



NETWORK ADVERTISING



for results that really **ad**  
**up**  
for your business

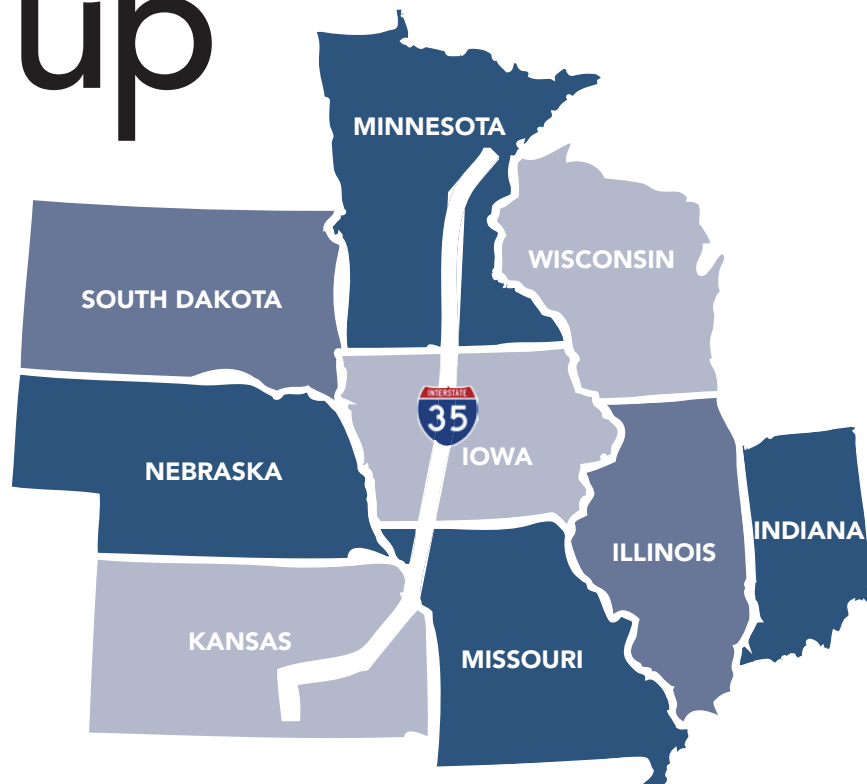
# MFCP Network Advertising

for results that really  
increased circulation and  
readership for increased  
customers for your business

ad  
up

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:

1

### PICK THE PROGRAM

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

- Classifieds
- 2x2 Display Ad
- Custom Display Ad

2

### CONTACT YOUR LOCAL AD REP OR MFCP

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

[office@mfc.org](mailto:office@mfc.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

### REVIEW YOUR STATEMENT

- One Call
- One Bill
- One Payment

## MIDWEST CLASSIFIEDS NETWORK

up  
words

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

up  
two

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@mfc.org | office@mfc.org

# 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](http://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](http://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](http://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](http://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](mailto: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](http://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](http://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

# CLASSIFIED AD SALES SCRIPT

## OPEN THE CONVERSATION:

Hi \_\_\_\_ (CLIENT NAME) \_\_\_\_\_, I'm \_\_\_\_ (YOUR NAME) \_\_\_\_  
with the \_\_\_\_ (YOUR PUBLICATIONS NAME) \_\_\_\_\_.

*I'm reaching out today because we're currently offering a cost-effective way to get your message in front of 1.4 million readers across the Midwest.*

## INTRODUCE THE MFCP CLASSIFIED NETWORK

*We're part of a regional classified ad network that allows us to place your classified ad in a much larger area. This network is a powerful way to reach customers who are actively engaged in their local papers.*

## COMMUNICATE THE VALUE

*Imagine having your ad placed in over 90 publications, throughout 8 Midwestern states and reaching more than 1.4 million homes every single week. And, it's just \$249 per week for a 30 – word classified ad. You get an entire regional reach for the cost of a local ad in some markets.*

## CLOSE THE SALE:

*Would you like me to help you write a 30-word ad today? We can get it into the next run and have it read in over 1.4 million homes for just \$249.*

## TIPS FOR CREATING A GREAT AD:

- Keep the ad content clear and focus on the benefits.
- Use words like “Now Hiring”, “Free Estimates”, “Call Today”
- Include a clear call to action: Phone, email, or website.

## DON'T FORGET:

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## STILL HAVE QUESTIONS:

We're here to help! Give Lee or Sue a call at 888-899-6327 or email: [Director@MFCP.org](mailto:Director@MFCP.org).

Want one-on one training? Again, give us a call or send an email. We're here to help you make more money!