

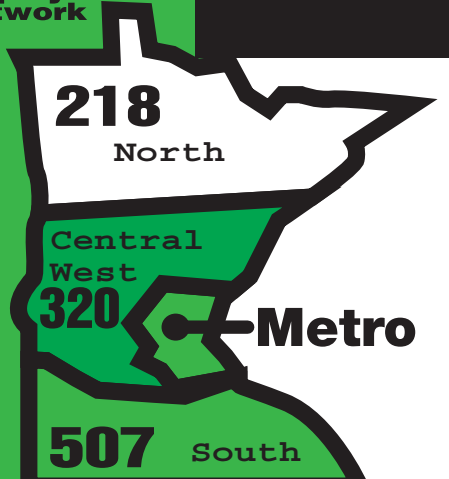
The Minnesota

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 2.3 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...

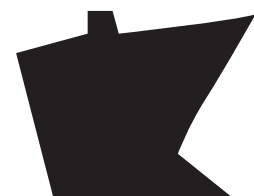
For \$1800 you can place a 3-3/4"x2" ad in the Minnesota 2X2 Network. Or, you can choose the northern, metro, central west or southern region for just \$600 per region. You can also run a 2X4 ad starting at just \$1300 for one region!

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 2,300,000 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 number of ads will be distributed to participating newspapers. MNA retains the exclusive right, at its sole discretion, to set the publication schedule for all ads. If the maximum number of 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 \$ _____

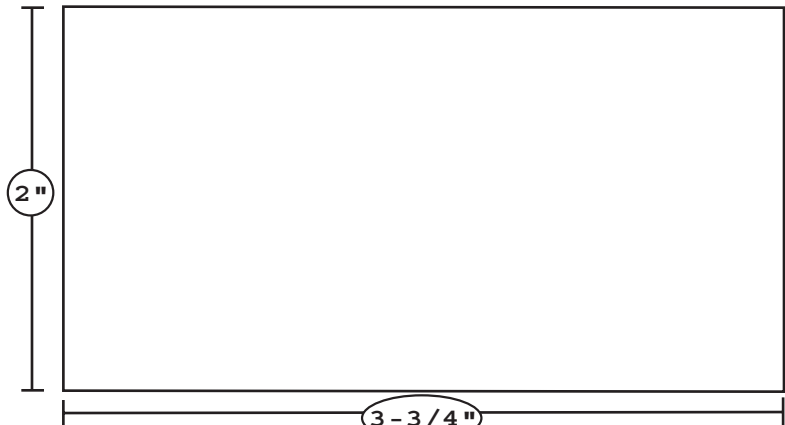
Credit Card Visa Mastercard (circle) CC# _____

exp. date: _____ cc holder name: _____

cc holder address: _____ signature: _____

Please e-mail a PDF version of your 2X2 ad (3-3/4"x2") or 2X4 ad (3-3/4"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 8/05 Statewide North Metro Central West South

MNA Members Participating in 2x2

(October 2006)

218 Region

(77 Newspapers)

Ada-Norman County Index
Aitkin Independent Age
Babbitt 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
Crosby-Ironton Courier
Deer River-Western Itasca Review
Detroit Lakes-Becker County Record
Detroit Lakes Tribune
Duluth Budgeteer News
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-Northern Independent
Fosston-The Thirteen Towns
Gilbert Herald
Gonvick-The Leader-Record
Grand Marais-Cook County
News-Herald
Grand Marais-Cook County Star
Grand Rapids Herald Review
Greenbush-The Tribune
Grygla Eagle
Hallock-Kittson County Enterprise
Halstad Valley journal
Hawley Herald
Henning Citizens Advocate
Hermantown Star
Hibbing-The Daily Tribune*
Int'l Falls-The Daily Journal*
Karlstad-North Star News
Lake Park Journal
McGregor-The Voyageur Press
McIntosh Times
Middle River-The New River Record
Moose Lake-Star-Gazette
New York Mills Herald
Nevis Northwoods Press
Northome Record
Oklee Herald
Orr / Tower / Cook-The Timberjay
Orr-Voyageur Sentinel
Park Rapids Enterprise
Parkers Prairie-The Independent
Pelican Rapids Press
Perham Enterprise Bulletin
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
Twin Valley Times
Two Harbors-Lake County
News-Chronicle
Ulen-Clay County Union
Wadena Pioneer Journal
Walker Pilot-Independent
Warren Sheaf
Warroad Pioneer

320 Region

(52 Newspapers)

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
Brownton-The Bulletin
Chokio Review
Clara City Herald
Clearwater Tribune
Clinton-The Northern Star
Cokato-Enterprise Dispatch
Dawson Sentinel
Eden Valley Journal Patriot
Evansville-West Douglas
County Record
Foley-Benton County News
Glencoe Enterprise
Glencoe-McLeod County Chronicle
Glenwood-Pope County Tribune
Granite Falls-Advocate-Tribune
Hector-News*Mirror
Herman Review
Hinckley News
Hoffman Tribune
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
Olivia Times-Journal
Ortonville Independent
Osakis Review
Paynesville Press
Raymond-The News
Renville Co. Star Farmer News
Sauk Centre Herald
Sauk Rapids Herald
Silver Lake Leader
Spicer-Lakes Area Review
Starbuck Times
Willmar-West Central Tribune*

507 Region

(96 Newspapers)

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
Cottonwood Tri-County News
Dodge Center Star Record
Edgerton Enterprise
Ellendale Eagle
Elysian Enterprise
Fairfax Standard
Fairmont-Sentinel*
Faribault Daily News*
Fulda Free Press
Gaylord Hub
Grand Meadow-Meadow Area News
Hanska Herald
Hayfield Herald
Hendricks 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-Lincoln County
Valley Journal
Lake Benton News
Lake Crystal Tribune
Lakefield Standard
Lamberton 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
New Ulm Journal*
Northfield News
Owatonna People's Press*
Pipestone County Star
Plainview News
Preston-Fillmore County Journal

Preston-Republican-Leader
Redwood Falls-Redwood Gazette
Rochester-Post-Bulletin*
Rushford-Tri-County Record
Ruthton-Buffalo Ridge Gazette
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 Tribute
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

(39 Newspapers)

Anoka County Union
Becker-Sherburne County Citizen
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-The Times
Hugo-The Citizen
Jordan Independent
Lake City Graphic
Lake Elmo Leader
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