



Expert
**PRINT &
DIGITAL**
Placement
**ONE ORDER
ONE BILL
ONE PAYMENT
NO SERVICE FEE**



Mississippi Press Association

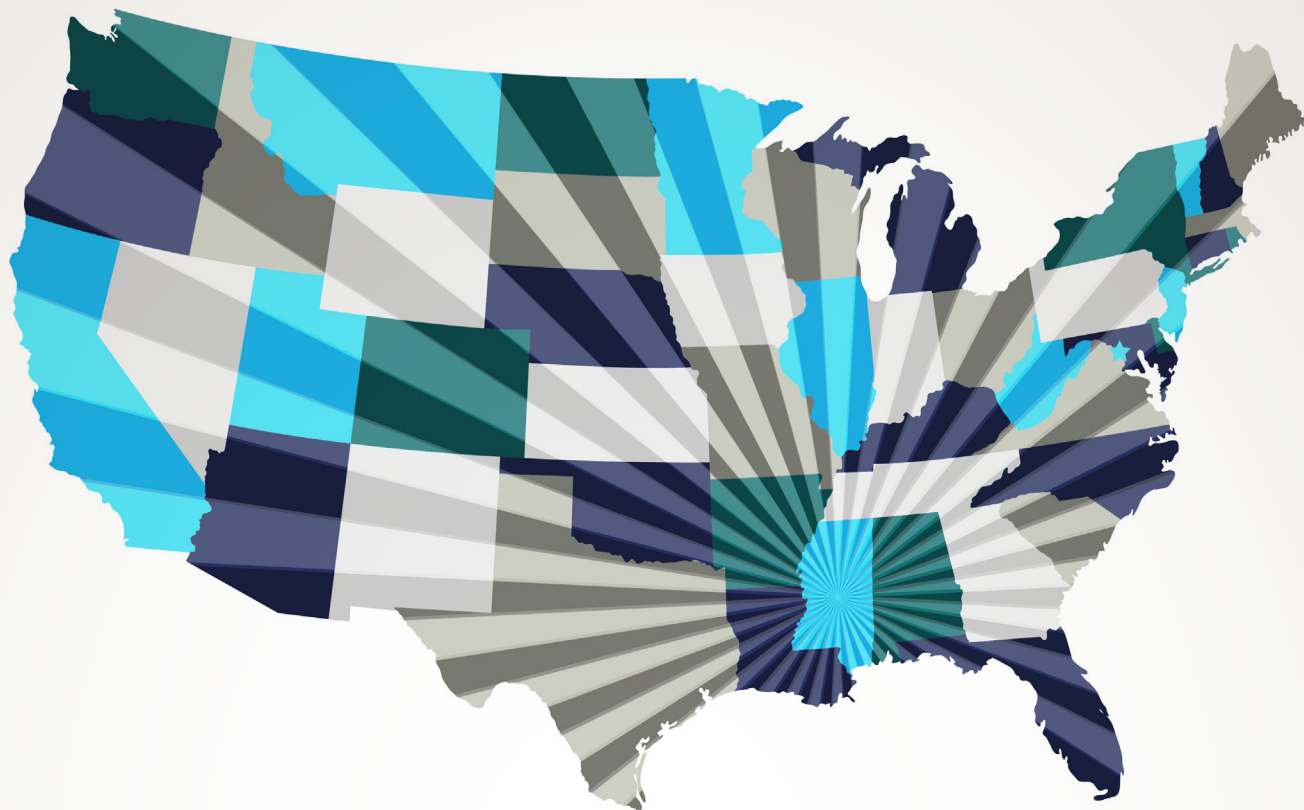
MPA is the trade association dedicated to the preservation, progression and modernization of the state's newspaper industry.

We are passionate about the importance of the press and the need to provide news and information across all platforms in a responsible, accurate and ethical way.

MPress Media + Marketing

MPress, a division of MPA, is a full-service print and digital placement agency offering a variety of marketing options for agencies and businesses, large and small.

Whether you want to advertise in one newspaper or 100, in Mississippi or across the country, MPress eliminates the hassle of advertising placement for multi-market newspaper and digital buyers.



MPRESS MEDIA

State and Nationwide Print Placement

Advertising next door or coast to coast: We can handle it. MPress is a full-service print and digital placement firm offering a variety of marketing options for agencies and businesses.

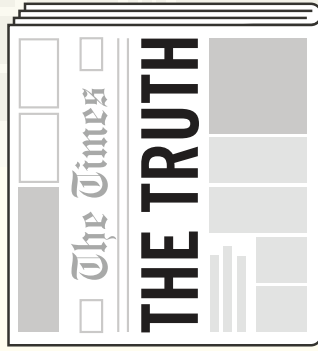
Did you know Mississippi newspapers are the state's leading source of advertising information? And whether you want to **advertise in one newspaper or 100**, in Mississippi or across the country, MPress eliminates the hassle of advertising placement for multi-market newspaper buyers. Whether you are an individual advertiser or an agency representing multiple clients, we're here to make newspaper ad buys easy.

