



PART FOUR:

Simplify your media buy

The Michigan Press Association simplifies your multiple newspaper advertising campaign by handling your newspaper media buys from start to finish. Whether your campaign requires coverage from Detroit to Houghton or just a few places in between, our team can help.

WE CAN PLACE ALL TYPES OF NEWSPAPER PRODUCTS INCLUDING:

- ★ ROP
- ★ Freestanding Inserts
- ★ Polybags
- ★ Online Advertising
- ★ Specialty Pubs
- ★ Post-it Notes

Our expertise and established relationships can save you valuable time and effort when placing advertisements in multiple products.

HOW WE MAKE IT HAPPEN:

- ★ Fast and accurate rate information for newspapers, specialty publications and their Web sites.
- ★ Mechanical information, ad specs and deadlines for all of our 300 plus members' print and online products.
- ★ One itemized invoice, complete with tearsheets or impression reports, making payment and verification easy.

WE'RE YOUR GO-TO RESOURCE FOR NEWSPAPER PRINT AND ONLINE PLACEMENT!

MPA is all about quick turnaround—your schedule is our schedule. If you need rates in 24 hours or 3 hours, we can do this without breaking a sweat. To learn more visit www.michiganpress.org or contact Suzanne at 517.372.2424 or email us at printpower@michiganpress.org.

