



SNA ADVERTISING NETWORK

2x2 Display Advertising Guidelines

Newspaper Information Sheet

What is the 2x2 Network?

The new SNA 2x2 Network is one of the largest print networks in North America. This new advertising network consists of over 400 local community newspapers and has a total distribution of approximately 6 million households. It has been developed in response to the requests SNA has received from national and regional advertisers throughout North America.

The SNA 2x2 Network will share revenue with participating newspapers; actual revenue per individual newspaper is determined by each publication's portion of the network's total circulation. Newspapers are required to run each ad one time per week unless multiple dates are referenced on the insertion order. Newspapers do not invoice SNA for these ads; payments will be made by SNA in the form of a check to all participating newspaper groups every quarter. SNA will request monthly tearsheets from all participating newspaper groups as proof of placement.

Note: Monthly tearsheet requests will require tearsheets from every week of that month. Missing weeks will result in a pro-rated payment - no exceptions. If a newspaper is missing more than 25% of the ads/tearsheets, they will be removed from the program to ensure circulation integrity when selling to advertisers. *SNA cannot issue a quarterly payment to newspaper groups without first receiving tearsheets as proof of ad placement.*

Deadline:

Our 2x2 advertising deadline is Monday at 12:00 P.M. Eastern. All ads will be sent as a PDF to newspapers on or before Tuesday to be placed in the participating newspapers the following week. SNA must be notified immediately if any ads are deemed unacceptable based on a publication's guidelines.

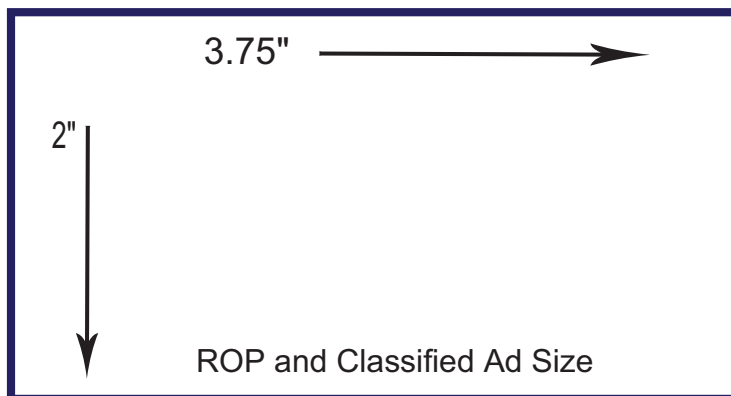
Ad Placement:

SNA will request specific section placement for advertisers, however, placement will not be guaranteed. Ad placement within participating newspapers is ultimately the decision of each individual newspaper.

Ad Size:

The majority of the ads will be 2 column by 2 inch ads. SNA will deliver the ads as 3.75" x 2". The ad can be floated, or resized to fit your format.

Note: Newspapers will be notified in advance when an advertisement larger than a 2 column x 2 inch has been requested. We do expect to allow a certain amount of 2" x 4" ads to maximize revenue opportunities for everyone.



The SNA 2x2 Advertising Network is a division of the SNA Advertising Network.

Contact Deanna Lewis at
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