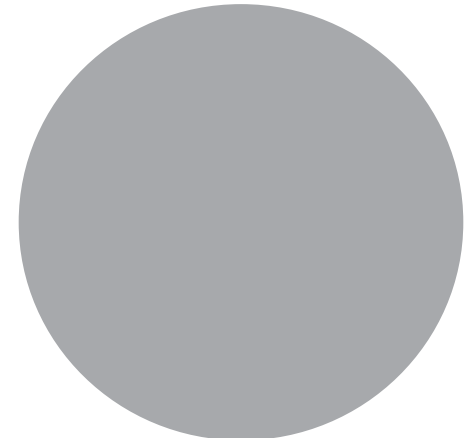
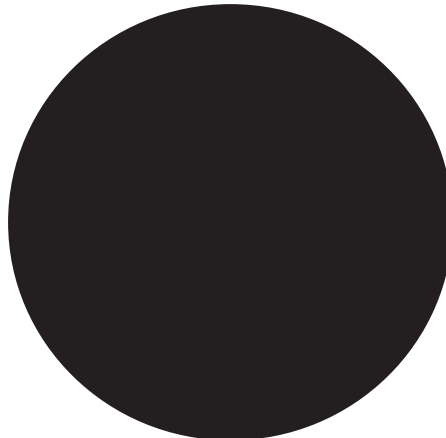
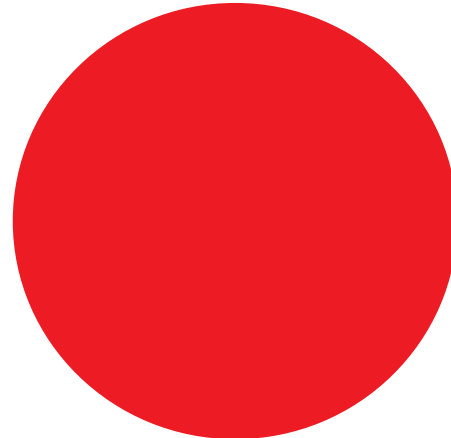
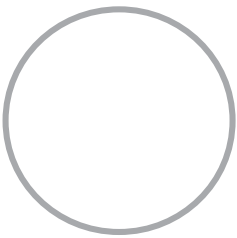
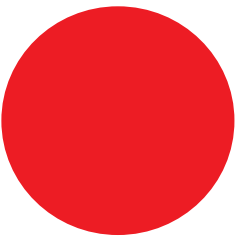
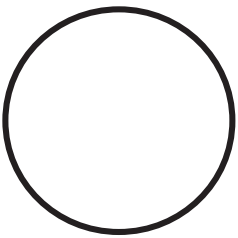
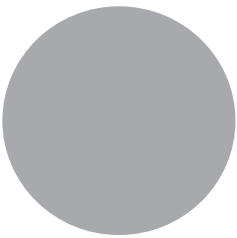
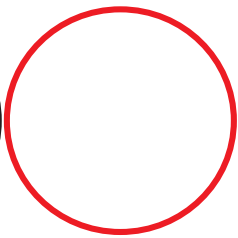
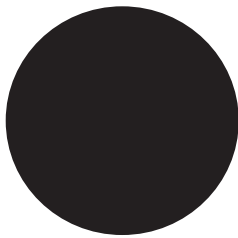


CNA delivers print and online solutions





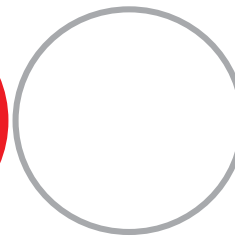
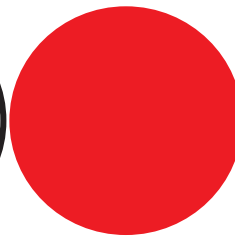
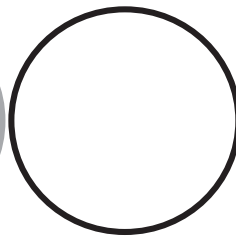
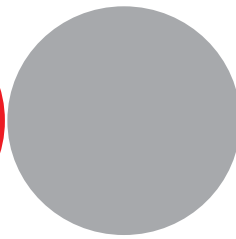
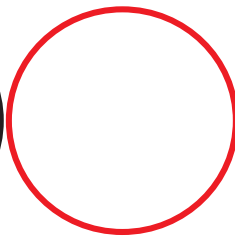
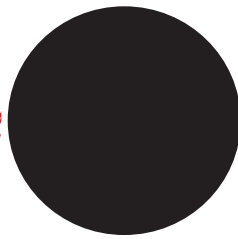
Reach millions of consumers with just **ONE** call!

