



The INCN/2x2 Networks

ANSWER BOOK



Thanks for participating!

To INCN and 2x2 participating newspapers:

Thank you for your continued support and participation in the Iowa Newspaper Classified Network (INCN) and/or the 2x2 Network. By publishing and selling INCN and 2x2 Network ads, participating newspapers achieve additional readership and increased revenue.

Customized Newspaper Advertising (CNA) is working to make these networks stronger through increased sales and circulation. This booklet is designed to answer questions you or your potential advertisers may have about the networks when placing INCN or 2x2 ads.

CNA is striving to make these networks an easy source of additional income for your newspaper. The network is offered as additional exposure in multiple markets, with the ease of buying a classified or 2x2 display ad with one order through the customer's local classified advertising representative.

CNA also tries to make the program easier for newspaper advertising representatives by accepting fax or e-mail orders with payment to CNA within five days, instead of with the order. The network was designed to mutually benefit each member paper and the association. For more information, please call or e-mail:



Customized Newspaper Advertising
319 E. 5th St., Des Moines, IA 50309
Phone: 515-244-2145
Fax: 515-244-4855
cna@cnaads.com

Visit us on the Web
www.CNAads.com

Consider these benefits of participating in the Iowa Newspaper Classified Network (INCN) and the 2x2 Network:

- **Extra Customer Service for Your Readers-** by assisting them with their classified advertising buys in other markets.
- **Additional Revenue for Your Newspaper-** When you sell an INCN ad your newspaper keeps half of the suggested selling price: \$150 for a statewide ad or \$55 for a regional ad. When you sell a 2x2 Network ad, your newspaper keeps half of the suggested price: \$637.50 for a statewide ad or \$220 for a regional ad.
- **Reduced Registration Fees-** for valuable professional development opportunities throughout the state.
- **Reduced INA Dues-** Any newspaper that participates in either INCN or 2x2 or both networks, receives a 15% reduction in the dues it pays to the Iowa Newspaper Association.
- **Kitty Checks-** Ten percent of every ad sold goes into a kitty, which is distributed quarterly to participating newspapers. In 2008, newspapers that participated in both networks received approximately \$400 from the kitty.
- **Reduced Commissions on Customized Newspaper Advertising Display Advertising-** Weekly newspapers that participate in INCN and 2x2 pay a 25% lower commission to CNA on all display advertising sold into that newspaper.
- **Expanded Classified Pages-** which increases the value of your newspaper's classifieds as an information source in your community.

The funds that are generated by this network make up the largest percentage of funding for your association's ad service, Customized Newspaper Advertising (CNA). Through the one order, one bill service, media buyers are able to purchase multiple newspapers easily. The easier our medium is to purchase, the more likely agencies will be to buy it.

For more information-

Go to <http://www.inanews.com/members/login.php?page=network>
(password: news)

Here's what our members have to say...

"We have increased our emphasis on selling INCN and 2x2's and the results have been great! Our customers are reporting excellent response to the ads. Any paper not selling these ads is missing out on new revenue."

Gary Milks, Publisher, Ft. Madison Daily Democrat

"INCN classifieds are a great way for both city and county governments to place help wanted ads. They reach beyond the local readership."

Nancy Rockwell, Maquoketa Sentinel Press

"I have spoken with many Denver residents and the community is very pleased with the coverage we received across NE Iowa. People came from as far as Cresco, Osage, Allison, etc.; all from reading the (INCN) ads. I would heartily recommend that all small town papers use the INCN regional network ads to promote their town-wide garage sales!"

Kim Adams, Jesup Citizen Herald

Sample ads (not shown actual size):



Citywide
Garage Sales
Creston

Saturday,
June 13, 2009
8 a.m. - 5 p.m.

Garage sales galore around the town
and great deals in local businesses as well!

