

2023 MIZZOU Football Tickets / Newspaper Ad Trade-Out Proposal for MPA Members

To: MPA Publishers

Deadline: Aug. 7, 2023

From: Mark Maassen

For the **32nd** 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 7, 2023**.

Mizzou’s Athletic Department is offering MPA newspapers an allotment of tickets for the home game with the **Florida Gators** on Saturday, **Nov. 18th**. 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 this completed form by email to melfrink@mopress.com by August 7, 2023. Missouri Press will send you the tickets, insertion order and ads as soon as they are available. If you have any questions, call (573) 449-4167 or email melfrink@mopress.com.

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 **Florida Gators—Mizzou** game at a 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 minimum request is 8 tickets and 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:** _____