



CALIFORNIA NEWSPAPER WEB PROGRAM

CNPA's Banner Ad Network Program

FREQUENTLY ASKED QUESTIONS

- 1. What is the CNW Program?**
It's a new statewide newspaper online ad network program being offered by CNPA to enhance the value of member newspaper websites and create a huge electronic footprint in California for advertisers with the convenience of a simple, one-order, one-payment system.
- 2. What will be my newspaper's commitment?**
Your newspaper will be committed to provide CNPA with one or more spots ROS (run of site) in the following IAB sizes for one year. Newspaper IT personnel will paste the javascript code in the appropriate CNW spot(s) on their website.

Leaderboard	(728 x 90 pixels)
Medium Rectangle	(300 x 250 pixels)
Wide Skyscraper	(160 x 600 pixels)
- 3. What kind of ads will be assigned to the CNW spot(s)?**
Examples of potential ads: political candidates for California statewide offices; California statewide propositions on the ballot; California Lottery; airlines and other advertisers. We will create a general ad standard for the network based on guidelines for a majority of newspapers.
- 4. How will ads be monitored?**
CNPA staff will vet online ads for content before ads are displayed on all newspaper websites.
- 5. How will signing up for the CNW program help my newspaper?**
Your newspaper will be one of hundreds of newspapers in the network creating an electronic footprint across California. Most advertisers spend money in networks because they are simple to use, cost less than buying individual newspapers, and provide access to hundreds of newspapers. The CNW program will track web impressions and generate reports for each newspaper and ad campaign. Advertisers that receive a lot of interest from certain websites will buy on those sites separately.
- 6. Can I move the designated CNW spot if the need arises?**
Yes, you can move the designated CNW spot. However, please let us know by calling Maria Rodrigues (916) 288-6010 or email maria@cnpa.com.
- 7. What happens if the newspaper inserts local ads into positions that were committed for the CNW ads?**
If your newspaper takes out the javascript and places a local ad, your newspaper will not be credited with any impressions for the duration that it is replaced by the local ad.
- 8. Would there be a problem with the CNW ads sharing ad rotations on the leaderboard spot with local ads?**
It is ok for the CNW ad to share a rotation with other ads sold by the newspaper on the leaderboard or other positions.
- 9. More questions?**
Contact Maria Rodrigues, telephone: (916) 288-6010 or email maria@cnpa.com.