

# •••• National Ad Network ••••



## About Us

National Ad Network operates as a one-stop advertising placement agency that facilitates print and digital newspaper ad buys coast-to-coast. We are a consortium of state press associations representing more than 6,500 newspapers — and a comparable number of news websites — dedicated to executing effective, efficient advertising campaign management. From public notice advertising and statewide classified advertising to newspaper media buying and placement, there are a number of ways National Ad Network can help national and regional advertisers run successful, efficient localized ad campaigns.

### Did You Know?

**Congress has affirmed its belief in the power of rural media to reach local consumers with bipartisan support adding language to both the Labor, Health and Human Services, Education and Related Agencies and Department of Agriculture appropriations legislation urging the agencies to use local newspapers to advertise and disseminate their messages.**

Reach prospective national audiences and millions of readers with ease and efficiency.

### Power of Community News

Weekly newspapers remain a trusted source of news in local communities and have great reach with residents of these communities. In fact, the 2022 NNA Readership Survey by Susquehanna Polling found that community newspaper advertising surpassed other sources to help guide consumer shopping decisions.

### Access Goes Beyond Local

National Ad Network relies on relationships among and between state newspaper associations — which represent publications of all sizes, from small weeklies to major dailies. That means the Network is well positioned to support advertisers in reaching virtually any audience in any state, region or even the whole nation.

### How it Works

*One Point of Contact* — Advertisers and agencies can make newspaper print and digital ad buys coast-to-coast with just one call.

*One Order* — Whether a buy encompasses a dozen communities or 1,000, National Ad Network can handle it with the simplicity of a single order.

*One Bill* — The Network provides proof of publication and a single statement for each buy.

*One Payment* — The advertiser makes one payment; the Network handles distribution of payments to the appropriate newspaper partners.

### Time-Saving Efficiency

Having one point of contact saves time by eliminating the hassle of dealing with individual publications or agencies.

### Full Service Support

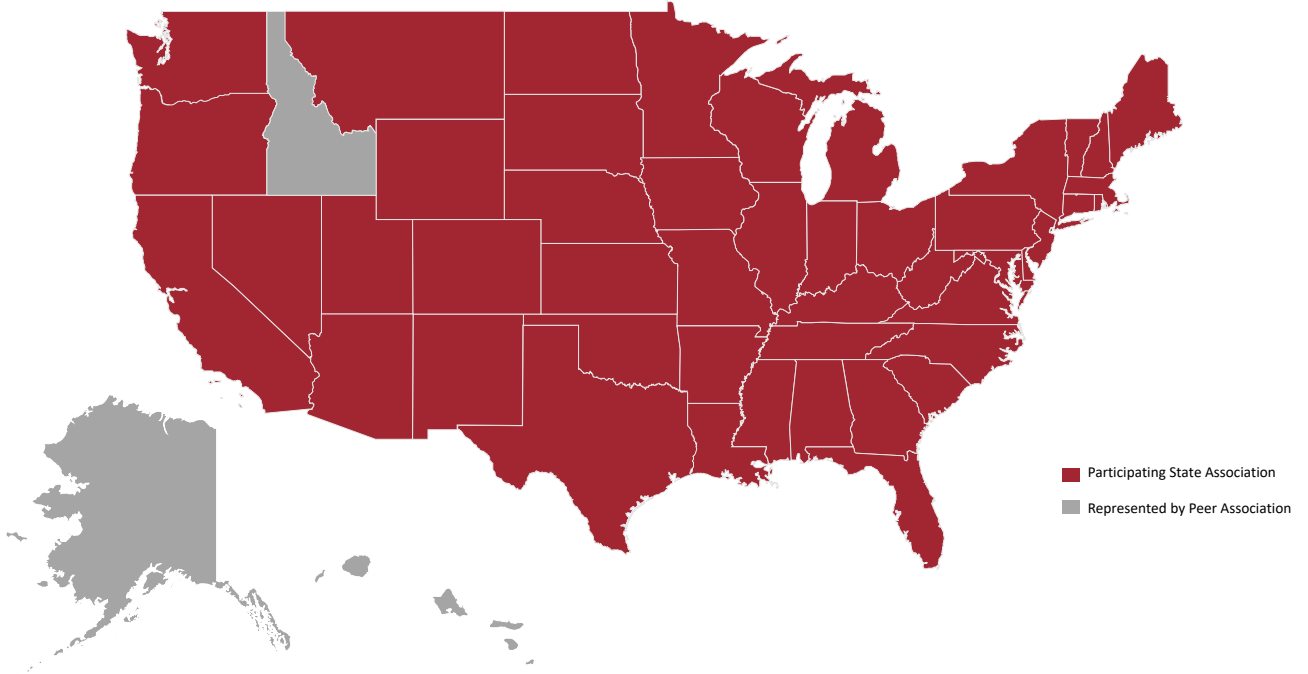
We offer electronic delivery of all ad copy to newspapers and follow up with invoicing and tearsheet or affidavit collection on behalf of our clients.

