

## MIDWEST CUSTOM DISPLAY AD NETWORK

# up size

customize ad size and placement

The Midwest Free Community Papers web portal does all the work for you, from the initial quote through placement, fulfillment and invoicing. Or, call to talk with a representative. Simply choose the ad size and specific papers, counties, or regions that fit your advertiser's needs. If you are looking for a paper or area that is not one of our member publications, we will work to establish a relationship with them and add them to the network. When your customer is ready to run, upload the ad, supply a few details and we'll take care of everything else!

You get more time to sell instead of doing paperwork

Your customer enjoys the ease of one contact, one bill

Selling pubs earn 15% of total ad cost

*The network information provided, including rates and publications information is subject to change. Contact us to verify current information.*



(888) 899-MFCP (6327)  
MFCP.org

we're here  
to help  
your sales **ad  
up**

Understanding and working with the three separate ad network programs can be a bit confusing the first time through. But, don't worry—MFCP is here to help!

Our staff offers custom one-on-one network ad sales training for all members including:

- ▲ placement strategies
- ▲ wording
- ▲ publication selection
- ▲ more!

One of MFCP's guiding tenets is that we're here to help you make more money! And, this is just one of the many ways we support you.

Let our shared knowledge and group of community papers make your sales go further, we're just a call or click away:

(888) 899-MFCP (6327)  
director@mfc.org  
office@mfc.org



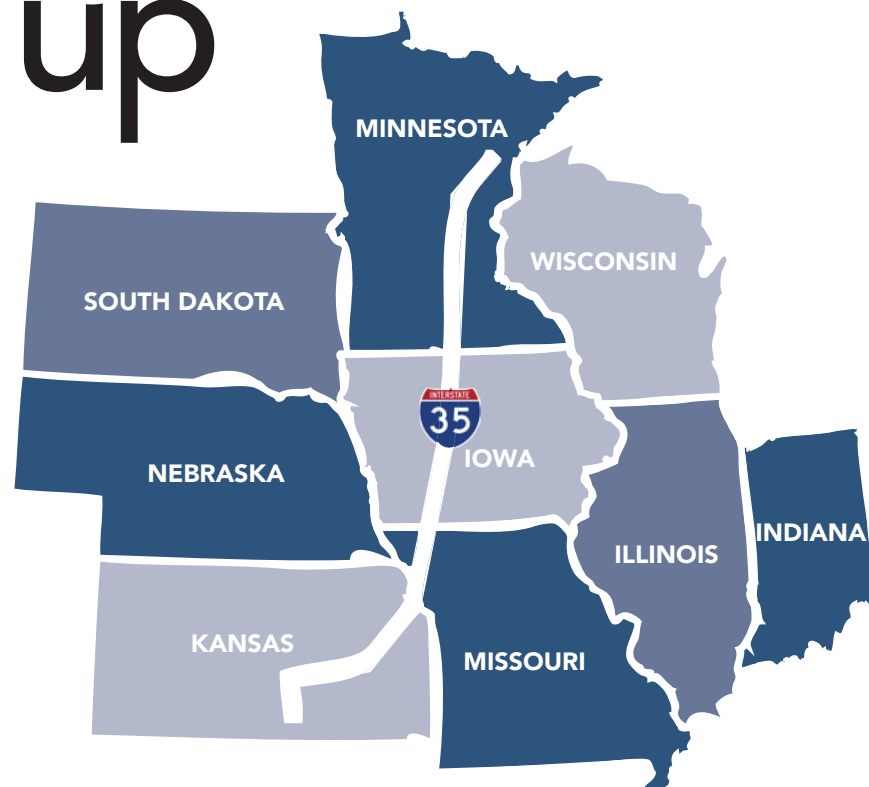
for results that really **ad  
up**  
for you ▲ for your advertisers ▲ for your readers

# MFCP Network Advertising

for results that really **ad up** increased sales, circulation, and readership for your clients

Advertising through the Midwest Free Community Papers (MFCP) network is a great opportunity to provide your advertisers a simple, cost-effective way to reach a widespread audience. Plus, you can generate added revenue for your publication and instant sales commissions in an easy, streamlined process.

Established in 1955, MFCP is the largest regional free community papers association, offering you combined support and circulation for success.



## HELPING YOUR CLIENTS REACH FURTHER IS AS EASY AS 1, 2, 3:

1

### PICK THE PROGRAM

that best meets your clients' needs—we offer three network options:

- Classifieds
- 2x2 Display Ad
- Custom Display Ad

2

### CONTACT MFCP

with ad copy, sizing, run dates, etc. You can reach us at:  
**office@mfcpc.org** or  
**888-899-6327**

We will place your ad in the network and let you know your net cost. We then handle the placing of the ad in all selected publications and gather the tearsheets.

3

### BILL YOUR CUSTOMER

(the suggested retail price) and keep the profit!

Classifieds Network: Each \$249 ad sale earns \$75.00

2x2 Display Ad Network: Each \$600 ad sale earns \$100.00

Custom Display Ad: Selling pub earns 15%

## MIDWEST CLASSIFIEDS NETWORK



reach a combined circulation **over 1.5 million**

**ALL ZONES:** | 9 states: Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin  
**\$249**/week  
suggested retail price · Member pays MFCP \$174

Or choose from the zones below to reach all MCN members in certain markets

**IOWA**  
**\$169**/week  
over 858,000 circulation  
Member pays MFCP \$109

**MINNESOTA**  
**\$115**/week  
over 267,000 circulation  
Member pays MFCP \$75

**EAST of I-35**  
**\$169**/week  
over 615,000 circulation  
Member pays MFCP \$109

**WEST of I-35**  
**\$169**/week  
over 990,000 circulation  
Member pays MFCP \$109

Ads are 30 words or less. Additional words: \$2 each  
10% discount for running ad 3 consecutive weeks; 15% for 5 consecutive weeks; 20% for 7 consecutive weeks.

Circulation is approximate as not all members run all ads every week.

## MIDWEST 2 X 2 DISPLAY AD NETWORK



reach a combined circulation **over 843,000**

**AS LOW AS:** | OVER 70 PAPERS IN 9 STATES:  
Illinois, Indiana, Iowa, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin  
**\$600**/week  
suggested retail price · Member pays MFCP \$500

Your customer's 3" wide x 2" tall ad will reach a very big market at a low, low cost. The Midwest 2 x 2 display ad network offers huge savings over buying the same size ad in every free paper in the midwest.

This network is the perfect low-cost program for businesses that could benefit from broad, multi-publication ad placement:  
resorts · festivals · fairs · wineries · tourist related businesses · public awareness campaigns · unique products · farm implements · more!

Discounts offered for multi-week orders.

Circulation is approximate as not all members run all ads every week.

