

Minnesota Display Ad Networks

F.A.Q.

How does the program work?

Briefly, 215 Minnesota newspaper participate in this discount program. With one order, you run a 2-column by 2-, 4-, or 8-inch ad in each participating newspaper, either statewide or in a selected region(s).

How big a discount?

A statewide 2x2 is valued at \$14,380 and sold at \$2,500, and a statewide 2x4 is worth \$28,760 and sells for \$5,100 – both rates are about only 17% of what it would cost to place the ad in each paper individually. A 2-column by 8-inch ad is \$11,600 instead of its value of \$57,520. CPMs are only \$2.33/m, \$4.75/m, and \$10.80/m respectively – the 2x2 program reaches about 5 households per penny.

A further discount is available by buying 3 weeks and the 4th is free (must be same ad copy).

Why such a deal?

Income is split between all the participating newspapers and the Minnesota Newspaper Association (MNA), which runs the network. The program is meant for advertisers needing to reach a large area, which most newspapers would not have an opportunity to deal with directly.

What limitations are there?

Only 8 ads per region are allowed each week at this rate. Ads must be paid in advance, and this reserves your position. If the maximum number of ads is exceeded, a waiting list is created.

What are content requirements?

Advocacy ads must include a disclaimer line indicating who paid for the advertisement. Sorry, political ads are not accepted in this program. Both MNA and each individual newspaper reserve the right to reject any advertising as they see fit.

How do I know my ad will run?

Historically, the program has a very high run rate, well over 90%. Although it is impractical to provide proof of each individual publication, MNA will supply a tearsheet from one newspaper and an affidavit for each week an ad runs. MNA does monitor each paper's compliance of running all ads.

Results?

Of course, ads need good copy and graphic appeal, but most of our customers get very good results. Newspaper readers are the most engaged people in their communities, the best demographic to seek. Newspapers remain the most effective way to reach a broad audience, both in terms of cost and credibility.

How do I get started?

Just call – Herald Journal is an authorized marketing agent for this program, and we'll get all the details in place for you, including designing your ad if you need. Deadline for placement is early Tuesday mornings for publication the following week.

Call (free from metro area) **320-485-2535** or toll-free **800-867-8303**