



Congratulations on using newspapers to advertise. You've tapped into a trusted media outlet that will provide a positive return on your advertising investment. But why limit your message to a local audience?

**THE 2X2 DISPLAY NETWORK OF WISCONSIN LETS YOU REACH A STATEWIDE AUDIENCE FOR A MINIMAL INVESTMENT.**

Placing individual ads in just three or four cities can get expensive – fast. But with the 2x2 Display Network of Wisconsin, your local sales representative can distribute your ad to publications in specific regions or throughout the state at a substantial discount. A minimal investment of \$375\* gets your ad published in an entire region of Wisconsin. Just \$1,275\* gets your ad published throughout the state for a total readership of over 3.7 million – literally pennies per reader!

*\*Prices effective 7/1/05*

## PARTICIPATING NEWSPAPERS

Ads running in the following publications will reach over 3.7 million readers.

### NORTHEAST REGION

Algoma Record-Herald  
Ashwaubenon Press  
Brillion News  
Chilton Times-Journal  
Clintonville Tribune-Gazette  
Crandon, Forest Republican  
Denmark Press  
Eagle River, Vilas County News-Review  
Edgar, Record Review  
Florence Mining News  
Iola Herald  
Kaukauna, Times-Villager  
Kewaunee Enterprise  
Kiel, Tri-County News  
Luxemburg News  
Manawa Advocate  
Marion Advertiser  
Marshfield News-Herald  
Oconto Falls  
Oconto County Times-Herald  
Omro Herald  
Peshtigo Times  
Rhinelander, Daily News  
Stevens Point Journal  
Sturgeon Bay, Door County Advocate  
Three Lakes News  
Tomahawk Leader  
Waupaca County Post  
Wautoma, Waushara Argus  
Weyauwega, Chronicle  
Winneconne News  
Wisconsin Rapids, Daily Tribune  
Wisconsin State Farmer  
Wittenberg Enterprise

### NORTHWEST REGION

Abbotsford, Tribune-Phonograph  
Amery Free Press  
Ashland Daily Press  
Augusta Area Times  
Bloomer Advance  
Chetek Alert  
Chippewa Falls, Chippewa Herald  
Durand, Courier-Wedge  
Eau Claire, Country Today  
Eau Claire, Leader-Telegram  
Ellsworth, Pierce County Herald  
Hammond, Central St. Croix News  
Hayward, Sawyer County Record  
Hudson Star-Observer  
Hurley, Iron County Miner  
Ladysmith News  
Medford, Star News  
Menomonie, Dunn County News  
Neillsville, Clark County Press  
New Richmond News  
Osceola, Sun  
Osseo, Tri-County News  
Park Falls Herald  
Phillips, Bee  
Prescott Journal  
Rice Lake Chronotype  
River Falls Journal  
Spooner Advocate  
Spring Valley Sun-Elmwood Argus  
Stanley Republican  
Superior, Daily Telegram  
Washburn, County Journal  
Withee, O-W Enterprise  
Woodville Leader

### SOUTHWEST REGION

Adams County Times  
Alma, Buffalo County Journal  
Arcadia News-Leader  
Black Earth, News-Sickle-Arrow  
Black River Falls, Banner Journal  
Blair Press  
Boscobel Dial  
Brodhead, Independent Register  
Cambridge News  
Cochrane-Fountain City Recorder  
Cottage Grove, Herald-Independent  
Cuba City, Tri-County Press  
Darlington, Republican Journal  
De Forest Times-Tribune  
Deerfield, Independent  
Fennimore Times  
Friendship Reporter  
Gays Mills  
Grant County Independent  
Hillsboro Sentry-Enterprise  
La Farge Epitaph-News  
Lancaster  
Grant County Herald Independent  
Lodi Enterprise  
McFarland Thistle/Community Life  
Middleton Times-Tribune  
Mondovi Herald-News  
Monroe Times  
Montello, Marquette County Tribune

*\*Newspaper readership as of 7/1/05, consisting of paid and unpaid publications.*

Mount Horeb Mail  
New Glarus, Post Messenger  
Oregon Observer  
Osseo, Tri-County News  
Platteville Journal  
Poynette Press  
Prairie du Chien, Courier Press  
Reedsburg Independent  
Richland Center, Richland Observer  
Sauk City, Sauk Prairie Star  
Sparta Herald  
Stoughton Courier Hub  
Sun Prairie, Star  
Verona Press  
Waunakee Tribune

### SOUTHEAST REGION

Beloit Daily News  
Berlin Journal  
Burlington Standard Press  
Campbellsport News  
Cedarburg  
Ozaukee County News Graphic  
Delavan Enterprise  
Edgerton Reporter  
Elkhorn Independent  
Evansville Review  
Fort Atkinson  
Daily Jefferson County Union  
Fox Lake Representative  
Green Lake County Reporter  
Hartford Times Press  
Horicon Reporter  
Janesville Gazette  
Juneau, Dodge Co. Independent News  
Lake Mills Leader  
Markesan Regional Reporter  
Mayville News  
Milton Courier  
Milwaukee, Daily Reporter  
Oconomowoc Enterprise  
Port Washington, Ozaukee Press  
Princeton Times-Republic  
Random Lake, Sounder  
Ripon Commonwealth Press  
Waterford Post  
Waterloo, Courier  
Watertown Daily Times  
Waukesha Freeman  
West Bend Daily News

**ADVERTISE STATEWIDE  
FOR PENNIES  
ON THE DOLLAR**

For more information about the 2x2 Display and Classified Networks of Wisconsin, contact your local newspaper sales representative or the WNA. For out-of-state placements, contact WNA.

