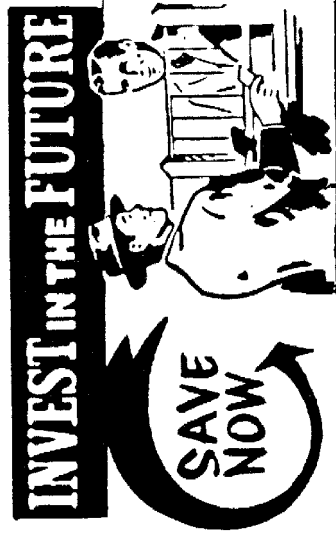


THE PROGRAM

The Statewide Classified Advertising Network (SCAN) is just one of the many advertising services provided by the Montana Newspaper Association.

With SCAN, 66 newspapers - 61 weekly and 5 daily publications - cooperate to place your classified ad in 239,539 Montana households.

That means your advertising message will reach an estimated 526,986 Montanans in one week!



WHAT DOES A SCAN AD COST?

A 25-word SCAN ad costs only \$129 (plus \$4 for each additional word) -- a fraction of a cent per household.

That's only \$1.95 per newspaper!

Considering all factors - the cost of a classified ad in these 66 Montana newspapers, plus copying, stationery, issuing checks, postage and modest compensation for your time - your cost to place the same ad would undoubtedly exceed \$350.

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

Anacosta Leader	3,811
Baker (Fallon County Times)	1,362
Big Sandy (The Mountaineer)	756
Big Timber Pioneer	1,624
Bigfork Eagle*	4,287
Billings Outpost	15,000
Boulder Monitor	790
Bozeman Daily Chronicle-D	17,000
Broadus (Powder River Examiner)	1,137
Browning (Glacier-Reporter)	2,307
Butte Weekly	8,500
Cascade Courier	653
Chester (Liberty County Times)*	1,525
Chinook (Journal News-Opinion)	2,093
Choateau Acantha	1,846
Circle Banner	1,150
Clancy (Jefferson County Courier)	3,78
Columbia Falls (Hungry Horse News)*	14,769
Columbus (Stillwater County News)	1,970
Culbertson (The Searchlight)	1,050
Cut Bank Pioneer Press	1,530
Deer Lodge (Silver State Post)*	2,992
Dillon Tribune*	6,200
Ekalaka Eagle	1,081
Eureka (Tobacco Valley News)	2,135
Fairfield Sun Times	836
Forsyth (Independent Press)	1,344
Glasgow Courier	3,500
Glendive (Ranger-Review)	3,154
Hardin (Big Horn County News)	1,635
Harlowton (Times Clarion)	1,213
Havre Daily News-D	4,145
Helena (Queen City News)	8,700
Huntley (Yellowstone County News)	1,793
Huson (Clark Fork Chronicle)	1,767
Jordan Tribune*	4,206
Kalispell (Daily Inter Lake)-D	16,266
Laurel Outlook	3,127
Lewistown News-Argus*	7,833
Libby (The Western News)	2,933
Livingston Enterprise-D	3,278
Malta (Phillips County News)	3,062
Miles City Star-D	3,146
Missoula Independent	24,938
Pablo (Char-Koosta News)	3,869
Phillipsburg Mail	1,180
Plains (Clark Fork Valley Press)	1,035
Polson (Lake County Leader)	4,890
Red Lodge (Carbon County News)	2,715
Roundup Record Tribune & Winnett Times	2,113
Scobey (Daniels County Leader)	1,496
Seeley Lake (Seeley Swan Pathfinder)	1,144
Shelby Promoter	2,125
Sidney Herald	3,284
Stanford (Judith Basin Press)	854
Stevensville (Bitterroot Star)	3,099
Superior (Mineral Independent)	1,200
Terry Tribune	811
Townsend Star	1,290
Vallier (The Vallerian)	524
West Yellowstone News	1,102
White Sulphur Springs (Meagher County News)	1,200
Whitefish Pilot*	8,433
Whitehall Ledger	1,361
Wibaux Pioneer-Gazette	892
Wolf Point (The Herald-News)	2,100

Total Circulation

239,539

Estimated Readership

526,986

* Included in Total Market Coverage product

Need help...



...stretching your marketing dollar?

SCAN Montana

With our Statewide Classified Advertising Network (SCAN), you advertise to

526,986 Montanans
in 66 newspapers
for only **\$129**

-- just \$1.95 per publication!



SCAN ORDERING GUIDELINES



Deadline:

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

Terms:

All rates are **NET**. We do not bill for SCAN 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 a 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:

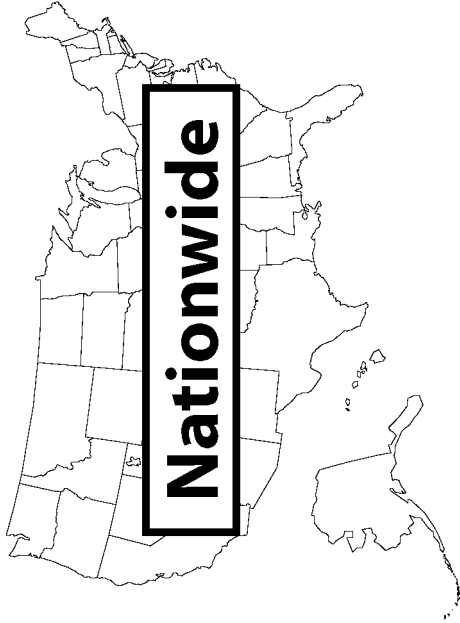
All legal ads accepted. Adoption ads must be placed by a placement agency or individual licensed by the State of Montana Department of Public Health & Human Services, Child & Family Services Division.

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



Nationwide Advertising:

Statewide classified advertising can be placed through the Montana Newspaper Association in any or all of the **lower 48 states** on a **one order, one check basis**, if you work through the MNA office. **Payment (credit card, certified check or money order) is required at the time of placement.** Please call for rates and deadlines.

These nationwide classified ads can also be originated and placed through your local newspaper.



ORDER FORM



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

Name: _____

Address: _____

Phone: _____

Classification/Heading: _____

Ad copy: _____

Number of words: _____

Cost (\$129 for 25 words, \$4 for each additional word)

Start week beginning: Sunday _____

Number of weeks: _____

Amount enclosed: \$ _____

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