

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 79 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



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

2x2 Network

2x2 Small Space Display Advertising Network

Reach all of North Dakota with



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 - 20 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, Central McLean News Journal
- Velva Area Voice
- Washburn, Leader-News
- Watford City, McKenzie Co. Farmer
- Westhope Standard
- *Williston Herald

- 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
- *Valley City Times-Record
- *Wahpeton Daily News
- Wishek Star


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
- Drayton, 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
- Mayville, Traill Co. Tribune
- McVie Messenger
- Michigan, Nelson Co. Arena
- Minnewaukan, Benson Co. Farmers Press
- New Rockford Transcript
- Northwood Gleaner

*daily newspaper

3.792"

(actual ad size; required format: PDF with fonts embedded)



Ad Order Form

2"

Name: _____

Address: _____

Phone: _____

Start Date:	Number of Insertions:
Total Due from Customer:	Total Due from Newspaper:
<p>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</p> <p> <input type="checkbox"/> NW <input type="checkbox"/> SW <input type="checkbox"/> NE <input type="checkbox"/> SE </p>	

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 and payment 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 MINIMUM. 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 89 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. **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.
- 🚫 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.