CNA is a one-stop-shop, offering you...

- **One-buy, one-bill service**
- **Qualified, experienced and helpful staff**
- **Newspaper and online solutions**
- **Audience and demographic data**
- **Rate negotiation**
- **National multi-media planning & placement solutions**



**Learn more by visiting www.cnaads.com
or call 1-800-227-7636!**



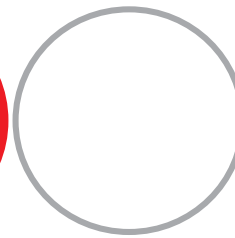
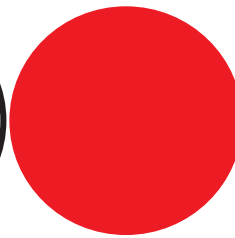
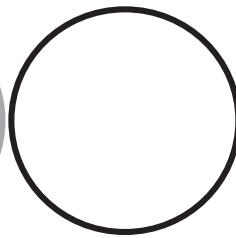
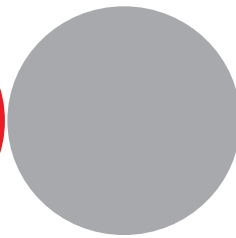
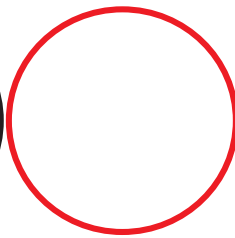
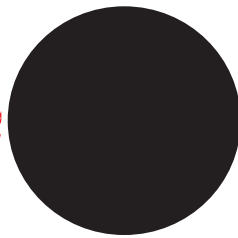
lowans read newspapers!

86% of lowans
read their local newspaper...

And...

lowa newspapers average
2 readers per copy!





lowans prefer newspaper advertising!

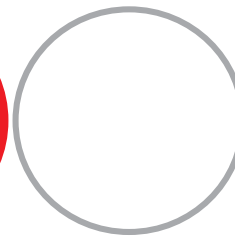
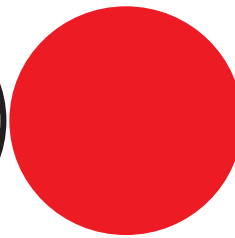
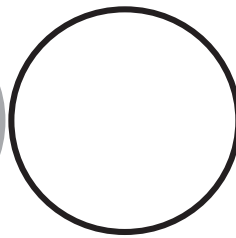
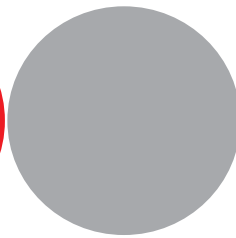
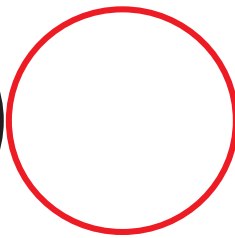
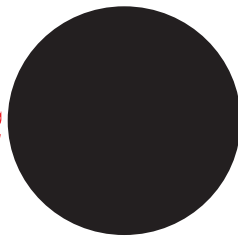
78% of lowans
read advertising inserts

