norman County Index
Aitkin Independent Age
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*
Brainerd NewsHopper
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
Park Rapids Enterprise
Parkers Prairie-The Independent
Pelican Rapids Press
Pequot Lakes-Lake Country Echo
Perham-East Otter Tail Focus
Pine River Journal
Proctor Journal
Red Lake Falls-The Gazette
Sebekka-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
Warrroad Pioneer

79 Newspapers
326,066 Households

Central West Zone

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
Harmony-Bluff County Reader
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*

50 Newspapers
171,686 Households

South Zone

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
Jasper Journal
Kasson-Dodge County Independent
Kenyon Leader
Kiestler-Courier-Sentinel
La Crescent-Houston County News
Lafayette-Nicollet Ledger
Lake Benton News
Lake Crystal Tribune
Lakefield Standard
Lamberton News
Le Roy 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*
Minnesota 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
Wabasa County News
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

91 Newspapers
286,708 Households

Metro Zone

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-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

37 Newspapers
289,324 Households



Statewide Totals: 257 Newspapers - 1,073,784 Households