

# 2022 MIZZOU Football Tickets / Newspaper Ad Trade-Out Proposal for MPA Members

**To:** MPA Publishers  
**From:** Mark Maassen

**Deadline:** Aug. 8, 2022

For the **31st** year, the University of Missouri Athletic Department is working through Missouri Press to arrange a “football-tickets-for-advertising trade-out.” The deadline to reply is **August 8, 2022**.

Mizzou’s Athletic Department is offering MPA newspapers an allotment of tickets for the home game with the **New Mexico State Aggies** on Saturday, **Nov. 19th**. The game time is TBD.

You may use these tickets for your newspaper family, for your advertisers, for promotions, etc.

If you want to participate in this voluntary ticket-advertising trade-out, please return the completed coupon (below) by mail or fax or email to the Missouri Press office by August 8, 2022. Missouri Press will send you the tickets, insertion order and ads as soon as they are available. If you have any questions, just contact Missouri Press. Phone 573-449-4167, email [mopressads@mopress.com](mailto:mopressads@mopress.com), fax 573-874-5894, or mail to: Missouri Press, 802 Locust St., Columbia MO 65201 no later than August 8, 2022.

**Ticket Details:** The Mizzou Athletic Department, through Missouri Press, will provide each participating newspaper tickets in quantities of 8, 12 or a maximum of 16 reserved seat tickets to the **New Mexico State—Mizzou** game at a maximum total value of \$45 per ticket (total maximum value of \$720). These tickets will be outside the 20-yard line in the best available special Missouri Press section.

In return, participating newspapers provide Mizzou athletics up to a total of \$720 in display advertising. The total minimum is 8 tickets and total maximum is 16 per publication. The number of tickets you request, multiplied by \$45, will determine your level of commitment. Display advertising placement will come through Missouri Press. It is expected the ad schedule will run in late August.

**YOU HAVE 3 CHOICES — COMPLETE THIS FORM TODAY!**

**Newspaper Name:** \_\_\_\_\_ **City:** \_\_\_\_\_

\_\_\_\_\_ 8 tickets you are requesting x \$45 = \$360 your commitment

\_\_\_\_\_ 12 tickets you are requesting x \$45 = \$540 your commitment

\_\_\_\_\_ 16 tickets you are requesting x \$45 = \$720 your commitment

Please consider donating tickets to MPA. Missouri Press may have \_\_\_\_\_ tickets.  
(Donated tickets will be deducted from the number of tickets you are requesting.)

**Address to mail tickets:** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Email address:** \_\_\_\_\_