



**CNPA Services, Inc.**  
 An affiliate of the California Newspaper Publishers Association  
 708 10th Street  
 Sacramento, CA 95814  
 Tel: (916) 288-6010; (916) 288-6019  
 Fax: (916) 288-6022

**Networks Participation Agreement**

Newspaper/Group \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ website \_\_\_\_\_

Please select one: Northern California \_\_\_\_\_ Southern California \_\_\_\_\_

Circulation: \_\_\_\_\_

Classified (Cal-SCAN)

Classified contact name: \_\_\_\_\_ email: \_\_\_\_\_

Display (Cal-SDAN)

Display contact name: \_\_\_\_\_ email: \_\_\_\_\_

**TERMS AND CONDITIONS:**

1. **PARTICIPATION:** Only CNPA dues paying members are eligible to receive a rebate.
2. **PUBLISH:** The listed newspaper/group will publish all the ads transmitted by CNPA every week and comply with the guidelines of the programs.
3. **REBATE:** Eligible newspaper(s)/group(s) will receive a bi-annual rebate in January and July after six months (Jan-June or July-December) of participation in the programs.
4. **COMMISSION:** An actively participating newspaper that sells an ads into the network keeps 15% in commission.
5. **AUDITS:** Each newspaper will be monitored for verification of participation in the programs.
6. **TERMINATION-** Newspapers that print less than 90% of the ads during any given week of the contracted period will be subject to termination from the said program. Newspaper(s)/group may opt-out of these programs with a 30-day written notice to CNPA in June or December.

I have read, understand and accept the above terms and conditions would like the listed newspaper(s) or group to participate.

Publisher's name (please print) \_\_\_\_\_

Publisher's signature \_\_\_\_\_

Date \_\_\_\_\_

Fax completed form to: (916) 288-6022



## CNPA Services, Inc.

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www.CNPA.com; www.Cal-SCAN.com; www.Cal-SDAN.com

**Questions re Statewide Networks contact:**

Maria Rodrigues, Networks Manager: 916-288-6010; maria@cnpa.com

Elizabeth Graziadei, Networks Coordinator: 916-288-6019; elizabeth@cnpa.com

### (Cal-SCAN) Classified

The California Statewide Classified Advertising Network (Cal-SCAN) program is a collaborative effort between CNPA Services, Inc. and participating member newspapers that offers a blanket classified advertising service with statewide or regional (Northern or Southern California) options and the convenience of one order and one payment.

#### **REBATES**

CNPA automatically rebates one third of the net revenue generated by the network to CNPA dues paying newspapers bi-annually, in January and July, based upon circulation levels for ads run during the rebate period January-June or July-December. Minimum cash rebates range from \$400-\$450 or more. An average of 25-45 classified ads run weekly.

<b>Circulation</b>	<b>Level</b>
1-21,999	I
22,000-81,999	II
82,000-201,999	III
202,000 and above	IV

#### **ADDITIONAL REVENUE:**

Newspaper that actively sell statewide classified or regional ads will retain 15% in commission on ads they sell. Send an email [elizabeth@cnpa.com](mailto:elizabeth@cnpa.com) for more details.

#### **AD TRANSMISSION**

Designated contacts at participating newspapers will receive an email with the classified ads on Wednesday afternoon each week for publication atleast once during the following week starting Sunday ending Saturday.

#### **AD STANDARDS**

All Cal-SCAN ads are screened and verified by the Cal-SAN department. Ad copy is also perused by the CNPA Legal department. Participating newspaper(s) are required to publish the entire list of Cal-SCAN ads in their classified section, once during the specified week. Participating newspapers that have a policy problem with any ad(s), are required to inform CNPA of their decision not to run that ad.

#### **DO NOT INVOICE**

Newspapers are requested to advise their accounting departments not to invoice CNPA for the Cal-SCAN ads.

### (Cal-SDAN) Display

The California Statewide Display Advertising Network (Cal-SDAN) program is a collaborative effort between CNPA Services, Inc. and participating member newspapers offers a blanket 2x2" or 2x4" display advertising service with statewide or regional (Northern or Southern California) options and the convenience of one order and one payment.

#### **REBATES**

CNPA automatically rebates to CNPA dues paying newspapers a cash rebate for each ad run during the rebate period January-June or July-December. Cash rebates are mailed twice a year in January and July. An average of two-five ads run weekly.

<b>Circulation</b>	<b>2x2"</b>	<b>2x4"</b>
1-15,999	\$10	\$20
16,000-39,999	\$15	\$30
40,000-99,999	\$20	\$40
100,000-199,999	\$25	\$50

#### **ADDITIONAL REVENUE:**

Newspaper that actively sell statewide display or regional display ads will retain 15% in commission on ads they sell. Send an email [elizabeth@cnpa.com](mailto:elizabeth@cnpa.com) for more details.

#### **AD TRANSMISSION**

Designated contacts at participating newspapers receive by email an average of 1-5 Cal-SDAN ads on Tuesday afternoon each week to be published once the following week starting Sunday ending Saturday.

#### **AD STANDARDS**

All Cal-SDAN ads are screened and verified by the Cal-SDAN department. Ad copy is also perused by the CNPA Legal department. Participating newspapers that have a policy problem with any ad(s), are required to inform CNPA of their decision not to run that ad.

#### **DO NOT INVOICE**

Newspapers are requested to advise their accounting departments not to invoice CNPA for the Cal-SDAN ads.

#### **CONFIRMATIONS**

Newspapers are required to confirm the run date for all Cal-SDAN ads weekly.