

Agreement between MPS and Newspaper

Being a member of the Missouri Press Service, Inc. this newspaper or newspaper group authorizes Missouri Press Service, Inc. to place advertising into its newspaper(s) as part of the advertising program in Missouri and the AdNet America national advertising program.

I understand that although this program focuses on generating new business for Missouri newspapers, Missouri Press Service may also offer its services to other advertisers at their request, through a member newspaper's request or through AdNet America.

Working in conjunction with Missouri Press Association and Missouri Press Foundation, MPS reinvests its profits back into its stockholder newspapers and into the newspaper industry of Missouri.

Services provided by Missouri Press Service:

- MPS will represent and sell on behalf of the newspaper and conduct ongoing efforts to secure business for Missouri Newspapers.
- MPS will provide a start-to-finish coordination of advertising placement with the member newspaper.
- MPS will provide the client all relevant marketing information for any newspaper or markets selected.
- MPS will assist in developing a media plan with the client.
- Upon request, MPS will distribute advertising copy to the newspaper.
- MPS will collect proof of publication (tearsheets) for the client when required.
- MPS will invoice the client immediately after the campaign's completion and after receiving tearsheets, when required.
- MPS will bear the cost of processing and delivering payment checks to newspapers.
- MPS guarantees payment of the invoiced debt should newspaper run the ad(s) as scheduled and to the client's satisfaction. MPS will pay the newspaper immediately after payment from the client or in many instances before client pays MPS.
- MPS will need the newspaper to provide tearsheets or e-tears the day of publication. E-tears can be sent to tearsheets@mopress.com
- MPS will serve as consultant and representative of participating newspapers within the advertising industry.
- MPS will consult with newspaper advertising departments as an ombudsman between existing clients and newspapers, or with prospective clients and newspapers.
- MPS will serve as an industry specialist to keep individual newspapers apprised of market information that affects the newspaper industry.
- MPS will not actively recruit existing newspaper advertisers as MPS clients. When requested to do so, however, MPS will respond to inquiries from existing advertisers.
- MPS will place advertising for an existing newspaper client only when specifically and directly requested to do so by the client.

MPS agrees to bring this array of services to your newspaper based on the following fee schedule:

- MPS will withhold a **30% placement fee** on all Advertising, (Commissionable Advertising.) This advertising is placed at the applicable gross open rate on the newspaper's rate card. (The 30% includes ad agency's 15% commission and MPS' 15% commission.)
- MPS will withhold **20%** on all Insert rates, (Commissionable Insert Advertising). This also includes sticky notes, poly bags, and other such advertising products. The placement fee withhold is on placement only, not on production of advertising products.

• Newspapers realize that **all** rates provided on the following pages will include the **30% placement fee** for Display and Classified advertising and **20%** for Insert advertising.

• MPS agrees to pay and the newspaper agrees to accept payment for publishing advertising according to the rates set by the newspaper and published in its current rate card. The newspaper will provide MPS updated published rate cards as requested. If the newspaper quotes any advertiser or agency a lower rate in any category of advertising, MPS will be authorized to place at the rate and at its commission structure based on that type of advertisement. Publishers may change or adjust rates by providing MPS written notice 60 days prior to the date of the change. With the exception of the commission terms stated in this agreement, nothing in this agreement shall obligate the newspaper to accept advertising or perform in a manner that is not in accordance with the standard terms and conditions contained in the newspaper's then current rate card.

• The Newspaper will supply MPS with 3 printed copies of each issue and a digital version (PDF) of the complete newspaper, each edition, if PDFs are available. Newspaper will also upload the digital version of each of their editions to NewzGroup, at <https://newzgroup.com>. MPS will pull tearsheets for proof of publication from the 3 printed copies. MPS will provide tearsheets to the advertiser for advertising ordered by MPS. If the tearsheet(s) cannot be found in the edition, as ordered, and once the MPS representative has made a documented tearsheet request by fax and/or email to the newspaper and has not received the requested tearsheet(s) within 5 business days of the request, the insertion will be marked "DNR" (Did Not Run) and the order will be processed for invoicing. The newspaper will not be paid for this ad even if it submits a tearsheet at a later date. (Tearsheets are vital in the billing process. One missing tearsheet can delay payment to dozens or more newspapers.)

As an MPA member, you understand that Missouri Press Association is reproducing legal notices from your newspaper for republication on the MPA website www.mopublicnotices.com. To the extent that your newspaper has any copyright rights to the content of the public notices you publish, you hereby consent to the reproduction of the legal notice content in your newspapers by Missouri Press Association on the website referenced above and for permanent retention of that notice in the website's database in perpetuity for access by the public via the website's search capability. If public notices are not uploaded by the newspaper, then 25 cents will be charged for each public notice that NewzGroup (or MPS) has to upload. This Agreement supersedes all pre-existing Agreements for participation in the MPS Advertising Program.

TERM

This Agreement supersedes all pre-existing Agreements for participation in the MPS Advertising Program. This Agreement shall have a perpetual term and shall continue until such time as either MPS or the Newspaper terminates the Agreement by providing 60 days written notice of cancellation

This agreement has been approved and accepted on the _____ day of _____, 2021

Newspaper Name: _____

_____ (print authorized agent's name)

agrees that he/she is an authorized agent whose signature is legally binding on behalf of said newspaper.

