



PO Box 1350  
Iowa City, IA 52244-1350

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Tel: 800-248-4061 • Fax: 319-341-4358

Thank you for your inquiry regarding the Midwest Classified Network. Since 1983 thousands of classified ads have made their way into millions of Midwestern homes with the help of the Midwest Classified Network.

The circulation, of all participating classified members, totals over 2.7 million, and there are over 100 participating publications across 10 states here in the Midwest. Some classified member papers do not run every ad, every week. They may elect to hold the ad until the next week, or if space does not permit, may not run it at all. We have researched and found that an estimated 75% of all papers run the classified ads on any given week. Even at 75% of the circulation, \$199, for a 30 word ad, is still an unbeatable price. Each publisher reserves the right to refuse any and all advertising that conflict with state or company policies. Tear sheets are not normally provided, and requests for tear sheets will be evaluated on a case by case basis.

Each one of the zones has a base price for 30 words or less (\$2 per word over 30.) The Midwest Classified Network counts words, not characters or spaces. Things like email and web addresses count as only one word each, but with mailing addresses, each word is counted individually. Hyphenated words are only counted as one word if it is grammatically correct to hyphenate the words. If you have any questions about your ad word count, contact the Midwest Classified Network with your ad copy to get a pre-approved word count.

Even though most think the idea behind classified advertising is to have your ad specifically classified by categories (such as *miscellaneous, for sale, service, etc.*), the Midwest Classified Network does not send their classified ads out to member publications categories. This is due to the fact that not all of our member publications categories their own classified ads, rather they are used to fill in space around the box advertising. We also do not offer bold, special formatting, color, logos, or boxes as part of our classified network.

Due to the fact that we have been burned by some financial service advertisers in the past, who place ads and then contest the charges later (thus costing our association \$1000s of dollars), we are now sorry to have to require payment of financial service ads in the form of Cashier's Checks before the ad can run. We do not like to have to instate this kind of policy, but unfortunately, the fraudulent actions of a few forces us to put restrictions on everyone.

Following please find information regarding the Midwest Classified Network, a list of MCN members, as well as the guidelines to ads we will accept. You can send your ad copy with payment or a credit card authorization form to me by fax, email, or standard mail. If I can be of any further assistance, please do not hesitate to call me at 1-800-248-4061.

Sincerely,

Jori E. Hendon  
Office Manager  
mfcp@mchsi.com

**Following Pages:** MCN Guidelines  
MCN Order Form  
Credit Card Authorization Form  
MCN Member list  
MCN Brochure

# Midwest Classified Network

The Midwest Classified Network has four classified zones, giving clients more options with their advertising dollars.

**All Zone:** Our entire Midwest Classified Network coverage area of ten states with a combined circulation of over **2.7 million homes\***. States covered are Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Nebraska, Ohio, South Dakota, and Wisconsin.

**Cost: \$199 for a 30 word ad. \$2 each additional word.**

**Iowa Zone:** Publication in Midwest Classified Network members in Iowa only. The circulation for this zone is nearly **1 million homes\***.

**Cost: \$159 for a 30 word ad. \$2 each additional word.**

**East Zone:** Publication in the Midwest Classified Network members located east of Interstate 35 in Iowa. This zone has members in Iowa, Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin. The circulation is over **2 million homes\***.

**Cost: \$159 for a 30 word ad. \$2 each additional word.**

**West Zone:** Publication in the Midwest Classified Network members located west of Interstate 35 in Iowa. This zone has members in Iowa, Kansas, Minnesota, Nebraska, and South Dakota. The circulation is nearly **1 million homes\***.

**Cost: \$159 for a 30 word ad. \$2 each additional word.**

*Bringing you to the  
Midwest's doorstep!*



**To place an ad, simply call our office at 800-248-4061 for assistance, or fill out a MCN order form and fax it to the MFCP office, 319-341-4358, by the weekly deadline of Wednesday 11:45 a.m. CT for publication the following week.**