72% look at display ads

61% look at classified ads

45% look at political ads



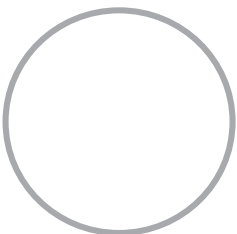
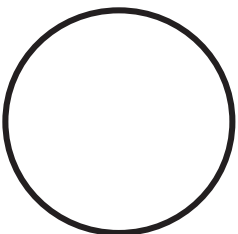
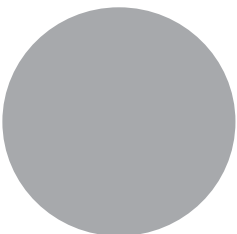
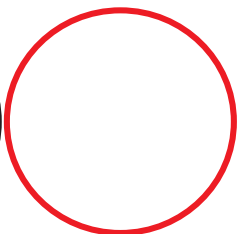
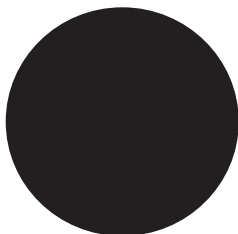


Iowans rely more on their local newspaper than any other medium...

| Primary Source | NEWSPAPER | TV | INTERNET |
|----------------|-----------|-----|----------|
| Local News | 43% | 30% | 12% |
| Where to Shop | 51% | 3% | 18% |
| Product Cost | 42% | 2% | 32% |
| Job Openings | 39% | 1% | 35% |



And... in the past two weeks, 52% of Iowans have purchased an item advertised in the newspaper. This compares to 21% for the Internet and 15% for television!



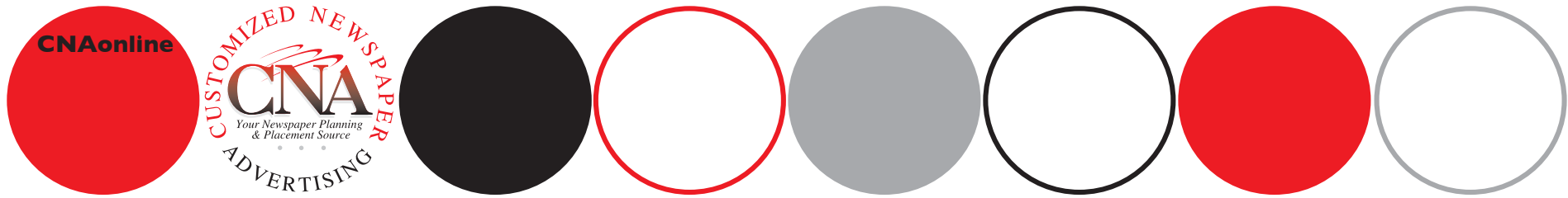
Newspaper readers are online!

80% of lowans have access to the Internet...

And 53% of these lowans visit local newspaper Web sites!*

79% of newspaper website users make purchases online (compared with only 49% of general users)**





Target online visitors through content-driven sites that deliver your audience!

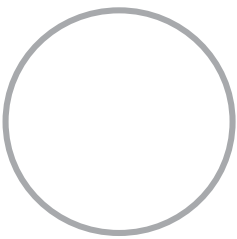
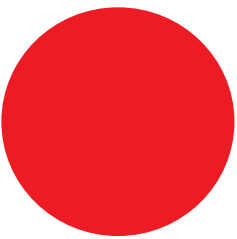
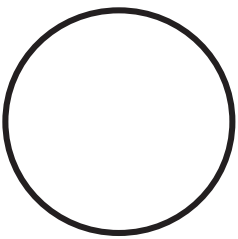
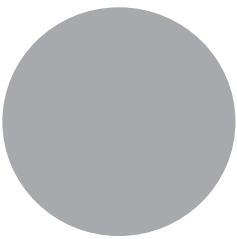
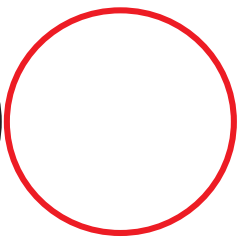
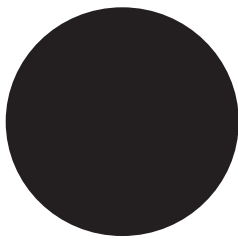
CNAonline

**More than 50% of Iowans with a computer at home have accessed a local or area newspaper Web site within the past 30 days...
CNA offers you a great way to reach them!**

CNAonline helps you place your ads on newspaper Web sites. CNA handles all placement, billing and payment of online advertising. And to make your job even easier, CNA offers you two great ways to reach online users:

CNA can place your ad in a network of participating newspaper Web sites across Iowa. You receive a discounted network rate of only \$10 per thousand impressions (net), making it a very cost-effective way to reach millions of Iowans. This rate structure allows you to secure the number of impressions your budget allows and track the impressions yourself at any time, in any or all markets.