Risk Management Nurse Consultant
Responsible for risk management program and regulatory compliance within multiple long term care facilities. Travel within Eastern Iowa required, with company car and mileage paid. Occasional overnights. Great benefit package. Requirements: Registered Nurse with prior experience in risk management, long term care experience and the regulatory process. Send resume or email to:

DiversaCare, LLC

PO Box 2252, Cedar Rapids, Iowa 52406-2252

hciadmin@dybb.com

Questions & Answers

What is the Iowa Newspaper Classified Network (INCN)?

The INCN is a network of participating Iowa newspapers that allows advertisers to purchase line ads in multiple markets with a convenient, low-cost plan. Your newspaper can provide these advertisers with a way to place their advertising with one buy and keep their advertising dollars in newspapers!

Each participating newspaper offers the advertiser an opportunity to have a 25 word ad placed in more than 247 Iowa publications (dailies, weeklies and shoppers) at a low suggested price of \$300 statewide or \$110 regionally. There are four regions in the INCN. Additional words are \$9 each (statewide ad) and \$4 (regional ad). A word count is used instead of a line rate due to various formats of participating newspapers.

For an ad of 25 words or less, you send CNA \$150 (or \$55 for a regional ad). For any additional words over 25, you send CNA \$4.50/word (statewide) or \$2/word (regional). **THIS IS A 50% COMMISSION!**

What is the 2x2 Network?

The 2x2 Network is a network of participating Iowa newspapers that allows advertisers to purchase small display ads in multiple markets with a convenient, low-cost plan. Your newspaper can provide these advertisers with a way to place their advertising with one buy and keep their advertising dollars in newspapers!

Each participating newspaper offers the advertiser an opportunity to have a 2 column x 2 inch display ad (or 2 column x 4 inch) in more than 180 Iowa publications (dailies, weeklies and shoppers) at a low suggested price of \$1275 statewide or \$440 regionally. There are five regions in the 2x2 Network to choose from (NE, NW, SE, SW, and Central)

For a statewide 2x2 Network ad, you send CNA \$637.50, or \$220 for a regional ad. All payments should be received at CNA no later than 5 days after an order is sent. **THIS IS A 50% COMMISSION!**

For more information-

Go to <http://www.inanews.com/members/login.php?page=network>
(password: news)

Why should our newspaper participate?

The INCN and 2x2 Networks provide your readers with extra customer service by assisting them with their newspaper classified advertising buys in other markets.

Your readers will also identify your paper as a source for information on jobs, products, services and events available throughout the state. It's an effective promotional tool for any newspaper; the more ads you publish, the more readers you'll have.

The INCN and 2x2 Networks also provide a method of generating additional income for your newspaper. As outlined in the previous section, when your paper sells one 25-word classified or one 2x2 Network ad, your newspaper makes money. What an easy way to raise additional revenue!

Don't forget that 10% of every ad sold goes into a kitty which is distributed among the participating newspapers quarterly. Additional benefits are listed on page 3.

Your participation and support work for you!

How does our newspaper sell an INCN or 2x2 Network ad?

First, be sure that every person in your classified and display advertising departments understands the program, as they have contact with potential customers every day. It is a viable plan for advertisers who have placed their schedules in your classified pages, but who want even more circulation to advertise statewide or regional distribution of products, promote special events or auctions, sell land or look for employees.

When you offer these prospective advertisers an advertising vehicle that is distributed to more than 1 million prospects for only \$300 (or \$1275 for a 2x2 display ad), you provide them with an excellent media buy at a cost-per-thousand of only 21 cents for INCN ads and \$1.27 for 2x2 ads!

Our newspaper has sold an INCN or 2x2 Network ad, now what?

First, congratulations!

Please download an order form for either the INCN network ad or the 2x2 Network ad from <http://www.inanews.com/members/login.php?page=network> (password: news).

DEADLINES

- INCN: Please fill out the form and include the ad copy and run week. Forms must be emailed or faxed to CNA by Wednesday at 10am to begin running the following week.
 - 2x2/2x4 Network ad copy and order forms must be emailed to CNA by 10am Tuesday to begin running the following week.
 - CNA will compile and distribute the INCN and 2x2 Network ads to all participating newspapers each Wednesday.

