



CALIFORNIA BANNER AD NETWORK

CNPA's quest for Political Ad \$\$\$ for newspapers

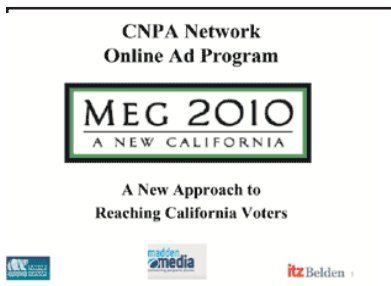
On March 25, 2010 CNPA, ItzBelden and Madden Media made a presentation to a major political consultant that put newspaper websites back in the ball game.



Expandable dynamic ad with streaming video.



Expands or grows beyond the original dimensions when a viewer clicks or rolls their mouse over it.



Local newspaper Web sites reach key active, intending voters and include large numbers of prospective *“switch” voters who are independents or “leaning.”*

View the presentation at: <http://www.cnpa.com/files/misc/ItzBeldenSSMegWhitman.pdf>

CNPA's contribution to this partnership is the delivery of our member newspapers into the network. We have 100 newspapers enrolled in the network. However, we need to have many more newspapers from across the state, both large and small, weekly and daily to offer the critical mass necessary to make this work.

Enroll your newspaper in the network today at:

<https://secure.xo.com/cnpa.xohost.com/forms/calweb.htm>

Call Maria Rodrigues at CNPA **916-288-6010** with questions or for more information on the California Banner Ad Network.