



Bringing newspapers together from across Kansas to provide economical advertising options to support YOUR Press Association.

Kansas Newspaper Networks do **MORE** than just support **YOUR** Press Association!

- More advertising content!
- Great substitution for House Ads!
- Rebates sent Semi-Annually!
- Unheard of commission per sale (when you sell an ad into a network)!
- No special ad sections required!

Please initial beside each network your newspaper would like to participate in, sign the bottom of the sheet, and fax / email back to KPA . If you are presently participating in any of these networks your participation is not canceled due to not initialing below. Open Enrollment for the Kansas Newspaper Network will begin January 1, 2013 and will take place every six (6) months. Once you sign up you will be contracting to participate in the network(s) indicated. If you should choose to un-enroll you may do so during any open enrollment.

ALL ADS SHOULD BE INTERMINGLED WITHIN THE NEWSPAPER- NO SPECIAL SECTIONS REQUIRED!
Ads should be run on day of publication for weekly newspapers and on Thursdays for daily publications and will be checked weekly.

_____ KCAN (Kansas Classified Advertising Network)—Space for approximately 300 words per line ad. 15-25 ads per week. 50% commission when newspaper sells the ad. Rebate distributed from pooled money (20% of each sale) among participating newspapers based on circulation.

_____ KDAN (Kansas Display Advertising Network)—Space for combination of 2 col x 2 inch and 2 col x 4 inch ads. Five (5)-10 ads per week. 50% commission when newspaper sells the ad. Rebate distributed from pooled money (20% of each sale) among participating newspapers based on circulation.

_____ KOAN (Kansas Online Advertising Network)—Space for a Leaderboard (728x90), Medium Rectangle (300x250), or Skyscraper (120x600) ad. One (1)-five (5) ads per month. 50% commission when newspaper sells the ad. Rebate distributed from pooled money (50% of each sale) among participating newspapers based on page views.

_____ Large Space Network (Quarter Page Network)—Space for approximately a quarter page ad (per your newspapers specifications). One (1)- three (3) per week. 50% commission when newspaper sells the ad. Newspapers that participate in the Quarter-Page Network will receive 50 percent of the usual rate they allow KPA to charge clients.

Signature: _____ Date: _____

Newspaper: _____