Call MPress and tap into a powerful network of over 110 newspapers in Mississippi, reaching 1 million readers with one phone call.

Our services are offered at no additional charge to the client. The work of MPress is underwritten by the members of the Mississippi Press Association to facilitate newspaper advertising buys in state and across the country.

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





NEWSPAPER IS STILL MISSISSIPPI'S #1 INFORMATION SOURCE.

Many people will tell you that newspaper is on the decline. But in Mississippi, nothing could be further from the truth. The truth is, Mississippi's local newspapers are thriving, with many reporting record growth. That's not just good news for the state's newspapers. That's good news for advertisers, because it gives you a powerful tool for reaching into the heart of Mississippi communities.

Whether in print, online or mobile, newspaper is still your best advertising value.

HIGH READERSHIP, HIGH LOYALTY

More than 70% of Mississippi adults are active newspaper readers. That's more than 1.5 million Mississippians.



**1.5
MILLION**

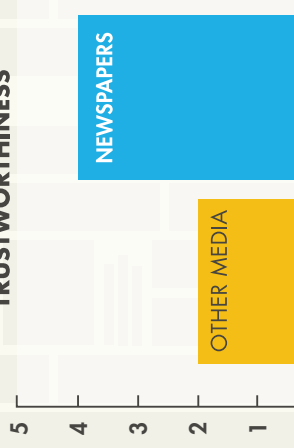
**ACTIVE
NEWSPAPER
READERS**

STRONG READERSHIP AMONG YOUNG ADULTS

Our readership is much stronger among young adults (18–34) than in most states, with seven of ten accessing a printed or online newspaper every week.



TRUSTWORTHINESS

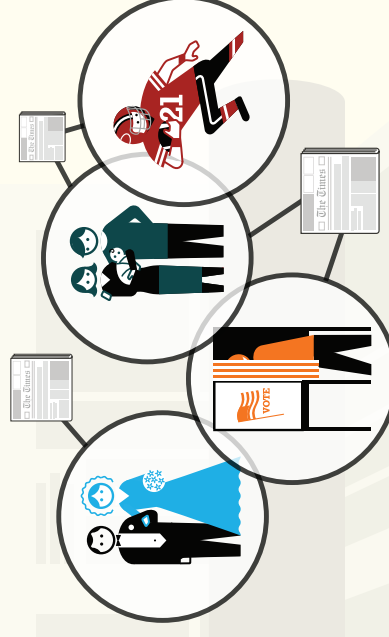


MISSISSIPPI'S MOST TRUSTED ADVERTISING SOURCE

Almost six of ten Mississippi adults cite newspapers as the advertising source they rely on most, making the printed paper Mississippi's #1 local advertising source.

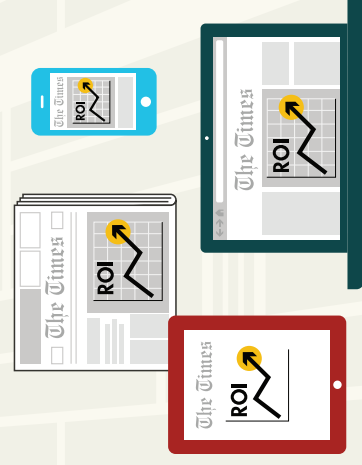
A POWERFUL COMMUNITY CONNECTION

Mississippi's newspapers give you a connection to the state's communities that no other medium can match. The local newspaper is where people go to learn about local events, making it a powerful bond in the community.



PRINT, MOBILE AND ONLINE OPTIONS

The addition of mobile and online sites makes newspaper an even greater value than ever.



Classified Ad Network

Buy our advertising network or coast-to-coast for one low price.

Buying, selling, promoting or hiring? The Mississippi Classified Ad Network (MCAN) is a cost-effective way to get your message to **over 1 million readers** throughout Mississippi. Your ad is published once weekly in over 100 newspapers for pennies per day. Want to reach beyond our borders? No problem. We can get you into any of our 42 sister networks, coast-to-coast.

