



# TIME IS RUNNING OUT!

## HERE'S WHY YOU NEED TO JOIN THE CALIFORNIA BANNER AD NETWORK TODAY?

- ❖ Single point of contact advertising access to 500 big and small, daily and weekly, California newspapers websites that generate 500 million page views
- ❖ Increased revenue opportunities for every daily and weekly newspaper in California
- ❖ Actively sell the network and receive 15% commission on gross revenue, in addition to passive pro-rata share of impressions delivered on your site via the network
- ❖ Revenue Distribution: 15% to the seller, 15% to CNPA for managing and administering the program, and 70% pro-rata allocation to participating newspapers based on 1000 impressions.
- ❖ Target campaigns to all markets (RON) Northern Ca, Southern Ca, Congressional, Senate and Assembly Districts.
- ❖ Targeted Sales for National, Regional and Points of Interest
- ❖ Participants receive access to survey information about local markets users data frequency, consumer shopping habits and political opportunities through CNPA's partnership with ItzBelden and Madden Media

The clock's ticking so what are you waiting for?

Sign up today at <https://secure.xo.com/cnpa.xohost.com/forms/calweb.htm> and be part of one of the biggest newspaper network in California reaching 1.5 million adults.

Contact:



Maria Rodrigues,  
Manager California Banner Ad Network  
California Newspaper Publishers Association  
708 10th Street  
Sacramento, CA 95814  
Tel: (916) 288-6010