What is the 2x2 Network?

The 2x2 Network is the North Dakota Newspaper Association's small space display advertising network. NDNA will place your 2 column by 2 inch display ad in 10 daily and 80 weekly newspapers for only \$700. All of NDNA's member newspapers participate in the 2x2 Network.

The North Dakota Newspaper Association can place small space display ads in other states. Most states have networks similar to NDNA's 2x2 Network. 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 2x2 Network ad.

2. Submit your ad copy with payment by Monday, 5:00 p.m. (central time) to run the following week. *Please check for availability– limited space available!* 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



Reach all of North Dakota with



Not too big, not too small – for \$700 you can get 'em all

Where will my ad appear?

Each newspaper listed below will run your ad one time per week ordered. Special requests for a specific section or publishing day are not allowed.

NDNA member newspapers

NW Region - 21 Weeklies, 2 dailies Bottineau Courant Bottineau, Lake Metigoshe Mirror Bowbells, Burke Co. Tribune Crosby, The Journal Garrison, McLean Co. Independent Kenmare News Killdeer, Dunn Co, Herald McClusky Gazette *Minot Daily News Mohall, Renville Co. Farmer New Town, MHA Times New Town News Parshall, Mountrail Co. Record Stanley, Mountrail Co. Promoter Tioga Tribune Towner, Mouse River Journal Turtle Lake, McLean Co, Journal Underwood News Velva Area Voice Washburn, Leader-News Watford City, McKenzie Co. Farmer Westhope Standard *Williston Herald

NE Region - 28 weeklies, 2 dailies

Aneta Star Belcourt, Turtle Mountain Times Cando, Towner Co. Record-Herald Carrington, Foster Co. Independent Cavalier Chronicle Cooperstown, Griggs County Courier *Devils Lake Journal Dravton, Valley News & Views Edmore Herald Finley, Steele Co. Press Fordville, Tri-County Sun Grafton, Walsh Co. Record *Grand Forks Herald Harvey, The Herald-Press Hatton Free Press Hillsboro Banner Lakota American Langdon, Cavalier Co. Republican Larimore Leader-Tribune Mavville, Traill Co, Tribune McVille Messenger Michigan, Nelson Co. Arena Minnewaukan, Benson Co. Farmers Press New Rockford Transcript Northwood Gleaner

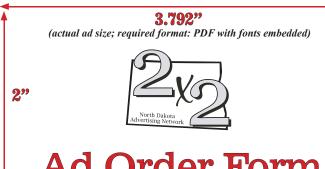
Park River, Walsh Co. Press Pembina New Era Rolla, Turtle Mountain Star Rugby, Pierce Co. Tribune Walhalla Mountaineer

SW Region - 15 weeklies, 2 dailies

Beach, Golden Valley News Beulah Beacon *Bismarck Tribune Bowman Co. Pioneer Carson Press Center Republican *Dickinson Press Elgin, Grant Co. News Glen Ullin Times Hazen Star Hebron Herald Hettinger, Adams Co. Record Linton, Emmons Co. Record Mandan News Medora, Billings Co. Pioneer New England, The Herald New Salem Journal

SE Region - 16 weeklies, 4 dailies

Ashley Tribune Casselton, Cass Co. Reporter Edgeley Mail Ellendale, Dickey Co. Leader Enderlin Independent *Fargo, The Forum Gackle, Tri-Co. News Hankinson, News-Monitor *Jamestown Sun Kulm Messenger LaMoure Chronicle Lisbon, Ransom Co, Gazette Litchville Bulletin Milnor, The Sargent County Teller Napoleon Homestead Oakes Times Steele Ozone & Kidder County Press *Vallev City Times-Record *Wahpeton Daily News Wishek Star



Ad Order Form

Name:

Address:

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Start	Date:	Number o	f Insertions:			
Total Due fro	m Customer:	Total Due from Newspaper:				
Select the region(s) where you want your ad to appear: All of ND = \$700, NW or SW = \$150/region, NE or SE = \$250/region						
□NW	□SW	□NE	□SE			

Originating Newspaper:

Price: \$700 for all of North Dakota \$150 per region for NW & SW Regions \$250 per region for NE & SE Regions (SAVE \$100 by purchasing the whole state!)

Payment Method:

□ Enclosed

Credit Card (Visa, MasterCard, Discover, AmEx)

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

Standards of Acceptance

Deadline: *Limited space available! Call ahead to reserve space!* Final creative <u>and payment</u> must be received at the NDNA office by 5:00 p.m. Monday of the week preceding the week of insertion (be sure to allow additional time for ad creation and proof time if needed, so it is completed by the deadline). Customer-submitted creative must be emailed as a PDF. NO TELEPHONE ORDERS WILL BE ACCEPTED. Late copy will automatically be placed when the next space is available. *Please keep early holiday deadlines in mind also!*

Payment:

THIS IS STRICTLY A CASH OPERATION TO KEEP COSTS AT A MINI-MUM. Please remit the total amount of \$700 for the whole state, \$150/region for the NW & SW regions, \$250/region for the NE & SE regions. 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.

Errors:

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

Circulation:

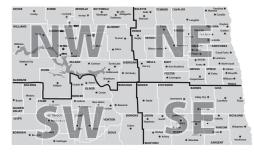
This statewide program involves 90 newspapers for an approximate circulation of approximately 200,000 in all counties of the state.

Proof of Publication:

The NDNA office will monitor each newspaper in the 2x2 Network 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:

- 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. <u>ALL ADS MUST PASS</u> <u>PRIOR APPROVAL.</u>
- 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.
- 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.
- •^{Se} 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.



*daily newspaper