OR... If the CNAonline network isn't right for your marketing needs, you have other options! CNA will work with you to develop a customized plan to meet your online advertising objectives.



CNA offers several ways to help you save!

No matter what your advertising needs, CNA helps find the plan that works best for you! You can choose to advertise in individual newspapers, a custom network designed by you and CNA, or one of our established networks.

[Frequency Discount Plan \(FDP\)](#) - This plan allows advertisers to buy the first ad in participating newspapers at the national rate and/or classified display rate and receive a 35% discount on the subsequent ads. The discount is available to advertisers which run the additional ads within six days in the case of a daily newspaper and seven days in the case of a weekly newspaper. Copy for all ads must be the same.

[Campaign Advertising Plan \(CAP\)](#) - Designed for political candidates and issue-oriented advertisers. Qualified advertisers can get three ads for the price of one. Ads are a minimum of 21 column inches each, run in a minimum of ten newspapers and run within a three-week time frame. Copy is the same for all ads.

[Remnant Advertising Plan](#) - Advertisers can purchase any 1/4, 1/2, or full page ad at 50% off of the national rate. Newspapers have 30 days during which to run the ad.

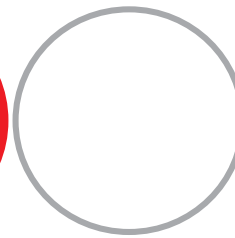
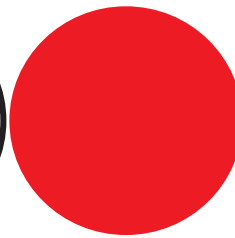
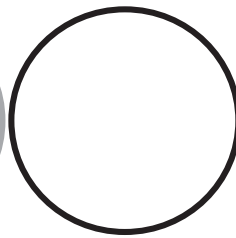
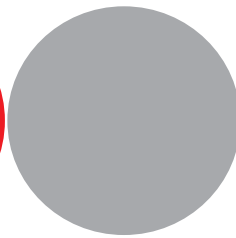
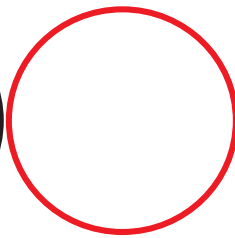
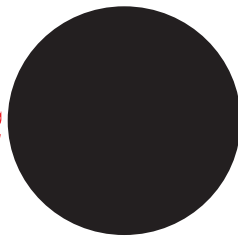
[Metro Iowa Plus Network](#) - This network offers significant advertising rate discounts when all eight network newspapers are purchased. Cedar Rapids Gazette, Davenport Quad-City Times, Des Moines Register, Dubuque Telegraph Herald, Iowa City Press-Citizen, Omaha World-Herald (NE), Sioux City Journal, and Waterloo/Cedar Falls Courier.

[Heart of Iowa Network](#) - This network offers significant advertising rate discounts when all twelve network newspapers are purchased. Albia Union-Republican, Atlantic News-Telegraph, Audubon County Advocate Journal, Carroll Daily Times Herald, Creston News Advertiser, Eldora Herald-Ledger, Greenfield Adair Co. Free Press, Harlan Tribune, Jefferson Herald, Tama News-Herald, and Toledo Chronicle.

[Ten-Star Network](#) - This network offers significant advertising rate discounts when all eleven network newspapers are purchased. Adel Dallas Co. News, Albia Union-Republican, Decorah Journal, DeWitt Observer, Harlan Tribune, Humboldt Independent, Independence Bulletin-Journal, Indianola Record-Herald & Tribune, Iowa Falls Times-Citizen, Sheldon NW Iowa Review.