**Midwest Classified Network**  
**A division of Midwest Free Community Papers**

Midwest Free Community Papers  
PO Box 1350  
Iowa City, IA 52244-1350

Tel: 800-248-4061  
Fax: 319-341-4358  
E-mail: mfcpc@mchsi.com



# *Guidelines for the Midwest Classified Network*

- 1 Any political or personal opinion/religious ads must have the name and address of the person or group printing the ad. The ad must be verified for authenticity by Midwest Free Community Papers.
- 2 All ads submitted to Midwest Free Community Papers must be accompanied by the name, address, and phone number of the person/persons submitting the ad. If the person is submitting an ad for a business or organization, then the same information is required for the business or organization.
- 3 The Midwest Classified Network will consider the following types of ads on a case by case basis:
  - A. That requires or encourages sending money through the mail.
  - B. That advertises "Work at Home" opportunities, like stuffing envelopes.
  - C. That advertises for palm readers, psychics or hypnotists.
  - D. That advertises employment out of the country.
  - E. That advertises credit cards or personal loans & mortgages that include practices that are against federal and/or state laws.
  - F. That advertises chain letters.
  - G. That advertises drugs, medications or creams, including weight loss pills.
  - H. That advertises massage parlors or escort services.
  - I. That advertises 23 channel C.B.'s (federal law).
  - J. That advertises used mattresses or bedding (federal law).
  - K. That advertises for publications such as Buy U.S. Government Surplus equipment, or fore-closed houses, or government auctions, by sending money for a publication that will direct a consumer to these services.
  - L. That are sexual, obscene, or pornographic in nature.
  - M. That advertises 900 numbers without the cost per minute and minimum charge listed.
  - N. That does not specify employment opportunities.

The Board of Directors realizes many legitimate businesses fall within these guidelines. For their protection, and ours, we require complete information and disclosure of the company or services being offered.

This listing is not all inclusive, and can be changed without notice, at the discretion of MFCP. If you have any questions, please feel free to call the MFCP office at **1-800-248-4061**.



*Helping advertisers  
reach potential  
customers in the  
Midwest is easier than  
ever before!*

# MIDWEST CLASSIFIED NETWORK

Midwest Free Community Papers  
PO Box 1350  
Iowa City, Iowa 52244-1355  
FAX 319-341-4358  
800-248-4061

**DEADLINE: Wednesday NOON CT for publication the following week.**  
Rates for 30 words or less per week. *Additional words \$2 each.*

<b>All</b>	(Includes 10 states)	<b>\$199</b>
<b>Iowa</b>	(All MCN members in the state)	<b>\$159</b>
<b>East</b>	(East of Interstate 35)	<b>\$159</b>
<b>West</b>	(West of Interstate 35)	<b>\$159</b>

Desired Zone (Required): \_\_\_\_\_ Number of words \_\_\_\_\_  
Extra Words \_\_\_\_\_ Week(s) of Run \_\_\_\_\_  
Total Cost \_\_\_\_\_

**Method of payment:** MasterCard, Visa, Discover, American Express, Check, or Money Order. **(All forms of payment must be received before classified ad will run.)**

Please Print:

Credit card number \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 digit Security Code: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

**Billing Address for Credit Card:**

Address \_\_\_\_\_

City, State, Zip Code \_\_\_\_\_

Day Time Phone number \_\_\_\_\_

*I acknowledge that my card cannot be credited back and my ad cannot be canceled after noon CT on Wednesday the week before my ad is scheduled to run.*

Approval Signature: \_\_\_\_\_

**Ad Copy:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**For further information please call 800-248-4061  
or check out [www.mcn-ads.com](http://www.mcn-ads.com)**



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PO Box 1350  
Iowa City, IA 52244-1350

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## **CREDIT CARD AUTHORIZATION**

<b>Date:</b>	<b>Amount of Charge:</b>
<b>Customer Name:</b>	
<b>Credit Card Number:</b>	
<b>Security Code (from back of card):</b>	<b>Expiration Date:</b>
<b>Card Holder's Name:</b>	
<b>Card Billing Address:</b>	
<b>Authorized Signature:</b> <i>I acknowledge that my card cannot be credited back and my ad cannot be canceled after noon CT on Wednesday the week before my ad is scheduled to run.</i>	
<b>Length of Authorization:</b> <i>(One time, one month, one year, unlimited)</i>	
<b>Text:</b>	

