

Date: 9/10/21

To: All Newspaper Sales Reps
From: Kelli Richey, NorthSCAN & 2x2 Coordinator
Re: **“NorthSCAN & 2x2 Bonus Plan”**

I hope you are mentioning NorthSCAN & 2x2 ads as an upsell on a regular basis already, but in case you are not, *it's time to start since we are now paying bonuses for new ads sold!*

The North Dakota Newspaper Association is proud to announce the **20th ANNUAL “NorthSCAN & 2x2 Bonus Plan”**- and we are ready to pay you for your sales efforts **STARTING IMMEDIATELY!** The more you sell, the more chances you have at winning the **\$100 CASH PRIZE DRAWING** to be given away at the end of the contest, **PLUS an additional \$50 if you can beat the standing record for “most ads sold” - 105 ads!** No one has beat this yet— so it's up to one of you to SET THE NEW RECORD!

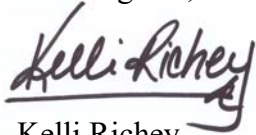
Your packet includes:

- **1- “NorthSCAN & 2x2 Bonus Plan” Details/Rules Flyer**
- **1- “NorthSCAN & 2x2 Bonus Plan” Entry Form**
(Use this as your original! You can make copies of this entry form for extras.)
- **1- Sample of NorthSCAN & 2x2 House Ads available for download**
(Your newspaper can run these to help you promote NorthSCAN & 2x2's! You can also find these ads in a PDF format on our website at: www.ndna.com/members, log in, then go to “Downloads” on the left navigation, next click either “NorthSCAN Classifieds” or “2x2 Ads” and finally scroll to “Promo PDF ads.”)
- **1- NorthSCAN Brochure**
- **1- 2x2 Brochure**

Everything you need to get started is included in this packet. Please read through everything to familiarize yourself with the **“NorthSCAN & 2x2 Bonus Plan”** details and rules. Feel free to contact me if you have any questions, and I'd be glad to assist you with selling the NorthSCAN and/or 2x2 programs!

Can't wait to see who will beat the record this year!

Best Regards,



Kelli Richey
NorthSCAN & 2x2 Coordinator

It's FINALLY back on!

INCREASE YOUR CHANCES-
Sell more ads, make more \$\$\$!



(includes all new NorthSCAN & 2x2 ads!)

The NorthSCAN & 2x2 Bonus Plan Details!

- ✓ We are proud to announce the 20th annual NorthSCAN and 2x2 Bonus Plan!
- ✓ We will pay bonuses for any new NorthSCAN or 2x2 ad sold!* (*See rules below. And YES, 2x2 network ads are now eligible for the Bonus Plan as well!)
- ✓ The Bonus Plan starts with ads for the week of 9/19/21 and will end 11/30/21 (for week of 12/5/21).
- ✓ Your name will be entered in the drawing for a **\$100 cash prize** every time you place a new NorthSCAN or 2x2 ad!
- ✓ PLUS, if you can beat the current record of 105 ads sold, **you will receive an additional \$50 and 5 extra chances at the \$100 prize! This record has never been beat-- can YOU set the new record?**
- ✓ Need ideas? Since NorthSCAN run in the Classified section, try: Help Wanted (Teachers, Drivers, Electricians, Laborers, Harvest Workers, Oil Industry Workers), Real Estate, Mineral Rights, Steel Buildings, Storage, Man Camps & Housing, Business Opportunities, Farm Equipment, Automotive. The 2x2 network ads do not run in the classified section, so ads highlighting Community Events and Celebrations or "business image" ads work very well on the 2x2 network!

And don't forget, your newspaper still gets to keep HALF every time you sell a NorthSCAN or 2x2 ad!

BONUS PLAN RULES

- ♦ **Sell a NorthSCAN or 2x2 ad. Send it to NDNA by deadline with your entry form.**
 - Deadlines to run the following week: 2x2 network-- 5 p.m. Monday. NorthSCAN-- noon Tuesday.
 - You may send by email, fax, mail, or online (NorthSCAN ads may be submitted through our online form at www.ndna.com/bonusplan; 2x2's must be emailed with placement details.).
 - Please make sure to include a completed Bonus Plan "Entry Form" **with your new ad placement.** This is the only way for us to track who gets a bonus! **If the form isn't completed and sent with the ad, a bonus will not be paid!** A Bonus Plan "Entry Form" is included with this information. Please make copies of the included entry form, or visit www.ndna.com/bonusplan for a printable entry form, or you may submit NorthSCAN ads through the online form at this webpage (now with PayPal/Credit Card option!).
- ♦ **The ad must be a new ad submitted by a member newspaper salesperson.**
 - A new ad is one that has not run within the previous 8 weeks.
 - Ad changes do not qualify as a new ad.
 - Salesperson must work at a member newspaper.
- ♦ **Bonus Allocations.**
 - For each new ad sold, the salesperson will receive **\$25 for the first insertion, and \$10 for each subsequent insertion- with the same order.**
 - NDNA must receive payment for ads from newspapers before bonus money will be paid to salesperson. **NOTE: Bonuses will no longer be paid on ads over 30 days past due!!!**
 - Bonuses will be paid monthly. Checks will be mailed between the 15th and 20th of each month, starting in October.
 - The \$50 "record beater" bonus and \$100 cash prize will be paid before Christmas.

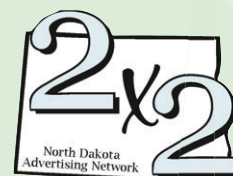
Start SELLING and let the money ROLL!