Easy, Affordable Rates

Classified Line Ads

Up to 25 words	\$210
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Additional words \$8 ea	
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Classified Display Ads

1 column X 2" display ad	\$525
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1x4" display ad	\$1,050
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1x6" display ad	\$1,575
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4 Week Order	10% off
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13 Week Order	15% off
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26 Week Order	25% off
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MCAN PARTICIPATING NEWSPAPERS

[Mississippi Classified Advertising Network]

Dailies

Brookhaven – Daily Leader
Columbus – Commercial Dispatch
Corinth – Daily Corinthian
Greenville – Delta Democrat Times
Greenwood Commonwealth
McComb – Enterprise Journal
The Meridian Star
The Natchez Democrat
Oxford Eagle
Picayune Item
Starkville Daily News
Tupelo Daily Journal
University – Daily Mississippian
The Vicksburg Post
West Point – Daily Times Leader

Non-Dailies

Ackerman – Choctaw Plaindealer
Amory – Monroe Journal
Ashland – Southern Advocate
Baldwyn News
Batesville – The Panolian
Bay Springs – Jasper Co. News
Bay St. Louis – Sea Coast Echo
Belmont & Tishomingo Journal
Belzoni Banner
Biloxi – D'Iberville Press
Booneville Banner Independent
Brandon Rankin County News
Bruce – Calhoun Co. Journal
Carrollton Conservative
Carthage – The Carthaginian
Charleston – Sun-Sentinel
Clarksdale Press Register
Cleveland – The Bolivar Commercial
Clinton Courier
Coffeeville Courier
Collins – News Commercial
Columbia – Columbian Progress

Crystal Springs – The Meteor
DeKalb – Kemper Co. Messenger
Eupora – Webster Progress
Fayette Chronicle
Forest – Scott Co. Times
Fulton – Itawamba County Times
Grenada Star
Hattiesburg – Lamar Times
Hazelhurst – Copiah Co. Courier
Hernando DeSoto Times
Holly Springs – South Reporter
Houston – Chickasaw Journal
Indianola – Enterprise Tocsin
Jackson – Northside Sun
Jackson – Mississippi Link
Kosciusko – Star Herald
Laurel Leader Call
Leakesville – Greene Co. Herald
Leland Progress
Liberty – Southern Herald
Louisville – Winston Co. Journal
Lucedale – George Co. Times
Macon Beacon
Magee Courier
Magnolia Gazette
Marks – Quitman Co. Democrat
Meadville – Franklin Advocate
Mendenhall – Simpson Co. News
Monticello – Lawrence Co. Press
Morton – Spirit of Morton
New Albany Gazette
Ocean Springs Gazette
Ocean Springs Record
Okolona Messenger
Pass Christian – Gazebo Gazette
Petal News
Philadelphia – Neshoba Democrat
Pontotoc Progress
Poplarville Democrat
Port Gibson Reveille
Prentiss Headlight
Quitman – Clark Co. Tribune

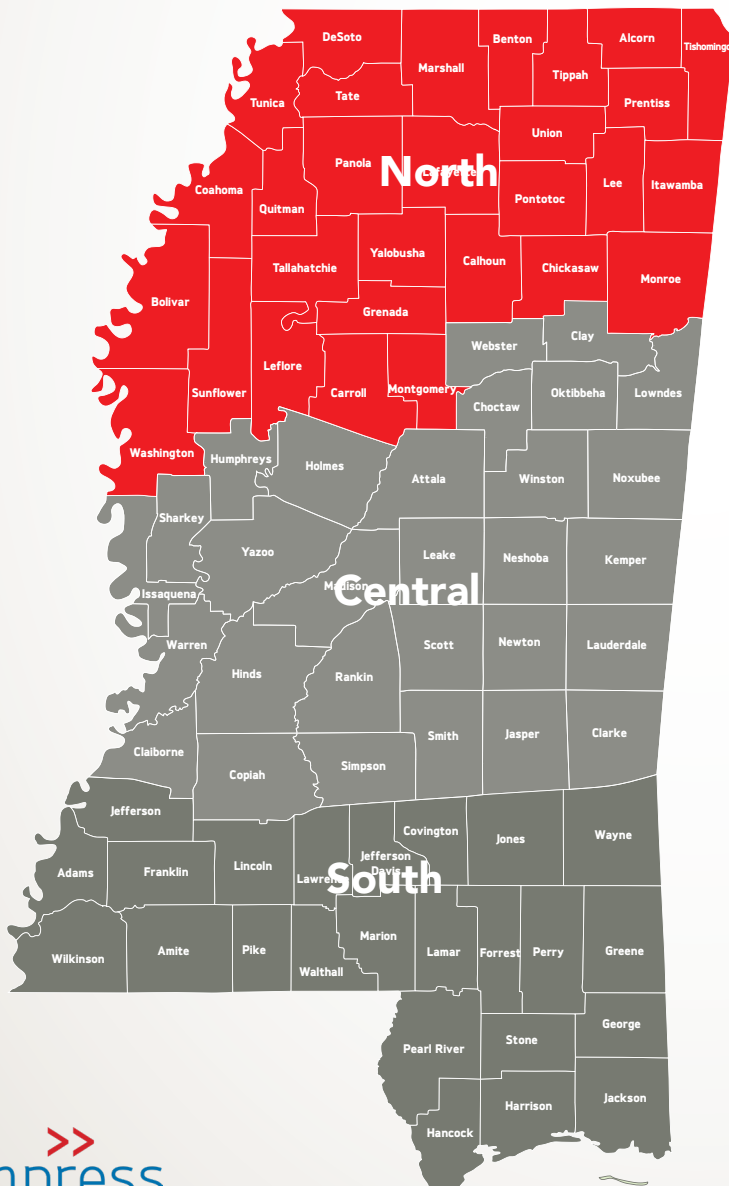
Raleigh – Smith Co. Reformer
Raymond – Hinds Co. Gazette
Richton Dispatch
Ridgeland – Madison Co. Journal
Ripley – Southern Sentinel
Rolling Fork – Deer Creek Pilot
Senatobia Democrat
Taylorsville – The Post
Tunica Times
Tupelo Lee County Courier
Tyertown Times
Union – Newton Co. Appeal
Water Valley – North MS Herald
Waynesboro – Wayne Co. News
Wiggins – Stone Co. Enterprise
Winona Times
Woodville Republican
Yazoo Herald