[Eastern Iowa DMA Network](#) - This network offers significant advertising rate discounts when all three newspapers are purchased. Cedar Rapids Gazette, Dubuque Telegraph Herald, and Waterloo/Cedar Falls Courier.

[CNA Classified and Small Space Display Networks](#) - These networks are your ticket to reaching a lot of consumers at a very low price! CNA can place your classified or small space display ad in regions across Iowa or in almost any state in the country.



CNA worked for them... and it can work for you!

“CNA has helped the Lance Armstrong Foundation develop strategic, effective advertising campaigns to support a number of initiatives, including LIVESTRONG Day and the LIVESTRONG Challenge, in an effort to raise awareness and funds for the cancer fight. The CNA team provides thoughtful, strategic counsel in evaluating media opportunities, helping to share the LIVESTRONG message with our target audiences”

--Jennifer Long, Lance Armstrong Foundation

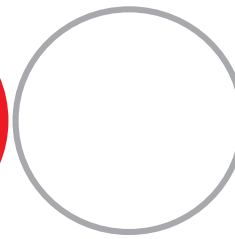
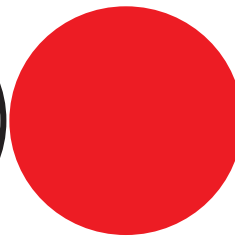
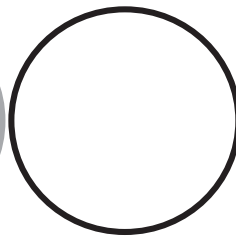
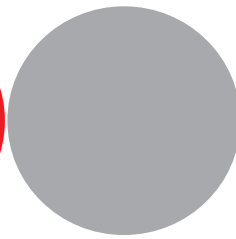
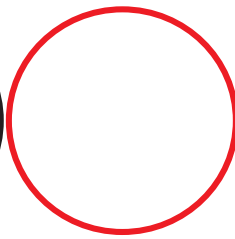
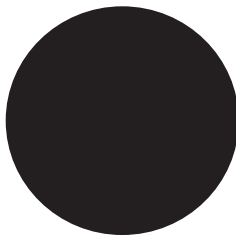
“CNA is fantastic! I wish all of our reps could be as responsive and thorough as the CNA team has been for us.”

--Linds Johnson, Karsh & Hagan

“CNA listens to the needs of our clients and delivers to those needs in a timely and efficient manner. I would definitely recommend working with CNA when placing newspaper buys.”

