



Networks Sales Guide

Sell! Sell! Sell!

**The PNNA networks are your networks!
Your newspaper can make a lot of money by
selling into these networks.**



Dear Participating Newspaper:

Thank you for your continued support and participation in the PNNA network programs.

PNNA is striving to make these networks an easy source of additional income for your newspaper. Remember these are your networks and should be offered by you to clients looking for additional exposure in multiple markets. It provides advertisers much wider coverage in the Pacific Northwest with the convenience of one order and one payment through one contact their local newspaper ad representative.



Pacific Northwest Newspaper Association
708 10th Street, Sacramento, CA 95814
Maria Rodrigues: (916) 288-6010 email: maria@cnpa.com
Elizabeth Graziadei: (916) 288-6019 email: elizabeth@cnpa.com

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*feel free to customize the bottom of pages

If you have an advertiser that would like to go in a statewide network outside the Pacific Northwest states call (916) 288-6019 or email elizabeth@cnpa.com for current nationwide information.



PITCH THE NETWORK TO:

Clients that would benefit from:

- reaching a wider audience
- that have a website
- that have a presence in the Pacific Northwest
- **Categories that do really well in the networks are land auctions, event ads, real estate ads and tourism-ads**

Selling into the networks is easy

1. One price



2. One order



3. One payment



New Revenue Stream for newspapers?

Network Classified ad → \$525

Selling newspaper
keeps

→ **\$78.75**

Network Display 2x2 → \$1,000

Selling newspaper
keeps

→ **\$150.00**



CLASSIFIED NETWORK



**Cost
25-words
\$525**

**Selling
newspaper
keeps
\$78.75**

**Readership
Over 3 million
Pacific
Northwesterners**

**Published for 3
highest circ.
days in
30 newspapers**

**Pacific NW
Six states
AK, ID, MT,
OR, UT, WA**

Examples of ads that have run

HELP WANTED

- JOIN OUR TEAM- Progressive John Deere dealership seeks experienced Deere or competitive Service Technicians! Career opportunities, competitive pay and benefits. Relocation assistance available. Apply online at www.rdoequipment.com or call 701.239.8728 with questions.

OUT OF STATE LAND FOR SALE

- NEW MEXICO 20 Acres \$49,990. Scenic, trees, views, wildlife, near BLM, electricity. Perfect for horses, hiking, hunting, family ranch, getaway, and retirement. 100% financing. Call 866-483-4962.

SCHOOLS ONLINE

- ATTEND COLLEGE ONLINE from home. Medical, business, Paralegal, computers, criminal justice. Job placement assistance. Financial aid and computer provided if qualified. Call 1-866-858-2121, www.OnlineTidewaterTech.com

REAL ESTATE/COMMERCIAL PROPERTY

- CAMPGROUND AND CABINS on 4 city lots, great location. Minutes from Yellowstone National Park. Meticulously maintained, rustic atmosphere among the pines. Call Sandi 1-866-646-7145.

2X2 DISPLAY AD NETWORK

**\$1,000 for
2x2" or
3.75"x2"**

**Selling
newspaper
keeps
\$150**

**Readership
two million**

**one insert
28 daily
newspapers**

**AK, ID, MT,
OR, UT, WA**

Examples of display ads

Come have an Alaskan Adventure!

Maniilaq Association is seeking Health Care Professionals for the following positions:

MEDICAL:	ALLIED HEALTH/OTHER:
<ul style="list-style-type: none"> • Medical Director • Certified Nurse Midwife • Family Practice Physicians (w/OB a plus)- FT & Locums • Family Practice PA/NP's-FT & Locums 	<ul style="list-style-type: none"> • Chief Pharmacist • EMS Trainer x2 • Optometrist • Physical Therapist • Radiographer/ • Ultrasonographer x2

J-1 Candidates Welcome!

For more details, please contact Tiffany West, Professional Recruiter, at jobs@maniilaq.org or 907-442-7453 or visit us online at www.maniilaq.org/jobs.html

 **Compensation/Benefits:** Relocation; sign-on and retention bonuses; CME allowance; free medical, dental, vision, life insurance, short-term disability and retirement for employee; professional liability insurance; eligible for IHS and NHSC student loan repayment; eligible for subsidized hospital housing; 30 days accrued leave in first year; 11 paid holidays; job share/part-time options.

NO RESERVE ONLINE AUCTION
 Bid Now -- Auction Closes July 28th
www.BigIron.com - (800) 937-3558

<p><i>No Buyer's Premium</i> <i>Hundreds of items</i> <i>Farm Machinery</i> <i>Construction Equipment</i> <i>Trucks, Trailers</i></p>		<p>John Deere -6300,4630,4800 Massey Ferguson -(2)Loaders Case IH -7140 Magnum</p>
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BIG IRON

Seller's name and phone number listed with each item. Register and Bid Today!

Order Processing is simple

- Have your client complete the PNNA order form
- Your newspaper keeps 15% and forwards 85% to PNNA
- **Forward order to PNNA:**
 - email: elizabeth@cnpa.com
 - Fax order to (916) 288-6022
- **Questions:**
 - Call Elizabeth (916) 288-6019 or
 - Maria (916) 288-6010



CONTACTS FOR PNNA NETWORKS

Elizabeth Graziadei,
Networks Coordinator
Tel: (916) 288-6019
email: elizabeth@cnpa.com

Maria Rodrigues,
Networks Manager
Tel: (916) 288-6010
Email: maria@cnpa.com



Pacific Northwest Daily Connection



PNDC

A program offered by the Pacific Northwest Newspaper Association with the cooperation of participating member newspapers

Reach 3 million Pacific Northwesterners!

