

What is NorthSCAN?

NorthSCAN is the North Dakota Newspaper Association's Statewide Classified Advertising Network. NDNA will place your 25-word classified ad in 10 multi-day and 73 weekly newspapers for only \$160 (additional words are \$5 each). All of NDNA's member newspapers participate in the NorthSCAN.

The North Dakota Newspaper Association can place classified ads in other states. Most states have networks similar to NorthSCAN. Costs, circulation, standards of acceptance and format vary from state-to-state. Contact NDNA for details.

Not sure how to get started?

Follow these simple steps:

1. Contact any North Dakota newspaper listed inside or contact the North Dakota Newspaper Association (contact info below), to place your classified ad.

2. Submit your ad copy with payment by Tuesday, noon (central time) to run the following week. You may e-mail, fax, or mail your ad copy. (No phone orders will be accepted.) Payment must be received prior to your ad running. We also have a payment page if you'd like to use your credit card or PayPal.



1435 Interstate Loop, Bismarck, ND 58503-0567
Toll FREE: (866) 685-8889
(701) 223-6397 • FAX (701) 223-8185
kellir@ndna.com • www.ndna.com
Kelli Richey, NorthSCAN/2x2 Coordinator

NDNA
NORTH DAKOTA NEWSPAPER ASSOCIATION
1435 Interstate Loop, Bismarck, ND 58503-0567
Toll FREE: (866) 685-8889 • www.ndna.com

Reach all of North Dakota for only \$160!

NorthSCAN

North Dakota Statewide Classified Advertising Network

Reach all of North Dakota with





Ad Order Form

Name: _____

Address: _____

Phone: _____

Ad Copy: please type/print clearly or attach copy

Start Date:	Number of Insertions:
Total Due from Customer:	Total Due from Newspaper:

Originating Newspaper: _____

Price: \$160 for 25 words.
Each additional word is \$5 per word.

Payment Method:

- Enclosed
- Credit Card (Visa, MasterCard)

Name on Card: _____

Card Number: _____

Exp. Date: _____ CID Security #: _____

Signature: _____

(or you may visit our payment page at www.ndna.com/billpay and use a credit card or PayPal)

Return to:

NDNA, 1435 Interstate Loop, Bismarck, ND 58503-0567
E-Mail: kellir@ndna.com • FAX: 800-223-8185



When will my ad appear?

Each newspaper listed below will run your ad one time per week ordered. Multi-day newspapers generally run the ad on one of the largest circulation days.

Where will my ad appear?

Most newspapers will run the ads in or near its classified section. Some newspapers classify each statewide ad, while others block them together. Both provide excellent exposure!

NDNA member newspapers

- | | |
|------------------------------------|---------------------------------------|
| Aneta Star | Lakota American |
| Ashley Tribune | LaMoure Chronicle |
| Beach, Golden Valley News | Langdon, Borderland Press |
| Belcourt, Turtle Mountain Times | Larimore Leader-Tribune |
| Beulah, The Beacon | Linton, Emmons Co. Record |
| *Bismarck Tribune | Lisbon, Ransom Co. Gazette |
| Bottineau Courant | Litchville Bulletin |
| Bowbells, Burke Co. Tribune | Mandan News |
| Bowman Co. Pioneer | Mayville, Traill Co. Tribune |
| Cando, Towner Co. Record-Herald | McClusky Gazette |
| Carrington, Foster Co. Independent | McVile Messenger |
| Carson Press | Medora, Billings Co. Pioneer |
| Casselton, Cass Co. Reporter | Michigan, Nelson Co. Arena |
| Cavalier Chronicle | Milnor, The Sargent County Teller |
| Center Republican | Minnawaukan, Benson Co. Farmers Press |
| Central McLean News-Journal | *Minot Daily News |
| Cooperstown, Griggs County Courier | Mohall, Renville Co. Farmer |
| Crosby, The Journal | Napoleon Homestead |
| *Devils Lake Journal | New England, Hettinger Co. Herald |
| *Dickinson Press | New Rockford Transcript |
| Drayton, Valley News & Views | New Salem Journal |
| Edmore Herald | New Town, MHA Times |
| Elgin, Grant Co. News | Northwood Gleaner |
| Ellendale Dickey Co. Leader | Oakes Times |
| Enderlin Independent | Park River, Walsh Co. Press |
| * Fargo, The Forum | Pembina New Era |
| Finley, Steele Co. Press | Rolla, Turtle Mountain Star |
| Fordville, Tri-Co. Sun | Rugby, Pierce Co. Tribune |
| Gackle, Tri-Co. News | Stanley, Mountrail Co. Promoter |
| Garrison, McLean Co. Independent | Steele Ozone & Kidder County Press |
| Glen Ullin Times | Tioga Tribune |
| Grafton, Walsh Co. Record | Towner, Mouse River Journal |
| *Grand Forks Herald | *Valley City Times-Record |
| Hankinson, News Monitor | Velva Area Voice |
| Harvey, The Herald-Press | *Wahpeton, Daily News |
| Hatton Free Press | Washburn Leader-News |
| Hazen Star | Watford City, McKenzie Co. Farmer |
| Hebron Herald | Westhope Standard |
| Hettinger, Adams Co. Record | *Williston Herald |
| Hillsboro Banner | Wishek Star |
| *Jamestown Sun | |
| Kenmare News | |
| Kulm Messenger | |

