



## ORDER FORM

Return this page, make copies, or provide the same information on your own order.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

If you need help planning your ad, we will be glad to provide assistance. Each newspaper or MNA also has the ability to design your ad and provide camera-ready copies. Just give us a call!

Along with an order form, email 2 sizes of your 2-column-by-2-inch ad (4.25" wide x 2" deep and 3.792" wide x 2" deep - 4" deep if the ad is a 2c x 4) to:

[mtadv@mtnewspapers.com](mailto:mtadv@mtnewspapers.com).

We require Adobe PDF files with ALL FONTS EMBEDDED. Please send a separate PDF for each size.

Cost for each week: 2x2 = \$330, 2x4 = \$675  
(There is a discount to \$300 per week when you order a six week placement (all 6 ads must be ordered at the same time) - contract required - you will be short rated for non-completion)

Start week beginning: \_\_\_\_\_

Number of weeks: \_\_\_\_\_

Amount enclosed: \$ \_\_\_\_\_

Mail order to:

**Montana Newspaper Association**

825 Great Northern Blvd - Suite 202

Helena, Montana 59601

Tel: 406-443-2850

800-325-8276 (in Montana)

Fax: 406-443-2860

## PARTICIPATING NEWSPAPERS

Anaconda Leader  
Bigfork Eagle  
Billings Outpost  
Boulder Monitor  
Bozeman Daily Chronicle-D  
Broadus (Powder River Examiner)  
Browning (Glacier-Reporter)  
Butte Weekly  
Cascade Courier  
Chester (Liberty County Times)  
Chinook (Journal News-Opinion)  
Choteau Acantha  
Circle Banner  
Clancy (Jefferson County Courier)  
Columbia Falls (Hungry Horse News)  
Columbus (Stillwater County News)  
Cut Bank Pioneer Press  
Dillon Tribune  
Eureka (Tobacco Valley News)  
Fairfield Sun Times  
Hardin (Big Horn County News)  
Harlowton (Times Clarion)  
Havre Daily News-D  
Helena (Queen City News)  
Huntley (Yellowstone County News)  
Huson (Clark Fork Chronicle)  
Jordan Tribune  
Kalispell (Daily Inter Lake)-D  
Laurel Outlook  
Lewistown News-Argus  
Livingston Enterprise-D  
Malta (Phillips County News)  
Miles City Star-D  
Pablo (Char-Koosta News)  
Phillipsburg Mail  
Polson (Lake County Leader)  
Red Lodge (Carbon County News)  
Shelby Promoter  
Sidney Herald  
Stanford (Judith Basin Press)  
Stevensville (Bitterroot Star)  
Terry Tribune  
Townsend Star  
Valier (The Valerian)  
West Yellowstone News  
White Sulphur Springs (Meagher County News)  
Whitefish Pilot  
Whitehall Ledger

**Total Household Circulation  
Estimated Readership**

D = daily newspaper

## CIRCULATION

3,811  
1,850  
15,000  
790  
17,000  
1,137  
2,307  
8,500  
653  
1,098  
2,093  
1,846  
1,150  
378  
6,375  
1,970  
1,530  
2,852  
2,135  
836  
1,635  
1,213  
4,145  
8,700  
1,793  
1,767  
506  
16,266  
3,127  
4,065  
3,278  
2,218  
3,146  
3,869  
1,180  
4,890  
2,715  
2,125  
3,284  
834  
3,099  
1,290  
524  
1,102  
1,200  
2,836  
1,361

