

# 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 withheld 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.

**NEW** Members of the Association, made up of publications like yours, voted to make uploading a full digital edition of MPA newspapers a requirement of membership in the Association.

**The new bylaw states: Every Member defined above as Active Print or Active Specialty Publication shall be required to send digital copies (PDFs) of every issue of your publication to MPA or MPA's designee for archiving (i.e., State Historical Society) and for Advertising billing (tear sheets.)**

An alternative to uploading your own pages with NewzGroup is to provide MPA a complimentary, non-expiring login to your e-editions so that we can grab your pages. We only ask that the login is set up without an end date, so we don't have to bother you again when it expires.

**Website:** \_\_\_\_\_ **Login:** \_\_\_\_\_ **Password:** \_\_\_\_\_

**You will also no longer be required to mail copies of your newspaper to the Association's offices in Columbia, saving you time and money.**

To get started uploading digital editions of your newspaper, or to provide an e-edition login, contact Missouri Press Service Advertising Director Ted Lawrence at (573) 449-4167, ext. 312, or email him at [tlawrence@mopress.com](mailto:tlawrence@mopress.com).

MPS will pull tearsheets for proof of publication from the digital uploads. 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](http://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 web-site 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.

## **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 \_\_\_\_\_, 2023**

**Newspaper 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** \_\_\_\_\_  
**Executive Director**

Please Complete Entire Form

RETURN BY NOVEMBER 15, 2023

Mail: 802 Locust St. • Columbia, MO 65201 • Email: jpatton@mopress.com

Updated Rates will be in effect on January 1, 2024 or within 30 days after receipt if received after 1/1/2024.

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: \_\_\_\_\_

(Make sure these rates include MPS's placement fee as outlined on page 1)

NEWSPAPER RATES

Display

Display Inch Rate Daily \_\_\_\_\_

Display Sat or Sun Rate \_\_\_\_\_

Display Special Weekday \_\_\_\_\_ Pub Day: \_\_\_\_\_

Display Advertising Insertion Order Contact:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Classified Display Rate Sat or Sun \_\_\_\_\_

Classified Display Special Weekday \_\_\_\_\_

\*Classified Display Rate, Daily \_\_\_\_\_

Classified Advertising Insertion Order Contact:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Legal/Public Notice Order Contact:

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Classifieds

\* All future Federal and State Government Advertising 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 \_\_\_\_\_

Quantity Required \_\_\_\_\_

Inserts

Insert Insertion Order Contact: \_\_\_\_\_

Where should your inserts be sent (Shipping Address) \_\_\_\_\_

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

Process Color Rate: \_\_\_\_\_  PCI  Flat

Minimum Color Space Accepted: \_\_\_\_\_

NEWSPAPER SPECIFICATIONS

Publication Day(s): \_\_\_\_\_

Deadline: \_\_\_\_\_

Paid Circulation Amounts: \_\_\_\_\_

Free Circulation Amounts: \_\_\_\_\_

Total: \_\_\_\_\_

TOTAL MARKET PUBLICATION/SHOPPER

Publication Day(s): \_\_\_\_\_

Deadline: \_\_\_\_\_

Circulation Amounts: \_\_\_\_\_

NEWSPAPER COLUMN WIDTH BY INCH

Display: \_\_\_\_\_ Classified: \_\_\_\_\_

1 Column: \_\_\_\_\_ 1 Column: \_\_\_\_\_

2 Column: \_\_\_\_\_ 2 Column: \_\_\_\_\_

3 Column: \_\_\_\_\_ 3 Column: \_\_\_\_\_

4 Column: \_\_\_\_\_ 4 Column: \_\_\_\_\_

5 Column: \_\_\_\_\_ 5 Column: \_\_\_\_\_

6 Column: \_\_\_\_\_ 6 Column: \_\_\_\_\_

7 Column: \_\_\_\_\_ 7 Column: \_\_\_\_\_

8 Column: \_\_\_\_\_ 8 Column: \_\_\_\_\_

9 Column: \_\_\_\_\_ 9 Column: \_\_\_\_\_

Page Depth: \_\_\_\_\_

MODULAR SIZING

Size: \_\_\_\_\_ Price: \_\_\_\_\_

1/16 Page: \_\_\_\_\_

1/8 Page: \_\_\_\_\_

1/4 Page: \_\_\_\_\_

1/2 Page: \_\_\_\_\_

Full Page: \_\_\_\_\_

Town Name: \_\_\_\_\_

Newspaper Name: \_\_\_\_\_

Web Address: \_\_\_\_\_

Average Monthly Online Page Views: \_\_\_\_\_

How is this verified? \_\_\_\_\_

Mailing Address: \_\_\_\_\_

P.O. Box: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Editorial Email: \_\_\_\_\_

Advertising Email: \_\_\_\_\_

### PERSONNEL

Publisher: \_\_\_\_\_

Publisher email: \_\_\_\_\_

Editor: \_\_\_\_\_

Editor email: \_\_\_\_\_

Ad Manager: \_\_\_\_\_

Ad Manager email: \_\_\_\_\_

Ownership: \_\_\_\_\_

### NETWORKS

2x2/2x4 Network Participant:

Statewide Classified Participant:

Online Ad Network Participant:

**Political Affiliation:** (Required by State election laws)

Democrat

Republican

Other: \_\_\_\_\_

Where is your publication printed:

**Name of Person completing this form:**

\_\_\_\_\_

## ONLINE CONTACTS:

### Online Advertising:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

## ACCOUNTS PAYABLE

Preferred Billing Address:

\_\_\_\_\_

\_\_\_\_\_

Accounts Payable email:

\_\_\_\_\_

Accounts Payable contact:

\_\_\_\_\_

## PRINTER CONTACTS

Name: \_\_\_\_\_

Email: \_\_\_\_\_

## ADDITIONAL CONTACTS

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Job Title: \_\_\_\_\_

**Due to the contract with the State of Missouri for ad placement, Missouri Press MUST receive a copy of all of your rate cards - online, display, insert, etc. Please submit all of your rate cards along with all UPDATED information.**

**Please update ALL and email this form to:**

**email: [jpatton@mopress.com](mailto:jpatton@mopress.com)**

**Missouri Press Service • 802 Locust Street**

**Columbia, MO 65201**

\*\* 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 to MPS by 11/15/2023.

A digital copy of this form is available at [www.mopress.com](http://www.mopress.com) that can be filled out and emailed back to [jpatton@mopress.com](mailto:jpatton@mopress.com)