

WHY NEWSPAPERS

Newspapers still deliver. They deliver credibility, and they bring to the news gathering process a set of standards unmatched. Newspapers also deliver an audience.

- ▶ Four out of five Americans take action as a result of newspaper advertising.
- ▶ More than 70 million people visited newspaper websites in June of 2009.
- ▶ Every day 2.8 million Hoosiers read the newspaper.

Newspapers lend advertisements a certain weight and dignity. Newspapers remain the heart and soul of small towns, sharing ad space with the only local news and information consistently available in many communities. Newspapers in metropolitan areas have a tradition and place of trust with their readers that elevate the advertisements accompanying the news stories within.

Newspaper advertising serves up a very desirable demographic, reaching those with higher levels of education and higher incomes. It also offers an opportunity to provide detail and explanation to a greater degree than broadcast media, essential to campaigns that require lists, figures and fine print.

The only way to reach certain portions of our state is through newspapers. Their market coverage is broad and acts as a vehicle in places where roads are few. Newspapers deliver vital messages unlike any other medium.

The power of newspaper advertising is black and white. Call MAP, and we will chart a simple, direct, effective course for you.



BENEFITS OF MAP

EXPERIENCE

MAP's staff knows how to navigate newspaper advertising and publishing. We realize that working with Indiana's nearly 200 newspapers can be time-consuming. We alleviate the frustration of multiple phone calls, insertion orders and ad distribution involved in multiple newspaper buys—at no additional cost to you.

RATES AND DISCOUNTS

All rates are published rates, which means you pay the same price as if you worked with each individual newspaper. We can place national, retail, insert, classified or contract rates. If you're considering a schedule with multiple insertions, you will be advised of any requirements to qualify for repeat discounts.

QUICK TURNAROUND

MAP can handle detours. We understand that clients do not always plan schedules weeks in advance. With one keystroke we can print insertion orders instantly, and newspapers are notified immediately.

THE REACH YOU NEED

Every day, 2.8 million Hoosiers read the newspaper. MAP can guide your clients' messages to all of them, or to whatever slice you choose. We can target newspaper specialty sections on topics such as weddings, cooking/dining, lawn and garden, women, golf, gift-giving and others. Major metropolitan dailies, small weeklies, minority newspapers, free newspapers...all are on our MAP.

NATIONWIDE ACCESS

We have an atlas handy, too. MAP participates in a nationwide ad services network. Let us use our contacts to access information you need from any other newspaper in the country.

ACCURATE DATA

There's never a wrong turn. MAP uses major data services such as Scarborough and Newspaper Association of America to provide you with specific marketing assistance.

RESEARCH ASSISTANCE

We can help you research new or existing markets based on zip codes, market penetration, geographic or demographic information. We can provide timely quotes or market research on any individual or group of new papers you request.

MORE THAN PRINT

We can help you place more than print ads. Choose from a range of products for your client, including Internet advertising, preprinted inserts, poly bags and more.

AND IT'S FREE

There is no charge for our service. There are no membership fees, and we do not mark up rates. MAP was established to simply make it easier for agencies to work with newspapers, at no additional cost. Our services are paid for by the newspapers, not by you. MAP is here to help you find the most direct route, wherever your clients need to go.

MULTIPLE NEWSPAPERS. ONE BUY.

Newspaper advertising can be simple. With one phone call, one order, one bill and one check, you can place in newspapers statewide. Or even beyond.

You only need a MAP. Midwest Advertising Placements, the newspaper advertising placement service of the Hoosier State Press Association, takes you wherever you want to go.

Simply give us a list of newspapers in which you wish to place your advertising; or, if you're undecided, give us the guidelines and demographics you're considering. We'll take it from there.

MAP will provide you with an itemized quote displaying individual rates, circulation figures, page size, total ad cost and publication dates. We can quote for print, online, inserts and more.

We will confirm advertising rates, discounts and deadlines with the newspapers you choose. We will reserve the space, and we will send out insertion orders to each newspaper.

We will monitor placements during your campaign to confirm that everything is running properly.

After publication of your ad, we will reconcile orders and invoices and provide you with a single itemized invoice, tearsheets and/or affidavits. Your invoice lists each newspaper with the date, size, cost per paper and total amount due.

You only need to send us one check for the entire insertion cost. We pay each newspaper for you.

▶ OUR SERVICE IS FREE

Stop and ask for directions—MAP will never charge. We are paid by newspapers for promoting their publications.

There are no membership fees. And there is no minimum or maximum number of newspapers to buy. Whether you need just a few newspapers or all of them, we can fulfill your campaign needs.

On business placed at national rates, you will always be entitled to your standard agency commission and will be advised of any discounts your client is eligible to receive. We do not call your clients.

▶ ABOUT MAP

Midwest Advertising Placements is operated by the Hoosier State Press Association. HSPA is a trade association representing nearly 200 Indiana newspapers of general, paid circulation. The Hoosier State Press Association was founded in 1933. Our staff consists of personnel with more than 20 years of experience in the newspaper advertising industry. We're experienced guides for your buying needs.



CONTACT US

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