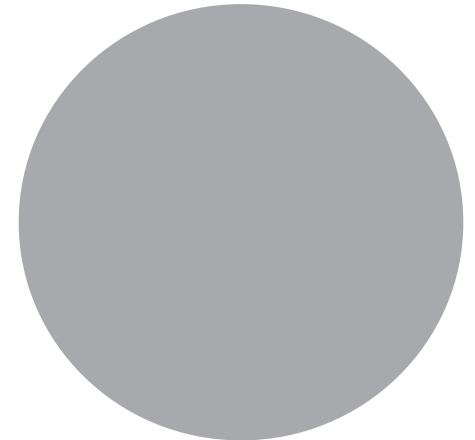
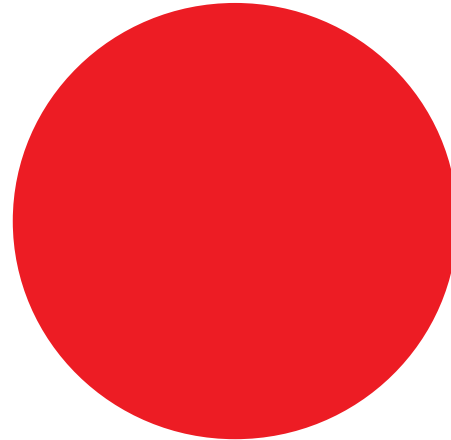
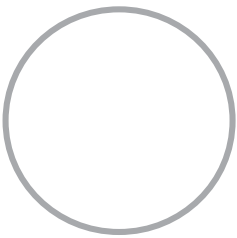
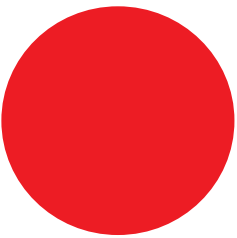
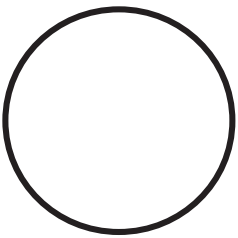
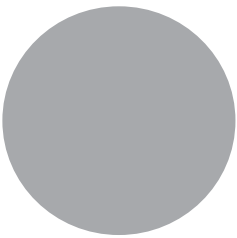
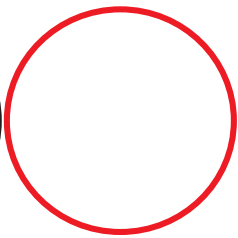
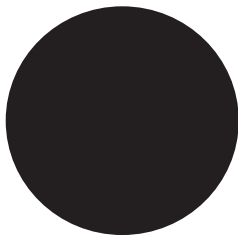


CNA delivers print and online solutions





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

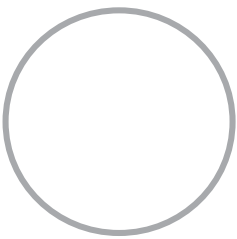
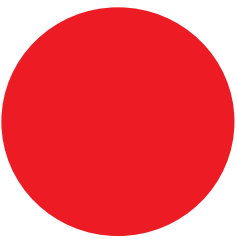
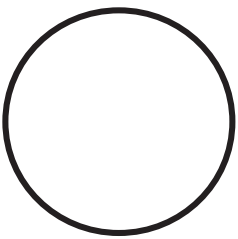
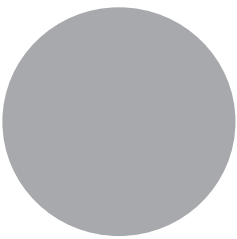
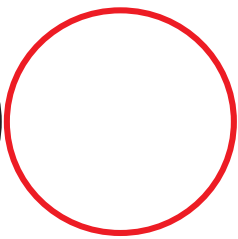
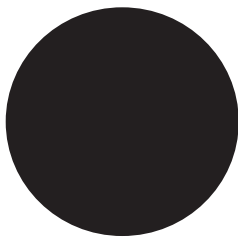
CNA is a one-stop-shop, offering you...

- **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**

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

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





Americans read newspapers!