Small Display Ad Network

On a budget?
Small ads get BIG results.

The Mississippi Display Advertising Network can target your advertising to any area of the state with the economy of **group buying power**. It's an affordable, low-cost solution for reaching over 1 million readers in 100 newspapers statewide. Choose any or all of three regions, or inquire about targeting your campaign to specific communities.



Buy any one region (North, Central, South)

2 column x 2"	\$450
2 column x 4"	\$900
2 column x 6"	\$1350

Buy any two regions

2 column x 2"	\$795
2 column x 4"	\$1575
2 column x 6"	\$2350

Buy all three regions

2 column x 2"	\$1050
2 column x 4"	\$2100
2 column x 6"	\$3150

Orders must be prepaid | Deadline Monday at 5 p.m.

Available Discounts

4 Consecutive Week Order	10% off
13 Consecutive Week Order	15% off
26 Consecutive Week order	25% off

**Reach over
950,000 readers
with the power
of Mississippi
newspapers**

MDAN Participating Newspapers

[Mississippi Display Advertising Network]

Statewide Total Circulation

384,904

Readership

962,000

North Region

Dailies

Daily Corinthian
Greenville - Delta Democrat Times
Greenwood Commonwealth
Oxford Eagle

Non-Dailies

Amory - Monroe Journal
Ashland - Southern Advocate
Baldwyn News
Batesville - The Panolian
Belmont & Tishomingo Journal
Booneville - Banner Independent
Bruce - Calhoun County Journal
Carrollton Conservative
Charleston - Sun-Sentinel
Clarksdale Press-Register
Cleveland - Bolivar Commercial
Coffeeville Courier
Fulton - Itawamba County Times
Grenada Star
Hernando - DeSoto Times Tribune
Holly Springs - South Reporter
Houston - Chickasaw Journal
Indianola - Enterprise-Tocsin
Leland Progress
Marks - Quitman County Democrat
New Albany Gazette
Okolona Messenger
Pontotoc Progress
Ripley - Southern Sentinel
Senatobia - The Democrat
Tunica Times
Tupelo - Lee County Courier
Water Valley - North Mississippi Herald
Winona Times

NORTH REGION TOTAL 135,607

Central Region

Dailies

Columbus - Commercial Dispatch
The Meridian Star
Starkville Daily News
West Point - Daily Times Leader
Vicksburg Post

Non-Dailies

Ackerman - Choctaw Plaindealer
Bay Springs - Jasper County News
Belzoni Banner
Brandon - Rankin County News
Carthaginian
Crystal Springs - The Meteor
Dekalb - Kemper Messenger
Eupora - Webster Progress-Times
Forest - Scott County Times
Hazlehurst - Copiah County Courier
Jackson - Mississippi Link
Jackson - Northside Sun
Kosciusko - Star-Herald
Louisville - Winston County Journal
Macon Beacon
Magee Courier
Mendenhall - Simpson County News
Morton - Spirit of Morton
Philadelphia - Neshoba Democrat
Port Gibson Reveille
Quitman - Clarke County Tribune
Raleigh - Smith County Reformer
Raymond - Hinds County Gazette
Ridgeland - Madison County Journal
Rolling Fork - Deer Creek Pilot
Taylorsville - The Post
Union-Newton - Newton County Appeal
Yazoo City - Yazoo Herald

CENTRAL REGION TOTAL 134,142

South Region

Dailies

Brookhaven - Daily Leader
McComb - Enterprise-Journal
Natchez Democrat
Picayune Item

Non-Dailies

Bay St. Louis - Sea Coast Echo
Biloxi - D'Iberville Press
Collins - News Commercial
Columbia - Columbian-Progress
Fayette Chronicle
Hattiesburg - The Lamar Times
Laurel Leader Call
Leakesville - Greene County Herald
Liberty/Southern Herald
Lucedale - George County Times
Magnolia Gazette
Meadville - Franklin Advocate
Monticello - Lawrence County Press
Ocean Springs Gazette
Ocean Springs Record
Petal News
Poplarville Democrat
Prentiss Headlight
Richton Dispatch
Tylertown Times
Waynesboro - Wayne County News
Wiggins - Stone County Enterprise
Woodville Republican

SOUTH REGION TOTAL 115,155

Quarter Page Network

Make an impact and get results with a quarter page ad in your choice of Mississippi newspapers.

