

# 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 daily 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



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*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](http://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](mailto: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. Daily 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, Towner Co. Record-Herald	McVillie 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
Enderlin 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	

\*daily 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](http://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 175,000 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-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.