--Stephanie Maxwell, The Integer Group

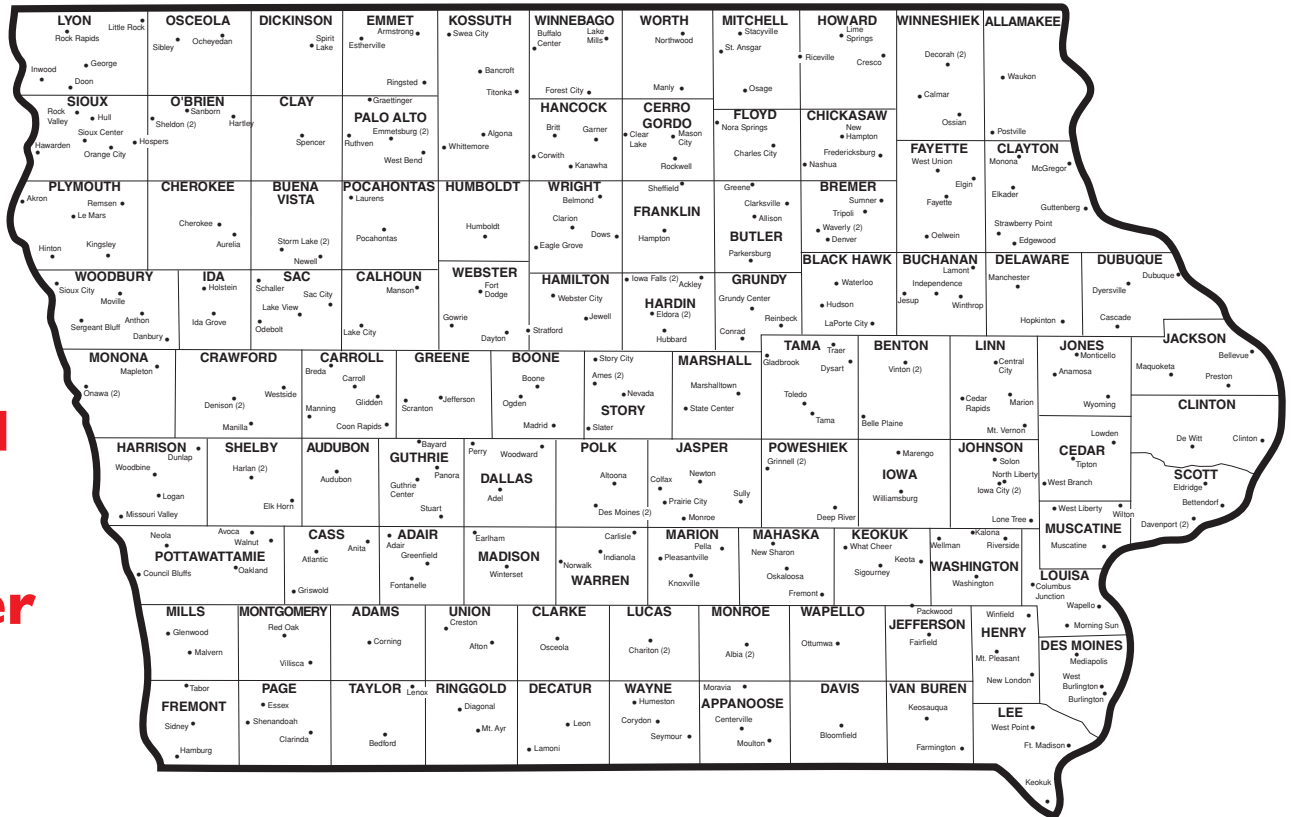


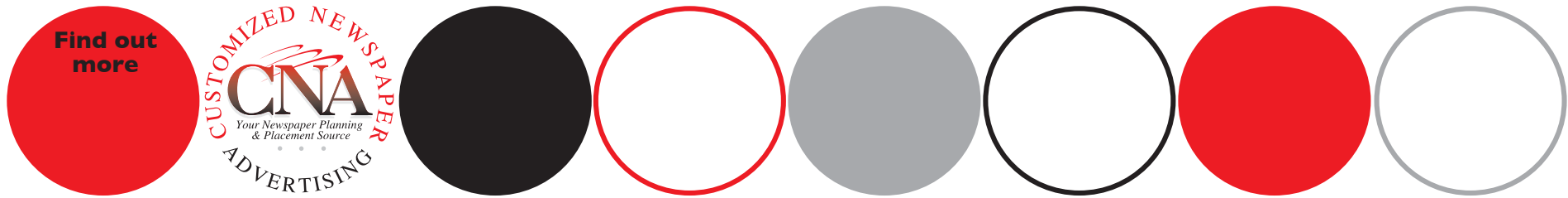


Iowa newspapers help you reach the entire state!

CNA can help you spread your advertising message throughout Iowa!

- **More than 300 paid publications**
- **Over 150 newspaper websites**





Who We Are and What We Do

Customized Newspaper Advertising serves as a one-stop shop for national multi-media planning and placement solutions.

CNA assists advertisers by providing current advertising rates, audience information, demographic data, target market maps and the newspapers and Web sites that deliver.

Whether you're considering national, regional, or statewide print or online placement, CNA helps you make an informed, effective buy every time.

Our planning and placement service gives you an easy-to-use, highly effective way to meet your print and online needs with ONE buy.

Call 1-800-227-7636 to speak with an account executive today!

www.cnaads.com