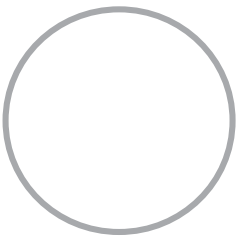
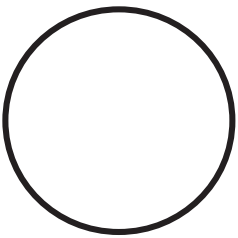
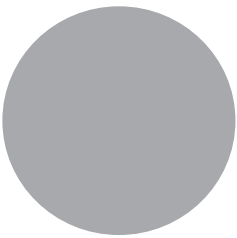
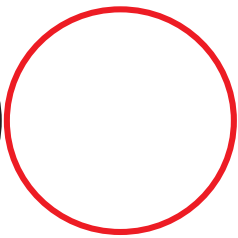
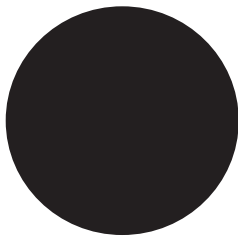
67% of adults
have read a daily newspaper
in the past five days*

And...
National newspapers average
2.1 readers per copy!**



SOURCES: *NAA 2009 PLANBOOK

**NNA COMMUNITY NEWSPAPER READERSHIP SURVEY, 2008

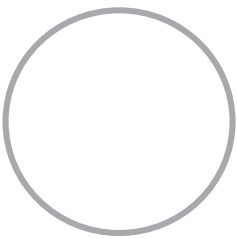
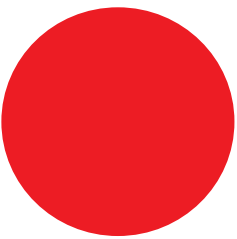
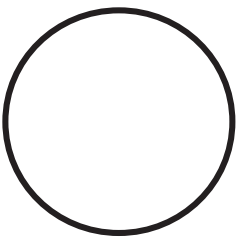
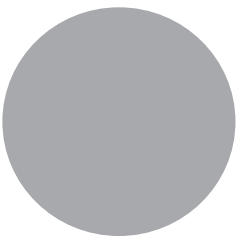
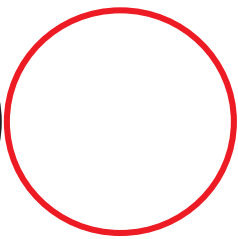
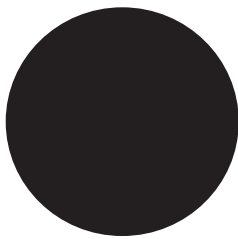


Consumers prefer newspaper advertising!

73% of adults
read newspaper inserts
and

82% of adults
have clipped coupons, bought
something, visited a Web site to
learn more or tried something
for the first time as a result of
newspaper advertising





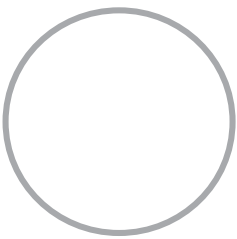
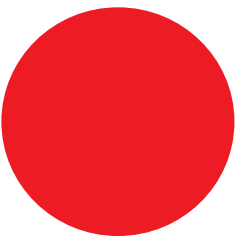
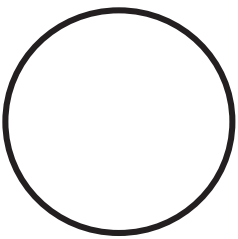
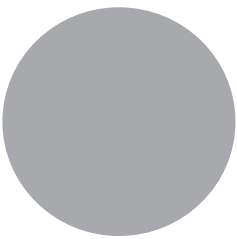
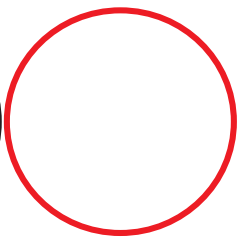
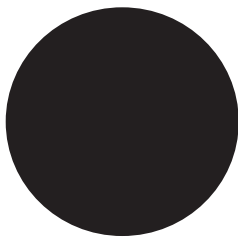
Consumers prefer newspaper advertising!

59% of adults choose newspapers first for help with planning shopping or making purchase decisions

Newspapers are consumers' first choice for checking advertising.

41% of adults consider newspapers their primary medium for checking advertising, compared to 21% for Internet, 14% for direct mail and 8% for television.