When and how does our newspaper receive INCN and 2x2 Network ads each week from CNA?

The CNA office emails INCN and 2x2 Network ads to participating newspapers every Wednesday afternoon. New ads are also available for download at www.INAnews.com each Wednesday afternoon.

Are there any ads that CNA won't accept?

CNA and each participating newspaper reserve the right to edit any copy submitted, and to reject those which are not in compliance with state and federal regulations, are in poor taste, false or misleading, deceptive, or otherwise unacceptable.

The INCN/2x2 Network Standards of Acceptance will be followed in judging acceptability of ads submitted either by clients or participating newspapers.

Standards of Acceptance

- INCN, the 2x2 Network and all network newspapers reserve the right to reject and/or edit any advertising copy submitted to them.
- “Work-at-home” ads, credit repair, and credit card ads will not be accepted.
- If prospects (respondents) must pay to receive information advertised, the cost of the information must be stated in the ad. This includes ads for employment opportunities through listing publications.
- 900#'s and loan ads are accepted; however they are sent to participating newspapers under an “OPTIONAL HEADING.” INCN ads are reviewed before accepting and can not guarantee newspapers will run these ads.
- Ads requiring “payment in advance” for loans or loan information cannot be accepted—this includes 900#'s for loans or loan information. (Companies advertising loans must be registered to do so in the state of Iowa.)
- CNA reviews many ads with the Iowa Attorney General's Consumer Protection Division before accepting, or declining to accept, them.
- No political or advocacy advertising will be accepted in the 2x2/2x4 or INCN networks.

What type of proof can we offer our customers that their ad ran?

CNA will send a proof of distribution to your newspaper, if requested. Just indicate that you would like one on your order form.

CNA monitors a random group of newspapers each week to ensure that the ads are running. CNA does not provide tear sheets for INCN ads, but will provide one representative tear sheet for a 2x2 Network ad. Of course, the best proof of all will be the high response rate your customer receives!

Will the ads be published under the requested classification?

Each paper has the option of listing the ads under the appropriate classification or grouping the ads all together.

Most of the newspapers list the ads by classification. However, some newspapers prefer to group the ads under a statewide heading and promote their paper as an information source for jobs and services available throughout the state.

What day should our newspaper publish the INCN and 2x2 Network ads?

Newspapers publish the ads according to their schedules. Weekly newspapers print all the ads on their date of publication, while bi-weekly or daily papers may select one day or spread them out over the week. Ads are expected to run 90% of the time in a participating newspaper. The ads should always run during the correct week as these are the dates the advertisers are expecting their ads to run.

What word count method is used?

Telephone numbers, including area codes, are one word; addresses, including house number, street and direction, and post office box number, are counted as two words; rural addresses, including route number and box number, are two words; and the name of the city, state and zip code count as one word. Other words count as one word. If you're not sure, give CNA a call!

Can an advertiser place a classified display ad (box ad), bold words, or use caps?

INCN ads are line ads only. Each newspaper runs the ads according to their own rules, so some papers may run the ads in caps or bold, while others may run the first three words in bold.

The 2x2 Network is a perfect option for an advertiser who would like a display ad. This allows the advertiser to bold, capitalize, and use logos, etc., in their ad copy.

Within the above guidelines, CNA submits the ads to the newspapers per the client's request. However, we do not guarantee that their ad will appear in all papers as submitted.

Should our newspaper bill CNA for INCN and 2x2 Network ads?

No. All newspapers participating in the Iowa Newspaper Classified Network agree to donate space. By selling the ads, you develop a new business resource and add to your classified advertising profits.

Is there a discount for running ads for multiple weeks?

INCN and 2x2 Network ads are special promotions that are priced for substantial savings. However, if an advertiser agrees to make no copy changes and to pay for the entire order up front, the following discounts apply:

INCN - Buy five weeks, get the sixth ad free

2x2 Network - Buy three weeks and get the second two weeks at a 25 percent discount. Discounts on both networks apply for consecutive run weeks only.