Your classified advertising message runs for 3 days (the highest circulation days) in 30 daily newspapers reaching the largest, most well-read communities of the Pacific Northwest (Alaska, Idaho, Montana, Oregon, Utah, and Washington). Experience the convenience of one order and one payment. Call (916) 288-6019.

CLASSIFIED ADVERTISING

25-words rate \$525
Extra words: \$50 each
Ad reaches 3 million Pacific Northwesterners in 30 daily newspapers, runs the 3-highest circulation days in AK, ID, MT, OR, UT, WA.
Deadline: Wednesday 5 p.m.

No.	Company	City	St	Circulation
1	Anchorage Daily News	Anchorage	AK	76,884
2	Juneau Empire	Juneau	AK	6,800
3	The Morning News	Blackfoot	ID	4,000
4	Idaho Statesman	Boise	ID	81,000
5	Post Register	Idaho Falls	ID	22,800
6	Lewiston Morning Tribune	Lewiston	ID	24,142
7	Moscow-Pullman Daily News	Moscow	ID	7,500
8	Idaho Press-Tribune	Nampa	ID	22,000
9	Idaho State Journal	Pocatello	ID	18,395
10	The Times-News	Twin Falls	ID	24,000
11	Bozeman Daily Chronicle	Bozeman	MT	18,137
12	The Bulletin	Bend	OR	31,125
13	The Register-Guard	Eugene	OR	71,000
14	Grants Pass Daily Courier	Grants Pass	OR	16,000
15	Herald and News	Klamath Falls	OR	17,500
16	The Observer	La Grande	OR	7,000
17	The Herald Journal	Logan	UT	18,000
18	The Daily World	Aberdeen	WA	15,785
19	The Chronicle	Centralia	WA	15,807
20	Daily Record	Ellensburg	WA	11,800
21	The Herald	Everett	WA	54,708
22	Tri-City Herald	Kennewick	WA	42,817
23	Skagit Valley Herald	Mount Vernon	WA	17,900
24	The Olympian	Olympia	WA	40,430
25	The Spokesman Review	Spokane	WA	108,666
26	The News Tribune	Tacoma	WA	139,055
27	The Columbian	Vancouver	WA	54,000
28	Walla Walla Union-Bulletin	Walla Walla	WA	16,200
29	Wenatchee World	Wenatchee	WA	25,000
30	Yakima Herald-Republic	Yakima	WA	32,413

Rev. 10/10

Replace this text with your newspaper contact information Pacific Northwest Newspaper Association

place holder 708 10th Street, Sacramento, CA 95814

place holderTel: (916) 288-6010; (916) 288-6019

www.PNNA.com



Pacific Northwest Display Network

PNDN

A special discounted display advertising program offered by the Pacific Northwest Newspaper Association with the cooperation of participating member newspapers

Ad size 2x2" = 2" deep x 3.75" wide
Rate: \$1,000

Reach 2 million Pacific Northwesterners!

Your advertising message reaches the largest, most well-read communities in the Pacific Northwest with a 2x2" display ad (one time insertion) in 28 daily newspapers in Alaska, Idaho, Montana, Oregon, Utah, Washington and British Columbia. Experience the convenience of one order and one payment.

Call or email:
(916) 288-6010 or email
maria@cnpa.com

(916) 288-6019 or email
elizabeth@cnpa.com

Newspapers

Anchorage Daily News
Morning News
Coeur d'Alene Press
Lewiston Tribune
Idaho Statesman
Moscow-Pullman Daily News
Idaho State Journal
Post Register
Bozeman Daily Chronicle
Register-Guard
Grants Pass Daily Courier
Herald and News
Observer
Herald Journal
Daily World
Chronicle
Daily Record
Daily Herald
Daily News
Skagit Valley Herald
Olympian
Spokesman-Review
News-Tribune
Columbian
Wenatchee World
Seattle Times
Walla Walla Union-Bulletin
Yakima Herald-Republic

State

Alaska
Idaho
Idaho
Idaho
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PACIFIC NORTHWEST NEWSPAPER ASSOCIATION

Classified & Display Network Order Form

Name of Company: _____

Contact: _____ Phone: _____ email: _____

Address: _____

City: _____ State: _____ Zip Code: _____

No. of insertions: _____ Insertion date(s): _____

Select one of the options:  Deadline: Wednesday 5 p.m.

Classified Advertising

25-words cost: \$525.
Extra words: \$50 each

Published on the 3 highest days of circulation (Thursday-Saturday or Friday-Sunday)

Display Advertising

Cost \$1,000 per insertion.
Ad size 2" deep x 3.75" wide.

Published one time during the week usually the highest circulation day

- Terms and conditions:**
1. PNNA guarantees at least 90% placement in the Pacific Northwest Networks. Affidavit are available upon request.
 2. PNNA and each participating Pacific Northwest Networks newspaper reserves the right to reject any advertising not in compliance with local regulations and that individual newspaper's policies.
 3. Advertising will be rejected if it appears to be false, misleading, fraudulent, libelous, defamatory, illegal, in poor taste, in objectionable format, or for other good cause.
 4. Contract rates are available for long term advertisers.

Amount : _____

Credit Card #: _____ Exp. Date: _____ CVC: _____

Billing Address (if different): _____

City: _____ State: _____ Zip Code: _____

Purchaser Signature: _____ Date _____

Replace this text with your newspaper contact information, name, address, telephone number and email

Thank you!