Please contact me with any questions:
Kelli Richey, NorthSCAN/2x2 Coordinator



1435 Interstate Loop, Bismarck ND 58503
Phone: (701) 595-7315 • Fax: (800) 223-8185

Email: kellir@ndna.com • Website: www.ndna.com



The NorthSCAN & 2x2 Bonus Plan

ENTRY FORM

(Please make lots of extra copies of this entry form for all the ads you will sell!)

This form must be completed and submitted each time you sell a new NorthSCAN or 2x2 ad to receive your bonus and to be entered in the \$100 cash prize drawing.

Check one: ☐ NorthSCAN ☐ 2x2

Newspaper: _____

Salesperson's Name: _____

Address where bonus should be mailed:

Salesperson's Daytime Phone Number: _____

Advertiser's Name: _____ Run Date(s): _____

Ad Keyline: _____

Start SELLING and let the money ROLL!

Please contact me with any questions:
Kelli Richey, NorthSCAN/2x2 Coordinator



1435 Interstate Loop, Bismarck ND 58503
Phone: (701) 595-7315 • Fax: (800) 223-8185
Email: kellir@ndna.com • Website: www.ndna.com



Please complete this portion to be entered in the \$100 Cash Prize Drawing!

Salesperson's Name: _____ Daytime Phone #: _____

Newspaper: _____

**The are available for download at
www.ndna.com/members.**

*for your community event,
Christmas pageant,
special celebration,
or any other need!*



This ad runs in all multi-day & weekly N.D. newspapers for \$700 or less! (full state and regions available.)

Contact the N.D. Newspaper Association: 701-223-6397

*for your community event, summer happenings,
special celebration, or any other need!*



**This ad runs in all multi-day & weekly N.D. newspapers
for \$700 or less! (full state and regions available.)**

Contact the N.D. Newspaper Association: 701-223-6397

With the 2x2 Network, you can get 'em all!

- Run an ad this size in
ALL NORTH DAKOTA NEWSPAPERS
for only \$700!
(Regions also available.)
-  Contact this paper for details. 

ONLY
60

25 words or less.
to 15 each.

Your classified ad runs in all N.D. newspapers for as little as \$160!*

 **Contact this newspaper to place your ad.** 

This space could include your logo, picture, name, and contact info, plus details about your services and products.

**An ad this size runs in all multi-day & weekly N.D. newspapers
for \$700 or less! (full state and regions also available.)**

**Contact the
N.D. Newspaper Assoc.
or your local paper about
the 2x2 network:
701-223-6397**



Your name and contact info



**Is your community holding
a summer celebration,
fair, or other event?**

TELL NORTH DAKOTA



**For only \$160
your announcement
will appear
in all
North Dakota
newspapers**

**Call your newspaper or
1-866-685-8889 for details**



Reach all of
North Dakota
with



**Your classified ad will appear
in all North Dakota
multi-day and weekly
newspapers for only**

\$160

**Call your newspaper
or 1-866-685-8889
for details**



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 76 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

Reach all of North Dakota for only \$160!

Reach all of
North Dakota with



NorthSCAN

North Dakota Statewide Classified Advertising Network



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



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	LaMoure Chronicle
Ashley Tribune	Langdon, Cavalier Co. Republican
Beach, Golden Valley News	Larimore Leader-Tribune
Belcourt, Turtle Mountain Times	Linton, Emmons Co. Record
Beulah, The Beacon	Lisbon, Ransom Co. Gazette
*Bismarck Tribune	Litchville Bulletin
Bottineau Courant	Mandan News
Bowbells, Burke Co. Tribune	Mayville, Traill Co. Tribune
Bowman Co. Pioneer	McClusky Gazette
Cando, Townner Co. Record-Herald	McVille Messenger
Carrington, Foster Co. Independent	Medora, Billings Co. Pioneer
Carson Press	Michigan, Nelson Co. Arena
Casselton, Cass Co. Reporter	Milnor, The Sargent County Teller
Cavalier Chronicle	Minnewaukan, Benson Co. Farmers Press
Center Republican	*Minot Daily News
Central McLean News-Journal	Mohall, Renville Co. Farmer
Cooperstown, Griggs County Courier	Napoleon Homestead
Crosby, The Journal	New England, Hettinger Co. Herald
*Devils Lake Journal	New Rockford Transcript
*Dickinson Press	New Salem Journal
Drayton, Valley News & Views	New Town, MHA Times
Edgeley Mail	New Town News
Edmore Herald	Northwood Gleaner
Elgin, Grant Co. News	Oakes Times
Ellendale Dickey Co. Leader	Park River, Walsh Co. Press
Endertin Independent	Parshall, Mountrail Co. Record
*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	
Lakota American	

*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 86 newspapers for an approximate circulation of approximately 165,000 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:

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-lead 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.

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 multi-day and 76 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.



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Kelli Richey, NorthSCAN/2x2 Coordinator

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

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 - 18 Weeklies, 2 dailies

Bottineau Courant
Bowbells, Burke Co. Tribune
Central McLean News-Journal

Crosby, The Journal

Garrison, McLean Co. Independent

Kenmare News

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

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

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

McVill Messenger

Michigan, Nelson Co. Arena

Minnewaakan, Benson Co. Farmers Press

New Rockford Transcript

Northwood Gleaner

Park River, Walsh Co. Press

*multi-day newspaper

3.792"

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



2"

Ad Order Form

Name: _____
Address: _____

Phone: _____

Start Date:	Number of Insertions:
Total Due from 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)
Name on Card: _____
Card Number: _____
Exp. Date: _____ CID Security #: _____
Signature: _____

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

Return to:

NDNA, 1435 Interstate Loop, Bismarek, 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:

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Proof of Publication:

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Restrictions:

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- 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.