The Quarter Page Network (QPN) enables you to market your product, service or opportunity effectively, easily and economically at a **fraction of the price you would pay** to place the ads directly in participating newspapers.

Run Dates

Ads will run one time between Monday and Sunday in each participating newspaper. Exact publication date is at the discretion of the newspapers. Due to the low cost of network, the specific day cannot be requested.

Ad Specifications

5" wide by 10.5" deep.

Publications

QPN currently appears in over 85 Mississippi newspapers with a total circulation of 335,000 copies. Total readership is 838,750 calculated at the industry standard of 2.5 readers per copy.

Deadlines

All ads are due noon Monday prior to the week you want your ad to publish. You should, however, call your local newspaper ad representative or MPress direct early to determine availability of the week in which you are interested.

Affidavits and Guarantees

MPress closely monitors the participating newspapers. Upon advance request, MPress will issue an affidavit and sample tearsheets confirming placement of ads. Ads normally run in every participating newspaper. We guarantee your ad will run in at least 90% of the participating newspapers each insertion.



\$8,995 Statewide

335,500 | **838,750**
Circulation | Readership

\$4450 North Region

\$2825 Central Region

\$2100 South Region

\$1350 Pick 10

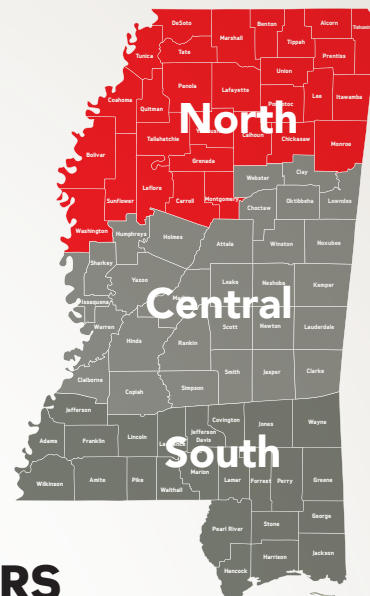
Deeply discounted rates! You won't find a lower price anywhere.



Pick 10+

Run a quarter page ad in your choice of 10 newspapers or more for just \$135 per paper.

You can tap into the **group buying power** with 10 or more ads in the Mississippi newspapers. You choose the newspapers with no restrictions on region. For only \$135 per paper, it's another affordable, low-cost solution for reaching readers in the state of Mississippi.



QPN PARTICIPATING NEWSPAPERS

North Region

Dailies

Corinth – Daily Corinthian
Oxford Eagle
Tupelo - Daily Journal
University - Daily Mississippian

Non-Dailies

Ashland – Southern Advocate
Amory – Monroe Journal
Baldwyn News
Batesville - The Panolian
Belmont & Tishomingo Journal
Booneville Banner Independent
Bruce - Calhoun Co. Journal
Cleveland – The Bolivar Commercial
Coffeeville Courier
Fulton Itawamba County Times
Hernando - DeSoto Times
Holly Springs - South Reporter
Houston – Chickasaw Journal
Leland Progress
Marks – Quitman Co. Democrat
New Albany Gazette
Okolona Messenger
Pontotoc Progress
Ripley – Southern Sentinel
Water Valley - North MS Herald

Central Region

Dailies

Columbus – Commercial Dispatch
The Meridian Star
Starkville Daily News
The Vicksburg Post
West Point – Daily Times Leader

Non-Dailies

Ackerman – Choctaw Plaindealer
Bay Springs – Jasper Co. News
Brandon - Rankin County News
Carthage - The Carthaginian
Clinton Courier
Crystal Springs - The Meteor
DeKalb – Kemper Co. Messenger
Eupora – Webster Progress-Times
Hazelhurst – Copiah Co. Courier
Jackson - Mississippi Link
Louisville – Winston Co. Journal
Macon Beacon
Morton - Spirit of Morton
Philadelphia – Neshoba Democrat
Port Gibson Reveille
Raleigh - Smith Co. Reformer
Raymond – Hinds Co. Gazette
Ridgeland – Madison Co. Journal
Rolling Fork – Deer Creek Pilot
Taylorsville – The Post

