



**MIDWEST DISPLAY NETWORK  
and 2 x 2 NETWORK  
PARTICIPATION AGREEMENT**

**Publication Name:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_

**Contact Name for Display Ads:** \_\_\_\_\_

**Contact Phone:** \_\_\_\_\_

**Contact Fax:** \_\_\_\_\_

**Email Address to send display ads to:** \_\_\_\_\_

I agree to run ads that come through the Midwest Display Network at a 30% discount off my publication's local open rates. I understand that the ads will come camera ready and that payment will be made by MFCP upon receipt of ad tearsheets. I also understand that I can sell advertising into other MDN member publications and keep a 15% commission.

I also agree to run a 2 x 2 Display Ad weekly at no charge to MFCP for the purpose of growing MFCP revenues to provide for benefits to members. I understand that if space is tight, I may delay the ad for one week or, if the ad copy is objectionable, I have the option to not run it on a given week at all. No tear sheets are required for the 2 x 2 Network ads.

\_\_\_\_\_  
Authorizing Signature

\_\_\_\_\_  
Date