*multi-day newspaper

Standards of Acceptance

Deadline:

Copy and payment must be received at the NDNA office by noon Tuesday of the week preceding the week of insertion. Copy must be e-mailed, faxed or mailed. NO TELEPHONE ORDERS WILL BE ACCEPTED. Late copy will automatically be placed the following week. *Please keep early holiday deadlines in mind also!*

Payment:

THIS IS STRICTLY A CASH OPERATION TO KEEP COSTS AT A MINIMUM. Please remit the total amount of \$160 for 25 words – plus \$5 per word for each additional word. You may pay at our billpay page: www.ndna.com/billpay, where credit cards (Visa and Mastercard) or PayPal accounts are accepted. Checks are also acceptable, and should be made out to NDNA.

Word Count Method:

Telephone numbers, including area code, constitute one word. Addresses: each part of an address is counted as one word. 1500 N. State Street is four words. PO Box 500 is three words. The name of the city, state and zip code each count as one word. Hyphenated or slash-marked words count as two words. Websites and e-mail addresses are one word each.

Format:

We automatically capitalize all letters in the first three words of each ad. No special typesetting requests are allowed.

Errors:

Typographical errors will result in a “make-good” of the ad in the paper(s) that ran the error.

Circulation:

This statewide program involves 83 newspapers for a circulation of almost 153,000 in all counties of the state.

Proof of Publication:

The NDNA office will monitor each newspaper in the statewide classified ad program. No tearsheets will be provided unless ONE is requested prior to the ad running. For multiple tearsheet requests, contact the NDNA office for options and pricing.

Restrictions: *No refunds if cancelled after deadline.*

- ☛ NDNA and its members reserve the right to reject and/or edit any ad that is deceptive, offensive, not in compliance with state and federal regulations, or otherwise unacceptable. **ALL ADS MUST PASS PRIOR APPROVAL.**
- ☛ No work-at-home advertisements unless reviewed & accepted by NDNA.
- ☛ Business opportunity and investment advertising must disclose the type of business and the amount of investment required.
- ☛ Job listings must be for bona fide openings and state type of work offered. Ads for job information must indicate in the ad what the customer will receive. Ad cannot claim “now hiring” if only job information will be provided and actual positions available are not advertised. Ad must state if there is a fee to receive job information. If approved, ads for job information will be placed under “Job Information” category and not the “Help Wanted” category.
- ☛ No 900 number ads or 800 number ads that refer to a 900 number.
- ☛ No weight loss, suppressant or nutritional supplements ads.
- ☛ No quick-fix credit or money-to-lend ads.
- ☛ Political advertising for measures or individual candidates running for office or parties is not allowed. However, an ad for notice of caucus is permissible.
- ☛ Adoption ads require a letter from an attorney.
- ☛ No sexual enhancement, psychic, or astrology ads accepted.