South Region

Dailies

Brookhaven – Daily Leader
McComb – Enterprise Journal
The Natchez Democrat

Non-Dailies

Bay St. Louis - Sea Coast Echo
Biloxi – D'Iberville Press
Collins - News Commercial
Fayette Chronicle
Hattiesburg Post
Hattiesburg – Lamar Times
Laurel Leader Call
Leakesville - Greene Co. Herald
Liberty - Southern Herald
Lucedale – George Co. Times
Magnolia Gazette
Meadville – Franklin Advocate
Monticello – Lawrence Co. Press
Ocean Springs Gazette-Record
Pass Christian – Gazebo Gazette
Petal News
Poplarville Democrat
Prentiss Headlight
Richton Dispatch
Tylertown Times
Waynesboro - Wayne Co. News
Wiggins – Stone Co. Enterprise
Woodville Republican

*Circulation based on USPS sworn Statements of Ownership Management & Circulation ** Readership based on industry average of 2.5 readers per copy. Participating newspapers may reject any ad for any reason. MPress guarantees placement in at least 90% of program newspapers but cannot guarantee position or publication day of week. This network is limited to one ad per week and statewide advertisers will be accommodated before zone advertisers. Specific weeks may be reserved with 25% down. Frequency discounts available for purchases of four weeks or more. Ads sold on a first-come, first-served basis.



Digital Advertising

We'll help you sort through the options.

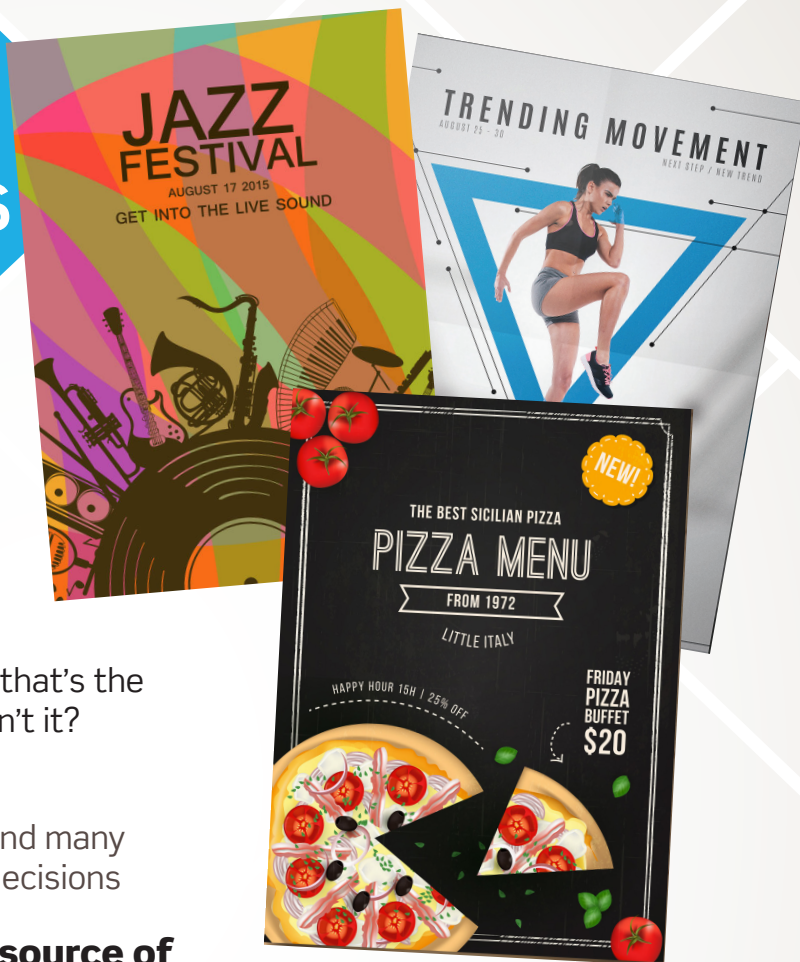
Digital display planning and placement. Mobile and tablet ad buys. Social media campaigns. Custom e-mail blasts. Search engine marketing. **Your choices for multimedia marketing are plentiful.** Let us help you tailor the best campaign and strategy for your business or clients through our digital trade desk.

Making sense of all your options is no small task. That's why we are here to help you maximize your campaign across platforms. In print, online or on-the-go, we help you make a powerful impression.



Social Media Management	Build and enhance your online reputation. Utilize our dedicated Social Media account manager to stay on top o new trends and changes.
Social Contests & Quizzes	Host a contest on your facebook page, website or blog to gain new traffic. Use auto-response alerts to extend your connection with entrants and offer additional ways to connect them with your brand.
Search Engine Optimization	Boost visibility of your website and increase traffic to your site. Save time and money with our Google-certified team.
Email Marketing	Micro-target your audience to parallel you marketing message. Increase retention and repeat business
Text Message Marketing	Promote your special offers, discounts, sales & coupons. Create loyalty promotions and birthday clubs.
Search Engine Marketing	Drive engagement and traffic to your website. Target the most relevant searchers, at the most affordable bid costs
Programmatic/ Targeted Display	Maximize exposure by targeting your best audience. Take advantage of A/B split testing. Choose from networks by demographics, education, employment and much more
You Tube	Maximize your budget with True View ads which only charges you when a viewer watches at least 30 seconds, or to the end of your video.
Gun & Ammo Network	Use this network for programmatic ads to reach websites without restrictions on firearm, ammo and target sport advertising.
IP Targeting	Reach a highly targeted audience with location specific accuracy. We convert physical addresses to IP addresses so you can serve targeted digital display.
Website Cre-ation	Improve your brand image with a professional, informative and optimized website.
Online Missis-sippi Network	Reach newspaper readers online with digital ads on newspaper websites statewide. Also, increase your SEO rankings as Google recognizes newspaper sites as premium sites.