**156,290  
343,838**

# Presenting...



## 2x2 & 2x4 ads for you!

# SDAP Montana

## With our Statewide Display Advertising Program (SDAP),

## you advertise to

## 343,838 Montanans

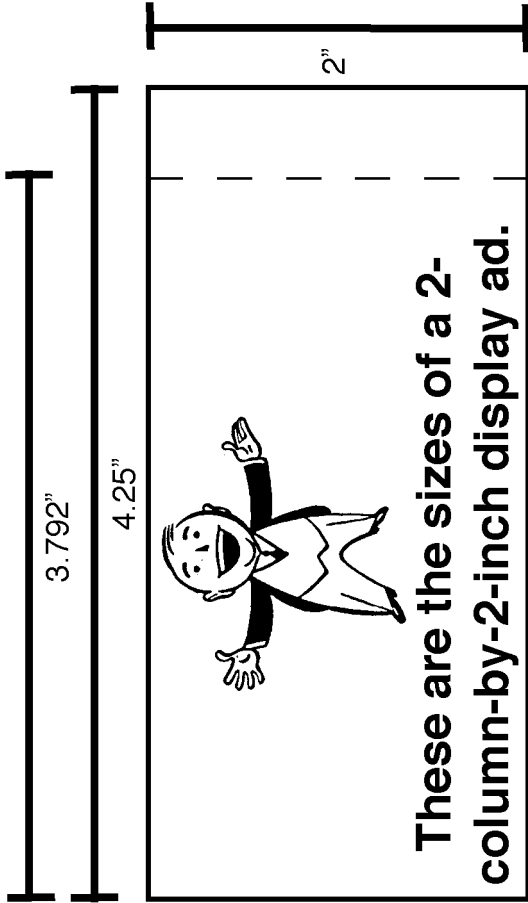
## in 48 newspapers

## -- just \$6.88 per publication

## with the 2x2

## and \$14.06 with the 2x4!





**These are the sizes of a 2-column-by-2-inch display ad.**

**SDAP SAVES!!!**



**The Program:**

The Statewide Display Advertising Program (SDAP) is just one of the many advertising services provided by the Montana Newspaper Association.

With SDAP, 48 newspapers cooperate to place your 2-column-by-2-inch or 2-column-by-4-inch display ad in 156,290 Montana homes. You can place an ad simply by calling any of the participating newspapers throughout the state or by calling the Montana Newspaper Association. The MNA is then responsible for distribution of the ad to all the participating newspapers.

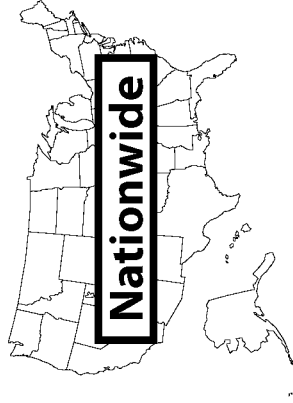
**The Cost:**

A 2-column-by-2-inch SDAP ad costs just \$330 per week - only \$300 each if you order six placements at the same time (note: signed contract required). A 2-column-by-4-inch Statewide Display Ad is \$675 per week.

To give you an idea of what a great deal SDAP is, consider the following: To place an ad into each of the 48 newspapers you would need to factor in long distance calls, stationery, postage and check writing,

plus the actual cost of the ads. This would easily exceed \$1,200. By using the SDAP Program you will save over \$870.

**There is a limit of six 2x2 placements per week, so reserve your space today.**



**Nationwide Advertising:**

Statewide display advertising can be placed through the Montana Newspaper Association in most of the "lower 48" states on a "one order, one check" basis, if you work through the MNA office. **Payment is required at the time of placement.** Please call for rates and deadlines.

These nationwide display ads can also be originated and placed through participating newspapers.

**SDAP ORDERING GUIDELINES**

**Deadlines:**

**Wednesday, 5 p.m.** Deadlines may be adjusted near major holidays. Please call for complete information.

**Terms:**

All rates are **NET**. We do not bill for SDAP advertising. **All payments are due and payable at the time of placement.** We accept VISA, MASTERCARD, AMERICAN EXPRESS AND DISCOVER credit cards. If not paying by credit card, please send certified check or money order. **If you choose to use a personal or business check, allow 10 days for check clearance. Please plan accordingly.** Ads will not be placed until the check clears.

**Ad acceptance:**

All legal ads accepted. Adoption ads must be placed by a placement agency or individual licensed by the State of Montana Department of Public Health & Human Services, Child & Family Division.

**Placement:**

**We cannot guarantee 100 percent placement of any ad.** It is left to the discretion of individual newspapers to accept or reject ads according to policies at their newspapers.

**Tearsheets:**

While the MNA cannot, at these prices, provide tearsheets from each newspaper, the MNA does monitor publication in all the newspapers and can, upon request at the time of placement, provide a sample tearsheet and proof of distribution.