***This form must be completed and faxed back to MFCP before advertising can be placed. Fax Back to 319-341-4358.***

***Call 800-248-4061 if you have any questions.***

# Midwest Classified Network Member Publication List

Publication	City	State	All Zone	Iowa Zone	East Zone	West Zone
Dallas County Roundup	Adel	IA	13,662	13,662		13,662
Waukee Today	Adel	IA	4,179	3,442		3,442
The Reminder	Algona	IA	13,150	13,150		13,150
The Story County Advertiser	Ames	IA	23,558	23,558		23,558
Ankeny Press Citizen	Ankeny	IA	19,555	19,555	19,555	19,555
Southwest Iowa Shopper	Atlantic	IA	15,240	15,240		15,240
Tri-County Special	Auburn	IA	8,355	8,355		8,355
Nishna Valley Tribune	Audubon	IA	6,650	6,984		6,984
4-County Market	Belle Plaine	IA	7,231	7,231	7,231	
Reminder	Belmond	IA	11,512	11,512		11,512
Tri-County Shopper	Bloomfield	IA	10,725	10,725	10,725	
Boone County Shopping News	Boone	IA	11,739	11,739		11,739
Ad-Express	Centerville	IA	13,472	13,472	13,472	
Northeast Iowa Shopper	Charles City	IA	17,046	17,046	17,046	
The Weekend Extra	Charles City	IA	15,086	15,086	15,086	
The Cresco Shopper	Cresco	IA	13,274	13,274	13,274	
Southwest Iowa Advertiser	Creston	IA	10,535	10,535		10,535
Thrifty Nickel	Davenport	IA	28,293	28,293	28,293	
Ad-Visor	Denison	IA	8,589	8,589		7,478
Cityview	Des Moines	IA	27,053	27,053	27,053	27,053
Iowa Living Magazine	Des Moines	IA	65,000	19,700	19,700	19,700
The Dubuque Advertiser	Dubuque	IA	35,764	35,764	35,764	
Eastern Iowa Shopping News	Dyersville	IA	19,534	19,534	19,534	
Fairfield Town Crier	Fairfield	IA	10,928	10,928	10,928	
Winnebago-Hancock Shopper	Forest City	IA	10,592	10,592		10,592
The Consumer News	Fort Dodge	IA	20,662	20,662		20,662
Pennysaver	Grinnell	IA	14,848	14,848	14,848	
Area Wide Ad-Vertiser	Hawarden	IA	6,818	6,818		6,818
Humboldt Reminder	Humboldt	IA	11,821	11,821		11,821
The Leader	Indianola	IA	4,635	4,635		4,635
Community News Advertiser	Iowa City	IA	35,534	35,534	35,534	
Marion County Reminder	Knoxville	IA	21,020	21,020	21,020	
The Shopper	Maquoketa	IA	12,996	12,996		
The Iowa County Advertiser	Marengo	IA	10,096	10,096	10,096	
Pennysaver	Marshalltown	IA	21,898	21,898	21,898	
The Mason City Shopper	Mason City	IA	29,050	29,050	29,050	
Shoppers' Guide	Monticello	IA	9,942	9,942	9,942	
Mt. Pleasant Shopper	Mt Pleasant	IA	12,427	12,427	12,427	
The SUNlight	Mt. Vernon	IA	3,295	3,295	3,295	
Muscatine Post	Muscatine	IA	17,866	17,866	17,866	
Jasper County Advertiser	Newton	IA	16,376	16,376	16,376	
Shopper's Reminder	Oelwein	IA	18,500	18,053	18,053	
Ad-Visor	Orange City	IA	8,523	8,523		8,523
The Advertiser	Osceola	IA	14,600	14,600		14,600
Oskaloosa Shopper	Oskaloosa	IA	15,671	17,254	17,254	
The Dandy Dollar	Ottumwa	IA	25,000	28,565	28,565	