EXCLUSIVE & AFFORDABLE ONE-STOP SHOP FOR PRINTED & DELIVERED INSERTS IN MISSISSIPPI



Inserts Are an Action Medium

They get consumers to take action, and that's the whole point of any kind of advertising, isn't it?

Inserts Are Non-Intrusive

Newspapers are invited into the home, and many people use inserts to make purchasing decisions

MS newspapers are the primary source of sales information.

Newspapers rank highest as a valued medium for shopping information.

- 8.5 x 11 Two-sided glossy paper
- We handle design, printing, shipping and inserting
- One order. One bill. One payment. No service fee.

Deadline

3 weeks from receipt of approved creative

Total Inserts	Price
25,000 inserts	\$3,500
50,000 inserts	\$5,500
100,000 inserts	\$10,000

PRINT  **DIRECT**
Your One Stop Shop for Newspaper Inserts

EXCLUSIVE

MISSISSIPPI ONLINE DIGITAL NETWORK

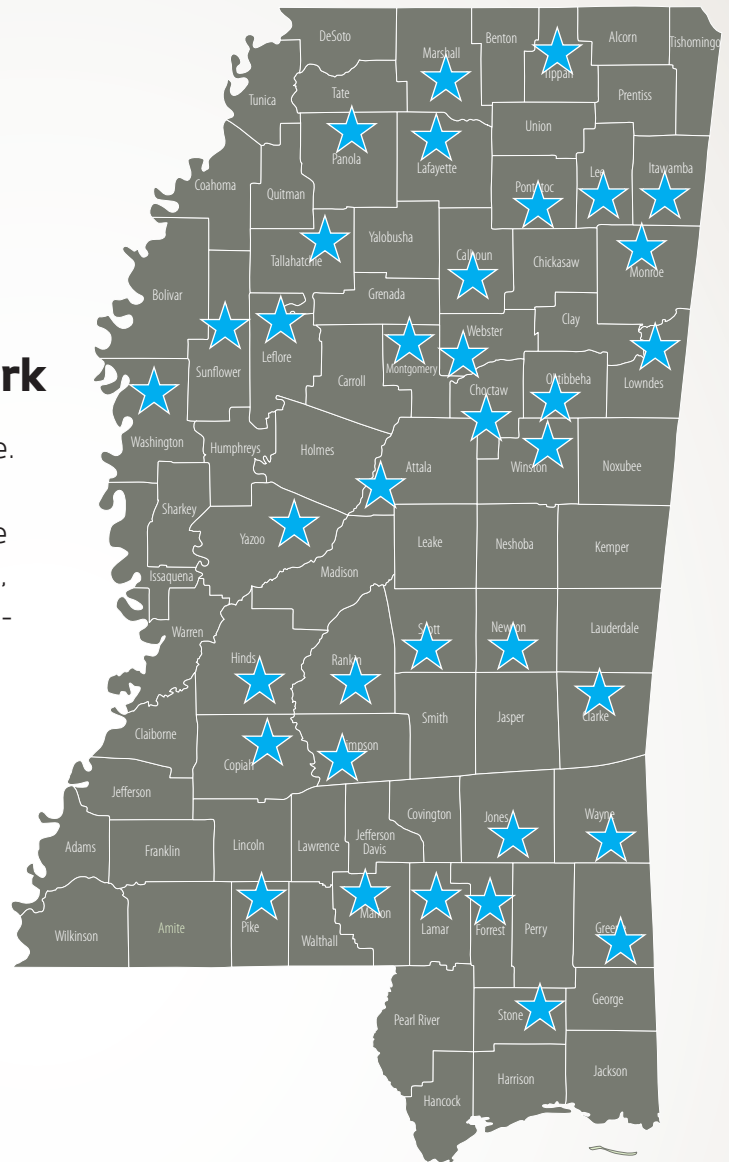
The only Mississippi Newspaper Online Digital Advertising Network

Mississippi newspaper readership is strong online. Reach these readers by advertising on the MS Online Network. In addition to marketing to these online readers, you will boost your website's SEO, as Google ranks newspaper websites high in relevance and quality.

