

NETWORK AD SALES

Tips for Success...

TIPS FOR CREATING A GREAT AD:

- Keep the ad content clear and focus on the benefits.
- Use power words like “Now Hiring”, “Free Estimates”, “Call Today”. Words that move people to act.
- Always include a clear call to action: Phone, email, or website.

DON'T FORGET:

Every member receives a free network ad coupon when they renew their annual dues. Don't let that coupon go to waste! Consider reducing the normal selling price to a client – maybe sell them two weeks for the price of one. Then turn in the coupon with your order. They still pay for one week and you still earn a commission. It's a great way to help a client test the water.

WHAT COMPANIES SHOULD BE ON YOUR LIST?

In 2024, businesses of all types found success with our MCN program—and we're confident that your market has clients who could benefit, too! From auctions to employment ads, collectible buyers, pet sellers, and more, this program is a proven way to reach a wide audience.

HERE'S A GLIMPSE OF THE KINDS OF ADS THAT THRIVED LAST YEAR:

Auction: "Machinery Consignment Sale – Call Today to Consign!"

Help Wanted/Employment Ad: "Join Our Team – Competitive Pay & Benefits!"

Collectible and Coin Buyers: "We Buy Coins, Gold, and Silver – Call for Cash Offers!"

Pet Seller: "AKC Bernese Mountain Dog Puppies – Ready Now!"

Home and Land Deals

Consignment Sales

RV Parks, Events and more

Take a moment to browse the ads below. These are all ads that ran in the past 12 months. As you'll note there is a wide variety. Armed with these samples, grab a copy of your paper, find a client who's similar in nature. Use the Sales Script when you reach out to them and explain why they need to add network ads to their media buy in 2025. It's that simple!

HERE A SAMPLE OF ADS THAT WERE SOLD IN THE LAST YEAR:
MANUFACTURED HOMES, (2024, Vinyl/ Shingled. 2Br start at \$39,999). (16x80) (3Br-2Ba.) \$68,999. (28X64) (4Br-2Ba) \$79,999. Delivered Factory-Direct, E. Of I-35, North of I-80, to Minnesota Border. 319-239-1920. (mcn) Cedar Valley Saver- Tom Hofmann

Rock Island Gun and Knife Show. QCCA Expo Center, 2621 4th Ave., Rock Island, IL, Nov. 9 & 10 Sat. 9-5; Sun. 9-3; Over 200 vendor tables!! www.pcshows.net or call Mark 309-582-6268. West Burlington show Nov. 16 & 17. (mcn) Dubuque Advertiser- Greg Birkett

Woodworking Machinery consignments wanted! For The WI Woodworker & Contractor Auction Held in Cashton WI April 26th. Complete shops or one machine. More info Call Allen 715-229-2222. (mcn) Richland Center Shopping News – Alice Schulte

Buying and selling silver bars, silver dollars, rare coins, gold coins, gold jewelry, any gold-silver items, collector coins, currency. Kuehl's Coins, Fairmont, MN, 507-235-3886/507-399-9982. (mcn) Jackson Livewire- Dallas

TRUCKERS! Do you want security, reliable equipment, and home time? We have drivers making over \$80,000 and full benefits. No-touch freight. Small company since 1940. Call 507-460-9011. Apply on-line WWW.MCFGTL.COM (MCN)- The Mower Shopper, Julia Thompson

All Military Items Wanted: WW1, WW2, Korea, Vietnam. Medals, knives, helmets, daggers, uniforms, all items wanted. Also, Indian arrowheads and artifacts. Single items or collections. Paying cash. 563-581-9568. (mcn) Dubuque Advertiser- Greg Birkett

WRIGHTZ AUCTION CO. "Your Locally Owned, Full-Service Auction Company"
MACHINERY CONSIGNMENT SALE, MONDAY, MARCH 4, 2024 9 A.M. CALL TO CONSIGN TODAY! 641-398-2218. Hwy 218, Floyd, IA. www.wrightzauctionco.com (mcn) Cresco Shopper- Peggy Loveless

AKC Registered Bernese Mountain Dog puppies. Very cute and friendly. Well-marked. Ready Now. \$1200 obo. 715-229-2222. (mcn) Richland Center Shopping News –

Kramer Auction. JADE, Art, Gold/Silver Coins & Arrowhead. Online Auction, April 22nd 10AM-5PM. *Closing April 23rd 9AM CST.* 300 S. Marquette Rd. Prairie du Chien, WI *Catalog Online @ www.KramerSales.com* (mcn) Wisconsin Iowa Shopping News

Full-time advertising sales representative wanted in Southwest Minnesota and Eastern South Dakota. Email resume to joyce@saukherald.com (mcn) Dairy Star- Joyce

Escape to beautiful SE Texas this winter at Rolling Knolls RV Park! Hosts David & Jean Dixon. Quaint, clean park close to great attractions. 936-217-5253, RollingKnollsRVPark.com (mcn) Rocket- Mike Kolbe

Join Conductix-Wampfler! Work hard and have fun with great people on empowered teams. Our products are used worldwide to power everything from amusement rides to cranes. www.conductix.us (800)-521-4888 Harlan, IA/Omaha, NE (mcn) Rocket – Tami Schechinger

NEED MORE INSPIRATION? Check out this testimonial!

Ever feel like you and/or your clients are spending too much on non-print help wanted ads? Joyce Frericks knows the feeling all too well. As a publisher, she's been in the trenches, spending big bucks on Indeed ads, only to be met with disappointment.

But here's the twist: Joyce decided to shake things up. She pivoted to the MFCP Ad Networks—and boy, was it a game-changer!

Here's her story, in her own words:

"Hi fellow members! I'm Joyce Frericks, of Star Publications, Sauk Centre, Minnesota and we've been where your clients are when it comes to employment ads. We spent a small fortune (\$700 over two months) on Indeed ads, hoping for qualified applicants outside of our immediate area. We came up short and it was frustrating, to say the least.

We decided to put the power of the MFCP Ad Networks to the test. We purchased a 2x2 network ad, a MCN classified ad and placed a 2x3 in three other MFCP member publications. In all, we invested \$620 and found success—almost instantly! Within two weeks, we had three top-notch applicants knocking on our door, ready to fill those crucial positions. I'm pleased to report we hired our top pick."

So, there you have it....proof that our ads work! How many of your advertisers would benefit from having their message reach over 1.4 million homes?

STILL HAVE QUESTIONS? WANT ONE-ON-ONE TRAINING?

We'd love to help. After, all we're here to help you succeed!

Call Lee or Sue at 888-899-6327 or email Director @mfcp.org