

# WHAT IS “THE MINNESOTA NEWSPAPER SWAP”?



It's a statewide newspaper exchange program, giving you the opportunity to receive different exchange or “swap” newspapers every week of the year. Depending on how many MNA members sign up, you may receive one exchange newspaper a week, or it might be two.

## HOW DO I SIGN UP?

Simply by filling in the sign-up sheet and returning it to MNA indicating your desire to participate.

## WHY WOULD I PARTICIPATE?

Other newspapers contain a “gold mine” of story ideas. This statewide newspaper exchange lets you see what other newspapers are doing in the way of features, editorials, advertising, photography, typography, etc. The idea is to pick up some good ideas for *your* newspaper.

Other newspapers are the best source from which to “steal” every idea you can. There's nothing dishonorable about picking up an idea from another newspaper. You could develop a variation of the story, or even do the same story using your local angle.

## HOW MUCH WILL IT COST?

The charge is \$35 a year for the program which starts the first week of September. The cost is for administrative expenses at MNA. The only other cost is printing extra copies of your newspaper during one or two weeks in which you are sending to other papers, plus the cost of postage during those weeks.

## WHAT DOES MNA DO?

MNA organizes the program, and assigns newspapers week by week. The total number of newspapers signed up is divided by 52 weeks. Participating papers are assigned to each week during the year. (In other words, if 104 newspapers signed up, you would receive two different newspapers every week.)

During your designated week - MNA will let you know in advance when your week is - MNA will send you the mailing labels, and the date on which you should send your newspapers.

## WHAT DO I HAVE TO DO?

Be sure to let your printer or central plant know you'll be needing extra copies that day or week. On your designated week, put the mailing labels provided to you on the extra copies and mail them. That's all.

## WHAT'S THE DEADLINE?

Because we want to keep the program going, we'll need to know by August 1, if you plan to join.

## WHO CAN PARTICIPATE?

Any weekly, daily or monthly MNA newspaper member.

# Minnesota Newspaper Swap



The "Minnesota Newspaper Swap" is starting its 18th year and it's time to sign up. From comments of participating members, the program was a success last year and there is a strong interest in signing up again.

You will receive exchange or "swap" papers from all over the state, new ones each week, by participating in MNA's "MINNESOTA NEWSPAPER SWAP" program!

Depending on the number of newspapers signing up, you will receive one or two exchange papers every week. Again, depending on the number, you'll have to mail out YOUR papers only once a year. MNA will provide the peel-off addressed mailing labels.

Please fill out the form below and mail or fax it to MNA by **August 1**. If you have any questions, send them by email to [mna@mna.org](mailto:mna@mna.org) or call Barbara at 612-278-0240, 800-279-2979.

## Sign Me Up As a New Member !



I'd like to participate in MNA's "Minnesota Newspaper Swap" program. I agree to mail my paper to other participating newspapers. I understand I'll be asked to do this only once a year.

I *will participate* this year and enclosed is my paper's \$35 membership fee.

I *will participate* this year. Please send an invoice for my newspaper's \$35 fee.

Sorry, our newspaper will not participate this year.

Newspaper Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Your Name \_\_\_\_\_

**PLEASE RETURN  
BY AUGUST 1**

Return to: THE MINNESOTA NEWSPAPER SWAP  
Minnesota Newspaper Association  
12 South 6th Street, Suite 1120  
Minneapolis, MN 55402  
Fax: 612/342-2958 • e-mail: [mna@mna.org](mailto:mna@mna.org)