\$1499 - 1 month
approx. 750k impressions

\$1,099 - 3 weeks
approx. 550k impressions

\$699 - 2 weeks
approx. 350k impressions



PARTICIPATING ONLINE NEWSPAPERS

Ackerman - Choctaw Plaindealer
Amory - Monroe Journal
Batesville - The Panolian
Bay St. Louis - Sea Coast Echo
Brandon - Rankin County News
Bruce - Calhoun County Journal
Charleston Sun Sentinel
Clinton Courier
Columbia - Columbian Progress
Columbus - Commercial Dispatch
Eupora - Webster Progress Times
Forest - Scott County Times
Fulton - Itawamba County Times
Greenville - Delta Democrat Times

Greenwood Commonwealth
Hattiesburg - Lamar Times
Hazlehurst - Copiah County Courier
Holly Springs - South Reporter
Houston - Chickasaw Journal
Indianola - Enterprise Tocsin
Jackson - Northside Sun
Kosciusko Star Herald
Laurel - The Chronicle
Leakesville - Greene County Herald
Louisville - Winston County Journal
Magee Courier
McComb - Enterprise Journal
New Albany Gazette

Oxford Citizen
Petal News
Pontotoc Progress
Quitman - Clarke County Tribune
Ripley - Southern Sentinel
Starkville Daily News
Tupelo - Northeast MS Daily Journal
Union - Newton County Appeal
University - Daily Mississippian
Waynesboro - Wayne County News
West Point - Daily Times Leader
Wiggins - Stone County Enterprise
Winona Times
Yazoo Herald

Success Stories

Our clients share their recommendation for advertising through MPress Media

"We were in the second year of our town's festival, South of the River Roux. We chose to promote the festival through Mississippi Press Services Pick 10+ program. Our attendance went from just over 750 to nearly 3000. Our vendor participation increased to the point we didn't have space and had to turn vendors away. It was our most economical and effective option for print advertising. We will use Pick 10+ every year from now on to promote our festival."

Brian Gomillion, Mayor - City of Walnut Grove, MS

"We have seen very good results from the advertising campaign we are running through Mississippi Press Services. MPress gives us the flexibility to choose the newspaper markets best for our product. This has put us in the newspapers of several small to mid-size communities in our region, but at a very competitive price. We believe in these community newspapers because we've seen how effective they are."

Mike Loftin, Owner - Mike's Tractor Inc.

"We have enjoyed working with the Mississippi Press Services over the past few years. If your goals are to reach multiple markets throughout the state, MPress is the perfect tool! The staff is wonderful to work with, and they always have our best interests at heart."

Kellye McMillian, Director of Advertising & Design - Mississippi Children's Museum

"We have a great partnership with Mississippi Press Services, who assist with our marketing goals and initiatives. It is a pleasure working with such a highly professional and well-organized media team. They have a clear understanding of our needs and marketing goals, and they propose very strategic advertising campaigns to reach our targeted consumers in the central and south Mississippi market."

Kylie Boring- Director of Marketing- Tupelo Convention and Visitors Bureau



MAKE THE
**SMART CHOICE
IN 2016**
AND GET UP TO \$2,500*
CASH BACK AND SAVINGS.

Model 1525 shown

5 YEAR WARRANTY

Save on MODEL 1525
\$290.00 per month
for 84 months @ 3.99%
Includes 5' Scraper, 5' Rotary Cutter,
Loader and 7' x 20' Trailer with Ramps
All relative to dealer

Mike's Tractors, Inc.
388 Dale Trl., NE • Brookhaven, MS
601-833-1813 • 800-787-9878
www.mikestractors.com

Mahindra
Rise.

*Price does not include sales tax or license.
*MS approved credit. Program restrictions may apply. See dealer for details.

June 2-5, 2016
Ernie Presley Festival

HOW DO YOU
TURN A RESTFUL
WEEKEND INTO
revelry?

Ernie Presley® in Artist
Come visit Tupelo, Mississippi - an upstart, happy city
where the power of positivity turns our
cotton into celebrated 404's®.

Imagine what you
can do here!

tupelo
tupelo.net

For a full schedule of events, visit us online or call 800-455-6444
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Brochures » Programs » Newsletters » Directories
Websites » Ads » Logos » Tshirts » Infographics



Call us for a quote
601-981-3060
shicks@mspress.org



WE MAKE PRINT & DIGITAL MEDIA PLACEMENT EASY

Call MPress and tap into a powerful network of over 100 newspapers in Mississippi, reaching over a million readers with one phone call. We also offer our services coast-to-coast. The simplicity of service is what we offer: One order. One bill. One payment. Best of all: Our services are at no charge to the client.

Sue Hicks, Business Development Manager

shicks@mspress.org

Andrea Ross, Media Director

aross@mspress.org

Monica Gilmer, Client Services Manager

mgilmer@mspress.org

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