## Midwest Classified Network Member Publication List

Publication	City	State	All Zone	Iowa Zone	East Zone	West Zone
Chiefland Shopper	Perry	IA	17,532	17,532		17,532
Calhoun County Reminder	Rockwell City	IA	6,549	6,549		6,549
Weekly Times	Shenandoah	IA	24,513	24,513		24,513
Shopper's Guide	Sioux City	IA	51,040	51,040		51,040
Tama County Shopper	Tama	IA	13,442	13,422	13,422	
Vinton Livewire	Vinton	IA	13,872	13,872	13,872	
Washington County Shoppers Guide	Washington	IA	12,084	12,084	12,084	
Cedar Valley Saver	Waterloo	IA	48,577	48,577	48,577	
Bonny Buyer	West Point	IA	22,058	22,058	22,058	
Grapevine	Whiting	IA	9,535	9,535		9,535
Town Crier	Aledo	IL	8,089		8,089	
Lakes Area Advertiser	Antioch	IL	193,362		193,362	
Boone County Shopper	Belvidere	IL	19,897		19,897	
American Classifieds	Champaign	IL	34,357		34,357	
Inside Publications	Chicago	IL	31,639		31,639	
Freeport Shopping News	Freeport	IL	20,812		20,812	
The Paper	Galesburg	IL	21,450		21,450	
Shopper's Review	Highland	IL	17,688		17,688	
Carroll County's Prairie Advocate News	Lanark	IL	12,325		12,325	
Rock Valley Publishing, LLC	Machesney Park	IL	76,350		76,350	
Penny Saver	Monmouth	IL	14,350		14,350	
The Shopper	South Holland	IL	54,776		54,776	
PennySaver Publication, Inc.	Tinley Park	IL	451,426		451,426	
The Nitelife Group	West Chicago	IL	50,000		50,000	
Family Flyer- Lake County	Crown Point	IN	53,773		53,773	
Green Banner Publications	Pekin	IN	63,420		63,420	
Family Flyer- Porter County	Valparaiso	IN	43,644		43,644	
The Shopper	Emporia	KS	21,768			21,768
Penny Press 4	Hiawatha	KS	13,557			13,557
Hillsboro Free Press	Hillsboro	KS	7,309			7,309
Buyers Guide	Salina	KS	25,306			25,306
Tip Off Shopping Guide	Jonesville	MI	18,975		18,975	
Freeborn County Shopper	Albert Lea	MN	17,825			17,825
Mower County Shopper	Austin	MN	18,077		18,077	
Jackson County Livewire	Jackson	MN	10,461		10,461	
Morrison County Record	Little Falls	MN	19,196			19,196
Luverne Announcer	Luverne	MN	9,500			9,500
Home Magazine	Mankato	MN	40,333			40,333
Farm Market News	Pipestone	MN	21,407			21,407
The Free Star	Pipestone	MN	10,972			10,972
The Advisor	Albion	NE	20,742			20,742
Columbus Area Choice	Columbus	NE	21,118			21,118
Fremont Area Shopper	Fremont	NE	28,144			28,144
Hartington Shopper	Hartington	NE	6,975			6,975
Penny Press 1	Nebraska City	NE	20,118			20,118
Norfolk Area Shopper	Norfolk	NE	30,235			30,235
O'Neill Shopper	O'Neill	NE	11,715			11,715
Morning Shopper	Wayne	NE	9,775			9,775

## Midwest Classified Network Member Publication List

Publication	City	State	All Zone	Iowa Zone	East Zone	West Zone
Elkhorn Valley Shopper	West Point	NE	10,382			10,382
Penny Saver	Covington	OH	11,726		11,726	
Stillwater Valley Advertiser	Covington	OH	10,211		10,211	
Pay Day	Huron	SD	16,880			16,880
The Advisor Advantage	Mitchell	SD	18,306			18,306
The Rapid City Weekly News	Rapid City	SD	20,500			20,500
Sioux Falls Shopping News	Sioux Falls	SD	85,893			85,893
The Broadcaster	Vermillion	SD	10,538			10,538
Coteau Shopper	Watertown	SD	24,994			24,994
Missouri Valley Shopper	Yankton	SD	21,362			21,362
HI Liter	Burlington	WI	34,492		34,492	
Southern Lakes Newspaper	Burlington	WI	39,000		39,000	
Grant, Iowa, Lafayette Shopping News	Platteville	WI	35,120		35,120	
Wisconsin Iowa Shopping News	Prairie du Chien	WI	19,761		19,761	
Penny Saver	Racine	WI	50,195		50,195	
Richland Center Shopping News	Richland Center	WI	13,143		13,143	
Tri-County Foxy Shoppers	West Salem	WI	44,467		44,467	
<b>Total Homes Reached:</b>			<b>2,989,338</b>	<b>930,480</b>	<b>2,076,884</b>	<b>923,633</b>

**\* The circulation of all MCN members totals over 2 million. Some MCN member papers do not run every ad – every week. They may elect to hold the ad until the next week, or if space does not permit, may not run it at all. Our research has found that an estimated 75% of all papers run the MCN ads on any given week. Even at 75% of the circulation, \$199 is still an unbeatable price. Each publisher reserves the right to refuse any and all advertising. Tear sheets will not be furnished.**

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