



NETWORK ADVERTISING



for results that really



for your business



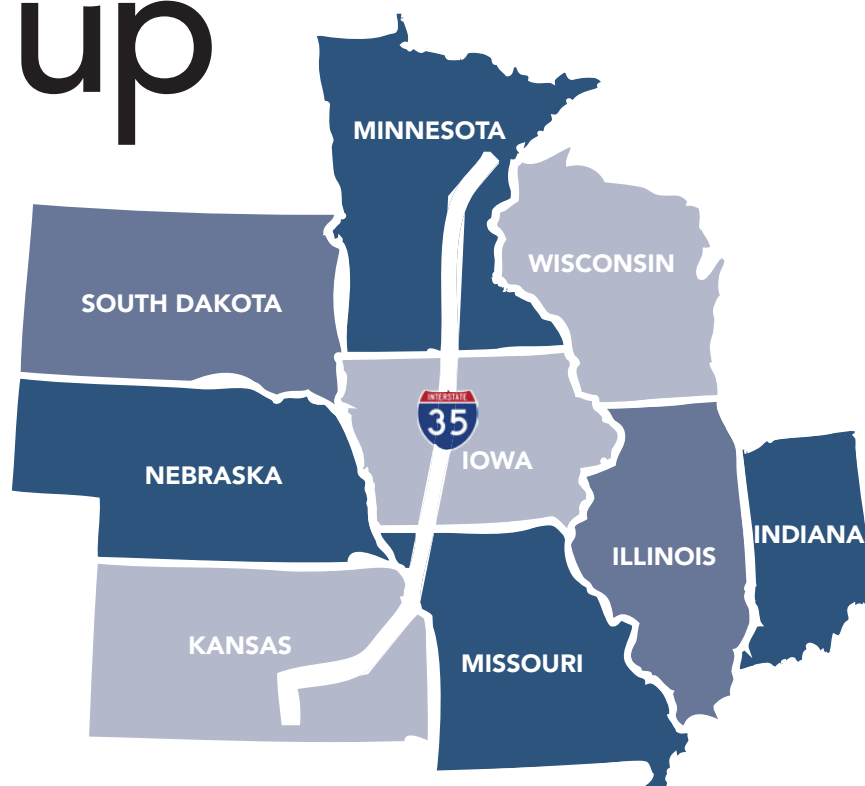
# MFCP Network Advertising



increased circulation and  
readership for increased  
customers for your business

Advertising through the Midwest Free Community Papers (MFCP) network is a great opportunity to reach a widespread audience of new customers in a simple, cost-effective way.

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



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

## PICK THE PROGRAM

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

- Classifieds
- 2x2 Display Ad
- Custom Display Ad

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**CONTACT YOUR LOCAL  
AD REP OR MFCP**

with ad copy, sizing, run dates,  
etc. You can reach us at:

**office@mfcf.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.

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## REVIEW YOUR STATEMENT

## One Call

## One Bill

## One Payment



## MIDWEST CLASSIFIEDS NETWORK

reach a combined circulation **over 1.4 million**

**ALL ZONES:**  
**\$249**/week

8 states: Illinois, Indiana, Iowa, Kansas, Minnesota, Nebraska, South Dakota, Wisconsin

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

**IOWA**  
**\$169**/week  
over 858,000  
circulation

**MINNESOTA**  
**\$115**/week  
over 267,000  
circulation

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

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

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 840,000**

**AS LOW AS:**  
**\$600**/week

OVER 70 PAPERS IN 8 STATES:  
Illinois, Indiana, Iowa, Kansas, Minnesota, Nebraska, South Dakota, Wisconsin

Your 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.



## MIDWEST CUSTOM DISPLAY AD NETWORK

up  
size

customize ad size and placement

Let Midwest Free Community Papers do all the work for you, from the initial quote through placement, fulfillment and invoicing. Simply choose the ad size and specific papers, counties, or regions that fit the needs of your business. 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 you're ready to run, upload the ad, supply a few details and we'll take care of everything else!

Run your business instead of doing paperwork

Continue to work with your local newspaper ad rep

Get the best rates and discounts available

Enjoy the ease of one contact, one bill, one payment

*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 support for your business 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 advertising dollars go further, we're just a call or click away.

**Let us help you place your ad today!**

For additional information  
contact your local ad rep or MFCP:

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