### Cost-Effective Buying

In most cases there are no fees for the Network's service. Commissions are paid by member newspapers who receive the ad buy.



# Make One Call. Connect with Consumers Nationwide.



## National Ad Network Association Partners Represent Media from Coast to Coast

- |   |  |   |
|---|--|---|
| Alabama Press Association                         | MDDC Press Association                         | North Dakota Newspaper Association          |
| Alberta Weekly Newspapers Association             | Maine Press Association                        | Ohio Newspaper Association                  |
| Allied Daily Newspapers of Washington             | Massachusetts Newspaper Publishers Association | Oklahoma Press Association                  |
| American Court & Commercial Newspapers Inc.       | Michigan Press Association                     | Ontario Community Newspapers Association    |
| America's Newspapers                              | Minnesota Newspaper Association                | Oregon Newspaper Publishers Association     |
| Arizona Media Association                         | Mississippi Press Association                  | Pennsylvania Newsmedia Association          |
| Arkansas Press Association                        | Missouri Press Association                     | Saskatchewan Weekly Newspapers Association  |
| California Newspaper Publishers Association       | Montana Newspaper Association                  | South Carolina Press Association            |
| Colorado Press Association                        | National Newspaper Association                 | South Dakota Newspaper Association          |
| Connecticut Daily Newspapers Association          | Nebraska Press Association                     | Tennessee Press Association                 |
| Florida Press Association                         | Nevada Press Association                       | Texas Press Association                     |
| Georgia Press Association                         | New England Newspaper and Press Association    | Utah Press Association                      |
| Hoosier State Press Association                   | New Hampshire Press Association                | Vermont Press Association                   |
| Illinois Press Association                        | New Jersey Press Association                   | Virginia Press Association                  |
| International Society of Weekly Newspaper Editors | New Mexico Press Association                   | Washington Newspaper Publishers Association |
| Iowa Newspaper Association                        | New York News Publishers Association           | West Virginia Press Association             |
| Kansas Press Association                          | New York Press Association                     | Wisconsin Newspaper Association             |
| Kentucky Press Association                        | News/Media Alliance                            | Wyoming Press Association                   |
| Local Media Association                           | Newspaper Association Managers                 |   |
| Louisiana Press Association                       | North Carolina Press Association               |   |



## Trusted Local Newspapers, Proven National Results

Over the past several years, the National Newspaper Association (NNA) has worked closely with members of Congress to demonstrate the critical role community newspapers play in informing citizens, strengthening civic engagement and supporting the economic vitality of local communities. Through ongoing advocacy and education efforts, NNA has helped lawmakers better understand that local newspapers remain among the most trusted and effective channels for reaching rural and small-town America. That work has led to increased recognition by Congress of the value newspapers provide as a communications partner for federal agencies. Building on that momentum, NNA partnered with press associations nationwide to showcase the effectiveness of the national newspaper advertising network, demonstrating how coordinated campaigns can efficiently deliver targeted messages to communities across the country through trusted local news sources.