Are the network rates commissionable?

No agency commissions are allowed. The charges for INCN/2x2 Network ads are a flat or net rate.

Are there any marketing materials that we can present to our customers?

CNA has developed a four-color media kit that can be sent to you directly or downloaded from the CNA website. The kit includes the list of participating newspapers in Iowa, out of state rates and useful information about the networks.

For more information and sales tools-

Go to <http://www.inanews.com/members/login.php?page=network>
(password: news)

Here's what our customers have to say...

"Our main customers are the rural/semi rural community(s), therefore CNA's advertising options target our exact market and make marketing our Martin Houses easy."

Karen S. Bohannan, S&K Manufacturing

"Being able to place many ads at one time through INCN has saved me time and money! Thanks to the great results, I now have many new representatives selling AVON! I also found my ad consultant willing to go the extra mile in accommodating all requests!"

Miki Carol, Avon Executive Leader

"The response we got from our statewide 2x4 ad was simply...great! We received many phone calls from around the state requesting our free brochure. Due to the fact that this was our only (paid) print advertising, we were able to pinpoint exactly who generated these leads for us. A sincere thanks to you, CNA, for helping make our Forest Craft Festival a tremendous success!"

Stacey Glandon, Villages of Van Buren Inc.

Who advertises in the networks?

Here are some top prospects:

Auctions	Help wanted/town governments (police, teachers, planners, etc.)
Antique dealers	Land for sale
Business opportunities	Livestock
Commercial real estate	Pre-manufactured homes
Community events	Products for sale
Convention & Visitors Bureaus	Schools/instruction
Farm equipment	Siding companies
Help wanted/medical	Vacation rentals
Help wanted/trucking	

Don't forget to ask your statewide advertisers if they would like to advertise in other states.

Sample Telephone Sales Presentation

Ask for the business owner or the individual responsible for advertising.

“Hello, this is (your name) from (newspaper). I recently saw your ad for (product or service) and thought you would like to learn more about reaching readers statewide. Our newspaper participates in the Iowa Newspaper Classified Network/2x2 Network, a service which places your ad in many newspapers with one order. Each participating newspaper, including ours, will run your classified ad, ensuring statewide visibility for your company and your product.

Your 25 word ad will cost only \$300 for statewide coverage, or \$110 regionally. If you would like a 2x2 display ad, the investment would be only \$1275 statewide or \$440 regionally. These prices are a significant savings for this kind of coverage.

How do you see this type of advertising assisting in growing your business?”

Sample Sales Letter

Dear Advertiser,

Would you like to learn about a cost-effective way to reach Iowans statewide with information about your company, product, or service? Enclosed is a media kit that details information about the Iowa Newspaper Classified Network (INCN) and the 2x2 Display Advertising Network.

1) INCN - This network gives you the opportunity to reach Iowans statewide and millions more on the Internet to let them know about your products, services, opportunities, or events for only \$300. However, if you would like, you may advertise in only one region of the state. The investment for a regional ad is \$110.

2) 2x2 - The 2x2 Network allows you to place a display ad in approximately 187 publications across the state for only \$1275. Or, as with INCN, you may buy only a region of the state for \$440.

Please read through the attached marketing kit for more information about the two networks. If you have any questions, please call me. Otherwise, I will give you a call soon to assure you have received this information. Thank you again for your time.

Sincerely,
(Your name)
(Newspaper)

Why Not Sign Up Right Now?

If your newspaper does not participate in the INCN or 2x2 Network, now's your chance! Fill out the information below and fax to (866) 512-8845. If you have questions, you may call Samantha Fett at (515) 244-2145 or email sfett@cnaads.com.

- Yes, I want to participate in the INCN**
- Yes, I want to participate in the 2x2 Network**

Name

Newspaper

Circulation

Email address for ads

I'll run the ads in my shopper also...

Shopper

Shopper circulation

INCN

2x2
NETWORK