**WNA** Wisconsin Newspaper Association. P.O. Box 5580, Madison, WI 53705  
1-800-261-4242 [www.wnanews.com](http://www.wnanews.com)

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**2X2 DISPLAY  
NETWORK  
OF WISCONSIN**



## MULTIPLY THE EFFECTIVENESS OF YOUR ADVERTISING DOLLAR WITH THE 2X2 DISPLAY NETWORK OF WISCONSIN!

Advertisers: You now have an exciting opportunity to distribute your 2 column x 2 inch display ad to over 3.7 million readers for just pennies per reader. The **2x2 Display Network of Wisconsin** is a value that can't be beat!

### It's Flexible!

Depending on your advertising goals or budget, you can choose to advertise in a specific region of the state, or throughout Wisconsin.\*

### It's Economical!

Never has reaching this many people been so affordable. Just \$375 gets your ad published in a specific region; just \$1,275 gets your ad published throughout the state. And the more you use the network, the more you save. When you buy four ads, your fifth placement is free!

### It's Easy!

Work with your local newspaper professional to prepare your 2 column x 2 inch ad (3.75" x 2") and we'll handle the rest. One submission. One low price. One smart advertising decision.

### It's Effective!

What advertiser wouldn't want to reach more people for less? It's a sure way to maximize your advertising dollar. So what are you waiting for? Take advantage of the **2x2 Display Network of Wisconsin** today!

**\*Advertise by region or throughout the state. Either way, we make it easy and economical to reach a larger audience.**

See back for complete listing of participating newspapers.



## Submit your ad today!

Simply fill out the attached order form and work with your local newspaper professional to create your 3.75" x 2" ad. Payment must accompany your order. Ads must have a phone number with area code plus a contact name, company name or Web site address.

Ads are due by 10:00 a.m. on Tuesday and will run the following week. The day of publication will vary for dailies and is at the discretion of individual newspapers. The Wisconsin Newspaper Association can provide an affidavit of copy submission or a tearsheet upon request.



Submission requirements: **Adoption ads** are acceptable with an attorney's letter. **Business opportunity and investment advertising** must indicate the amount of any investment required and type of business involved as required by Wisconsin state law. **Earning claims** must state if the money is from wages, salaries, commissions or direct profit from sales. **Real estate advertising** must comply with "Truth in Lending" guidelines. **Financial assistance advertising** offering loans or credit must state any advance fee and is limited to companies located and licensed in Wisconsin (a notarized copy of state license must be submitted with ad copy).

WNA and individual publications reserve the right to properly classify, edit or reject ads. **Ads that will not be accepted may include:** Advertising for surrogate mothers, advertising for certain work-at-home projects, advertising that requests money be sent by mail up front, advertising that offers employment through a directory or catalogue, credit repair or advance-fee credit card advertising, advertising with 900 or 809 numbers, advertising that refers callers to 900 or 809 numbers, and personal ads.

## 2X2 DISPLAY ORDER FORM

Please submit this form along with artwork and payment to your local sales representative no later than 10:00 a.m. on the Tuesday before the week you would like your ad to run.

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Check one if you require  affidavit  tearsheet

**Network Regions** (check where you would like your ad to run):

- Statewide  
 Northwest Region  Southwest Region  
 Northeast Region  Southeast Region

Week(s) in which you'd like your ad to run: \_\_\_\_\_

### Total Your Order

Total Weeks, *Statewide*: \_\_\_\_\_ x \$1,275 = \$ \_\_\_\_\_

Total Weeks, *Northwest*: \_\_\_\_\_ x \$375 = \$ \_\_\_\_\_

Total Weeks, *Northeast*: \_\_\_\_\_ x \$375 = \$ \_\_\_\_\_

Total Weeks, *Southwest*: \_\_\_\_\_ x \$375 = \$ \_\_\_\_\_

Total Weeks, *Southeast*: \_\_\_\_\_ x \$375 = \$ \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_

### Payment Method

Payment must accompany order. Enclose a company check, personal check (Wisconsin only), money order, certified check or credit card information (VISA or MasterCard only). A \$20 fee will be charged for returned checks.

Credit Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_

Signature: \_\_\_\_\_

*I authorize credit card payment for advertising submitted to the 2x2 Display Network of Wisconsin as shown above or as transmitted via e-mail. I understand that my ad will run as submitted and cannot be cancelled.*

#### FOR OFFICE USE ONLY:

Newspaper: \_\_\_\_\_

Salesperson: \_\_\_\_\_