Signed by _____

Title _____

Date _____

Accepted by Missouri Press Service. Signed by Mark Maassen _____

Title Executive Director

** This document contains the full and complete agreement between parties and supersedes all prior to discussions, either oral or written. Any changes, additions, or modifications to this contract must be agreed to and signed by both parties for the contract to be considered definite. Please sign this contract and return via mail, fax or email to MPS by 11/29/2021

Missouri Press Service Inc., 802 Locust St., Columbia, MO 65201
email: jpatton@mopress.com Phone: 573-449-4167 Fax: 573-874-5894

A digital copy of this form is available at www.mopress.com that can be filled out and emailed back to jpatton@mopress.com

Please Complete Entire Form

RETURN BY NOVEMBER 29, 2021.

Mail: 802 Locust St. • Columbia, MO 65201 • Fax: 573-874-5894 • Email: jpatton@mopress.com

Updated Rates will be in effect from 30 days after receipt until we receive the next update.

Rates not updated will remain the same until updated.

A copy of your rate cards must be returned with this form.

Newspaper Name: _____

City Name: _____

NEWSPAPER RATES *(Make sure these rates include MPS 30% placement fee)*

Display Inch Rate Daily _____

Display Sat or Sun Rate _____

Display Special Weekday _____

Combination Newspaper-TMC Rate _____

Classified Display Rate Sat or Sun _____

Classified Display Special Weekday _____

*Classified Display Rate, Daily _____

NEWSPAPER COLUMN WIDTH BY INCH

1 COL: _____

2 COL: _____

3 COL: _____

4 COL: _____

5 COL: _____

6 COL: _____

7 COL: _____

8 COL: _____

9 COL: _____

** All future Federal and State Government Advertising (i.e. proposed constitutional amendment advertising, unclaimed property advertising, state sealed bid advertising, advertising from FEMA, etc.) will be placed at the **Classified Display Rate-Daily**, as specified by Missouri Revised Statute, Section 493.025. This rate will be used whether said advertising runs in Classified Display or ROP Display section of the newspaper.*

INSERT RATES *(Make sure these rates include MPS 20% placement fee)*

National Commission Structure / Priced PER THOUSAND

Single Sheet _____

Four Tab _____

Eight Tab _____

Twelve Tab _____

Sixteen Tab _____

Quantity Required _____

Page Depth: _____

If Modular please list sizes and rate below.

Where should your inserts be sent (Shipping Address) _____

COLOR RATES *(Make sure these rates include MPS 30% placement fee)*

Process Color _____ PCI FLAT

Minimum Color Space Accepted _____

Accounts Payable: _____

Preferred Billing Address: _____

Accounts Payable email: _____

Town Name: _____ **NEWSPAPER SPECIFICATIONS**
 Newspaper Name: _____ Publication Day(s): _____
 Web Address: _____ Deadline: _____
 Average Monthly Online Page Views: _____ Paid Circulation Amounts: _____
How is this verified? _____ Free Circulation Amounts: _____
 Mailing Address: _____ **Total:** _____
 P.O. Box: _____
 Phone: _____ *How is this verified:* _____

Fax: _____ **TOTAL MARKET PUBLICATION/SHOPPER**
 Editorial Email: _____ Publication Day(s): _____
 Advertising Email: _____ Deadline: _____
 Circulation Amounts: _____

PERSONNEL

Publisher: _____
 Publisher email: _____
 Editor: _____
 Editor email: _____
 Ad Manager: _____
 Ad Manager email: _____
 Ownership: _____

Political Affiliation: (Required by State election laws)

Democrat Republican

Recent decisions made by the Secretary of State's office regarding which newspapers will receive public notice advertising on proposed constitutional amendments are in part determined by your political affiliation, (or Faith – i.e. Republican or Democrat). The Secretary of State's office has determined that there are only two "political faiths".

NETWORKS

2x2/2x4 Network Participant: Yes No
 Statewide Classified Participant: Yes No
 Online Ad Network Participant: Yes No

VERY IMPORTANT

INSERTION ORDER CONTACTS (Name/Email)

Classified Display: _____ (Email) _____
 Classified Employment: _____ (Email) _____
 Legal/Public Notice: _____ (Email) _____
 Display: _____ (Email) _____
 Online: _____ (Email) _____

Please Complete Entire Form

Please update rates and mail or fax this form to
Missouri Press Service • 802 Locust Street • Columbia, MO 65201
Fax: 573-874-5894 • Email: mopressads@mopress.com

Updated Rates will be in effect from 30 days after receipt until we receive the next update.

Rates not updated will remain the same until updated.

A copy of your rate cards must be returned with this form.

Newspaper Name: _____

City Name: _____

Where is your publication printed : _____

Due to the contract with the State of Missouri for ad placement, Missouri Press

MUST receive a copy of all your rate cards - online, display, insert, etc.

Please submit all of your rate cards along with all UPDATED information.

NAME OF PERSON COMPLETING FORM _____

Please update ALL and mail, fax or email this form to:

email: jpatton@mopress.com

Missouri Press Service

802 Locust Street

Columbia, MO 65201

Fax: 573-874-5894