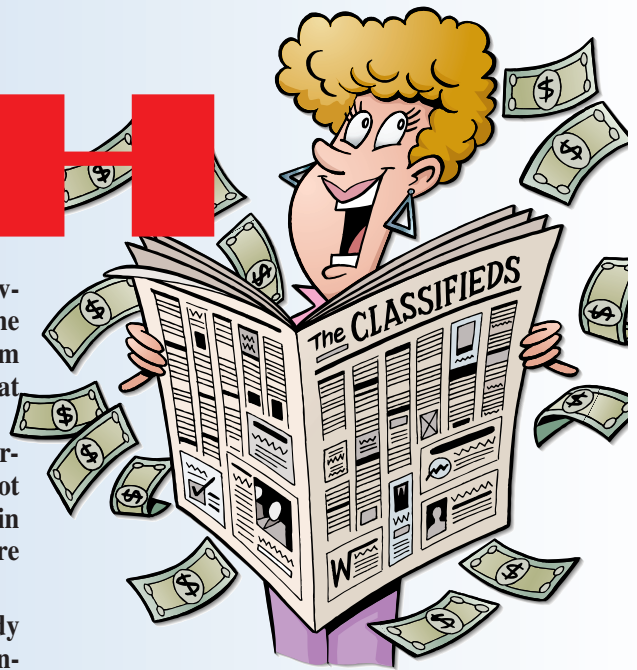


The Best just got Better


Minnesota
COMING TOGETHER
MNA & MFPA
CONVENTION 2010

Your ideas could win you

CASH



We know that the MNA Convention is a great place to get new revenue ideas every year. And 2010 will be even better! This year the former “Show me the Money” session will take on a few looks from years past with a whole new twist. This is your chance to get great revenue ideas and take good ideas and make them even better!

All attendees are invited to register 2 NEW revenue ideas per person to be presented on Thursday morning. During “The Best Just Got Better” session, each attendee will be allowed 4 minutes to explain their idea and answer any questions. Please make sure these are NEW ideas.

Each person in the session will receive a \$100,000 Grand Candy bar. Upon the completion of the presentations, each person will “invest” their \$100,000 in the idea they feel is best.

WINNERS WILL RECEIVE CASH PRIZES

- 1st place - \$125
- 2nd place - \$75
- 3rd place - \$50
- 4th place - \$50
- 5th place - \$50
- 6th place - \$50

Once the prizes have been awarded, we will take the best ideas AND MAKE THEM BETTER! Those attending the session will break into groups and work together on ideas to make the winning ideas even better. The IMPROVED top ideas will be presented.

From this session you not only will take away great revenue ideas, you will find new tricks to improve the ideas you already have. Also, if you do something similar to the winning ideas, you will get ideas to make your project better.

Please make sure you are presenting NEW ideas and pre-register for the event.

Session will be held Thursday, January 28, 2010 from 9:00 a.m. to 11:45 a.m.

PRE-REGISTER
IF you pre-register by
January 15, 2010, you
will be entered into a
drawing for an
MNA prize.
Pre-Register at
advertising@mna.org

TOGETHER WE WILL MAKE THE BEST BETTER!

"THE BEST JUST GOT BETTER"

FORMERLY "\$HOW ME THE MONEY"

The following is a recap of a special project - print or online - done in the past year that was successful for the paper. If you have any questions, please contact the person listed below.

Name of Project _____

Name of Paper _____ City _____

Contact Person _____

Phone _____ Email _____

Description of project:

How it was distributed:

Advertisers targeted:

Revenue produced:

Anything you would do differently:

Additional information: