



Minnesota Classified Network
% MFCP
PO Box 1350
Iowa City, IA 52244-1350
800-866-0668 • Fax 319-248-3228

Thank you for your inquiry regarding the Minnesota Classified Network. Over the years thousands of classified ads have made their way into millions of Minnesota homes with the help of the Minnesota Classified Network.

The circulation, of all participating classified members, totals over 1.3 million, and there are 67 participating publications across the state of Minnesota. 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, \$179, for a 25 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.

The Minnesota 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 Minnesota Classified Network with your ad copy to get a pre-approved word count.

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 concerning the Minnesota Classified Network that includes a list of members, as well, as a guideline sheet explaining ads we will accept. You can send your ad copy with payment or credit card to me. If I can be of any further assistance, please do not hesitate to call me at 1-800-866-0668.

Sincerely,

Jori E. Hendon
Classified Ad Manager

Pages to follow: Guidelines
 Order form
 Member List
 Credit Card Authorization form
 Brochure

Have you heard the news!?!



Helping your advertisers reach potential customers in
Minnesota is easier than ever before!

Reach 68 publications in Minnesota
With 1.3 million household circulation.

Cost is only \$179 for a 25 word ad (\$5.00 each additional word)



Minnesota Classified Network

Bringing Your Ads to Minnesota's Doorstep

To place an ad, simply call the Minnesota Classified Network at 800-866-0668 for assistance, or fill out an order form and fax it to the Minnesota Classified Network at 319-248-3228, by the weekly deadline of Tuesday Noon Central Time for publication the following week.

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E-mail: minnclass@mchsi.com



Minnesota Classified Network

Guidelines for the Minnesota 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.
- 2 All ads submitted to Minnesota Classified Network 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 Minnesota 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. The advertises employment out of the country.
 - E. The 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 for publications such as Buy U.S. Government Surplus equipment, or foreclosed houses, or government auctions, by sending money for a publication that will direct a consumer to these services.
 - J. That are sexual, obscene, or pornographic in nature.
 - K. That advertises 900 numbers without the cost per minute and minimum charge listed.
 - L. 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 the Minnesota Classified Network. If you have any questions, please feel free to call our office at 1-800-866-0668.

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INSERT ORDER

DEADLINE: Tuesday NOON Central Time for publication the following week
\$179.00 for 25 words or less per week. Additional words \$5 each.

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 Tuesday the week before my ad is scheduled to run.

Approval Signature: _____

Ad Copy: _____

For further information please call **800-866-0668**

Minnesota Classified Network Member Publication List

Publication	City	State	Circulation
Advertiser - Mora	Mora	MN	16,542
Anoka County Shopper	Coon Rapids	MN	76,126
Bargain Hunter	Isle	MN	21,500
Bluff County Reader	Harmony	MN	16,742
Brown County Reminder	Sleepy Eye	MN	8,400
Central Minnesota Marketplace	St. Cloud	MN	74,000
Country Peddler	Devils Lake	ND	21,600
Dairyland Peach	Sauk Centre	MN	29,229
Duluth Budgeteer News	Duluth	MN	46,500
Echoland/ Piper Shopper	Pequot Lakes	MN	24,500
Fairmont Photo Press, Inc.	Fairmont	MN	11,905
Faribault Area Shopper	Faribault	MN	13,876
Fillmore County Journal	Preston	MN	10,600
Forest Lake Times	Forest Lake	MN	12,760
Freeborn County Shopper	Albert Lea	MN	17,890
Hastings Free Press	Hastings	MN	60,500
Heartland Shopping News	Fergus Falls	MN	14,071
Hiawatha Valley Shopper	Beldenville	WI	59,811
Home Magazine	Mankato	MN	41,887
Isanti County News	Cambridge	MN	11,000
Kenyon Area Tri-County Advertiser	Kenyon	MN	5,330
Lakes Area Review	New London	MN	6,160
Livewire- Jackson County	Jackson	MN	11,176
Lonsdale News-Review	Lonsdale	MN	2,861
Luverne Announcer	Luverne	MN	11,854
Minnesota River Valley Shopper	St. Peter	MN	11,706
Montevideo Star Advisor	Montevideo	MN	12,500
Morrison County Record	Little Falls	MN	19,609
Mower County Shopper	Austin	MN	18,008
NewsHopper	Aitkin	MN	22,312
Northfield Area Shopper	Northfield	MN	10,612
Northland Press	Outing	MN	9,000

Minnesota Classified Network Member Publication List

Publication	City	State	Circulation
Owatonna Area Shopper	Owatonna	MN	13,974
Pipestone Free Star	Pipestone	MN	11,064
Sartell Newsleader	St. Joseph	MN	6,800
Scotsman	Cambridge	MN	55,000
Sherburne County Citizen	Becker	MN	11,400
St. Croix Valley Peach	Forest Lake	MN	33,055
St. Joseph Newsleader	St. Joseph	MN	3,713
Star News	Elk River	MN	23,070
The Shopper	Paynesville	MN	9,300
The Shopper	Halstad	MN	30,000
The Shopper	Windom	MN	9,015
This Week's Shopping News	Fergus Falls	MN	20,893
Thisweek Apple Valley/Rosemount	Burnsville	MN	16,519
Thisweek Burnsville/ Eagan	Burnsville	MN	26,253
Thisweek Farmington/ Lakeville	Burnsville	MN	27,562
Town & Country Shopper	Princeton	MN	15,630
Town & Country Shopper	St. James	MN	10,251
Town & Country Shopping news	Sauk Centre	MN	11,000
Valley Shopper	Milbank	SD	18,000
Waite Park Newsleader	Waite Park	MN	4,690
Waseca Area Shopper	Waseca	MN	8,528
West Sherburne Tribune	Big Lake	MN	12,400
Winona Post & Shopper	Winona	MN	24,400

Circulation Total: 1,133,084

The circulation of all Minnesota Classified Network members totals over 1.1 million. Some 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. Minnesota Classified Network's research has found that an estimated 75% of all papers run the ads on any given week. Even at 75% of the circulation, \$179 is still an unbeatable price. Each publisher reserves the right to refuse any and all advertising. **TEAR SHEETS WILL NOT BE FURNISHED.**

Ads cannot be canceled and credit cards cannot be credited back after Noon central time on Tuesday for the following week's advertisements.