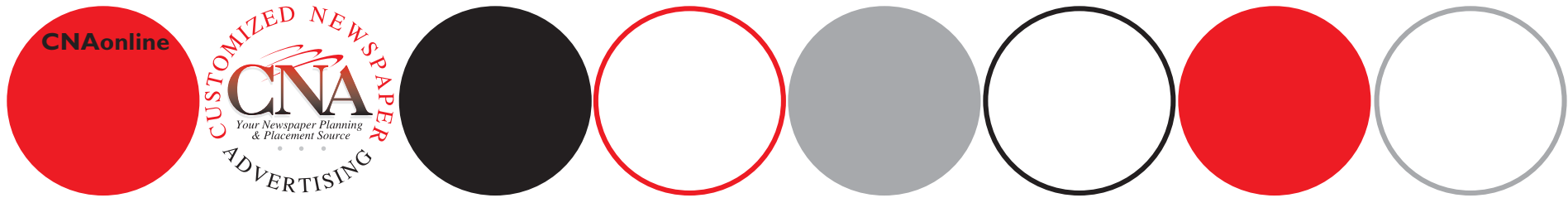
Newspaper readers are online!

57.3 million people visit newspaper Web sites every six months...

That's one out of every three Internet users!*

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





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

CNAonline

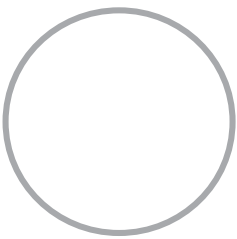
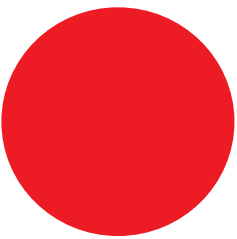
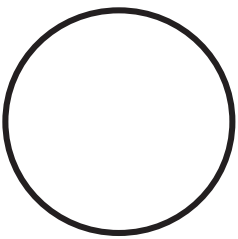
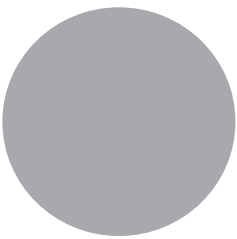
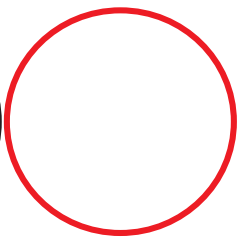
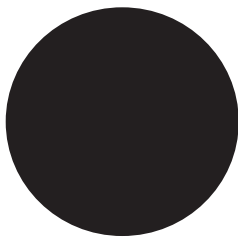
Seven in ten adults have access to the Internet in their home or at work...

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

“We use CNA to place newspaper ads across the country. The convenience of having one contact to buy print across the country makes it simple and efficient.”

--Andrea Marinaro, ZLR Ignition

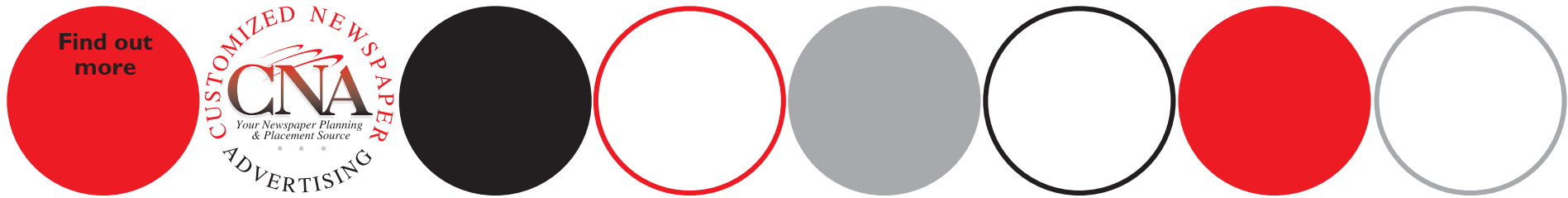
“The Coalition to Support Iowa’s Farmers utilizes local newspaper advertising as part of its media mix to zero in on an area within our target for particular issues. Customized Newspaper Advertising makes doing so easier.”

--Lori Strum, Strategic America

“When I first considered developing a tab to be inserted in newspapers all over our service area, I had no idea it would be so easy. I provided the list of markets in which we were interested and CNA took it from there, with the newspaper designing the tab. The piece has been so popular, I've ordered additional copies and I've told several people how easy it is to place newspaper advertising through CNA.”

--Judy Hutchinson, Prairie Area Library System, IL





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 or regional 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