



SIGN UP FOR THE ONLINE AD NETWORK

Fax this sheet to Greg Baker at Missouri Press 573-874-5894

MPS starts online ad network

Missouri Press member newspapers will earn a 50 percent commission for selling ads on the new Missouri Press Online Ad Network.

The Online Ad Network will work something like the print ad networks of Missouri Press, except this one will be much easier. Newspapers will provide space on their websites — one banner (468x60) and one button (125x125)— for ads sold through Missouri Press.

Missouri Press will provide you with a code “snippet” which you will need to embed in your newspapers website code.

After the initial simple website adjustment, participating newspapers will be required to do nothing more (but we hope you’ll help sell ads!) . Missouri Press will upload the ads each week.

It is up to you where the ad appears on your website. If no ad is served up, nothing will appear on your website (not even whitespace).

All MPA member newspapers may sell ads into the Online Network and receive commissions, but only participating newspapers will receive a portion of proceeds through profit sharing.

This project is another way for Missouri Press to enhance services for its members such as the legal hotline and legislative efforts while keeping dues among the lowest in the country among newspaper associations. If your newspaper has a website, Missouri Press encourages you to participate in this new program.

Please know this program will not replace or diminish our ongoing efforts to place ROP ads in your newspaper or on your website.

If you have questions, contact Missouri Press ad director Greg Baker at gbaker@socket.net or (573) 449-4167.

The Newspaper agrees to provide online advertising space to the Missouri Press Association for Missouri Press and member publications to sell for revenue to support and enhance services provided as the Association. As a participating newspaper you agree and Missouri Press agrees to

1. Provide 2 ad spaces on your site a banner (468x60) and a button (125x125).
2. Ads may be sold by all Missouri Press membership.
3. You will provide Missouri Press with guidelines for ad acceptance, and Missouri Press will abide by those guidelines.
4. Ads will be uploaded automatically.
5. 50% commission for selling an ad.
6. Annual profit sharing program with participating papers.

Newspaper Name _____

City _____

Website Address _____

Webmaster _____

Webmaster Email _____

Online Ad Representative _____

Online Ad Rep Email _____

Signature _____

Date _____

Print Name _____