

FOR INTERNAL USE ONLY



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

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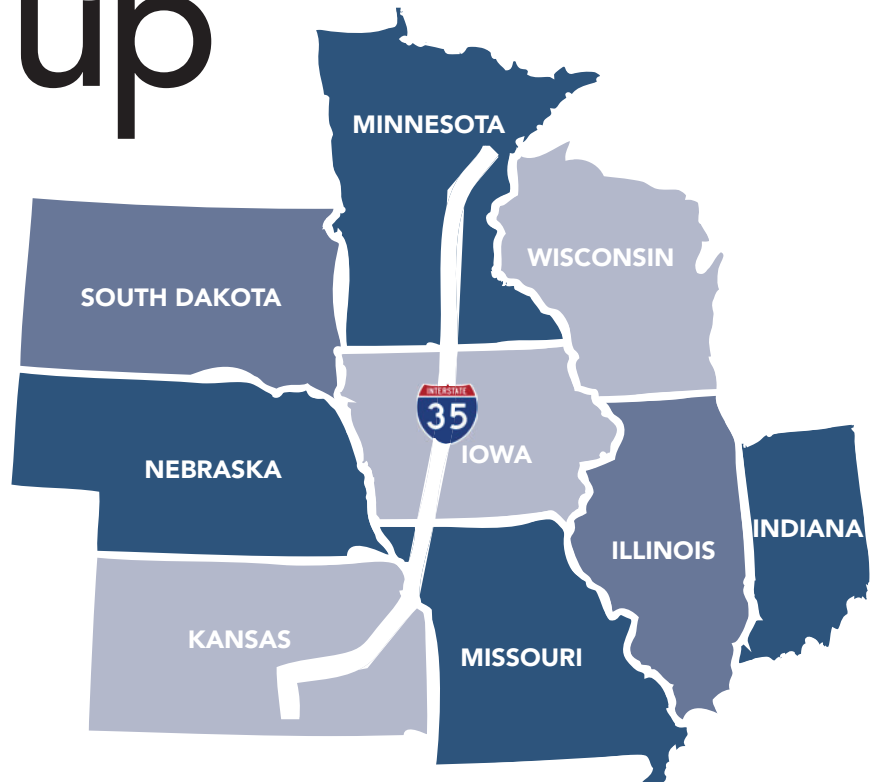
MFCP Network Advertising

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

ad
up

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

UpWords, UpTwo, UpSize

2

CONTACT MFCP

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

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

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 1.9 million**

ALL ZONES:

\$249/week

suggested retail price · Member pays MFCP \$174

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

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

IOWA

\$169/week

over 1 million
circulation

Member pays
MFCP \$109

MINNESOTA

\$115/week

over 389,000
circulation

Member pays
MFCP \$75

EAST of I-35

\$169/week

over 988,000
circulation

Member pays
MFCP \$109

WEST of I-35

\$169/week

over 920,000
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:

\$600/week

suggested retail price · Member pays MFCP \$500

OVER 70 PAPERS IN 9 STATES:

South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois, Indiana

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.

MIDWEST 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:

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office@mfcps.org