



Customized Newspaper Advertising Capabilities Statement

Customized Newspaper Advertising (CNA) serves as a one-stop shop for regional, statewide and national newspaper and online planning and placement solutions by **providing a one-order, one bill service to save time and money.** Each year, CNA places millions of dollars in newspaper classified, display and online advertising for regional and national advertisers.

- CNA can help facilitate multi-newspaper and online media buys by providing current advertising rates, audience information, and demographic data in markets in a single state, regionally or nationally
- Provide **FREE** quotes
- Specializing in network newspaper advertising solutions specifically designed to assist government agencies to reach a large target market for a low cost per thousand (cpm)
- Small space advertising solutions are offered to government agencies at a **70% discount** compared to the price of placing each newspaper directly
- Offer discounted regional, statewide and national classified advertising for help wanted advertising.
- Print and online planning solutions
- Qualified, experienced and helpful staff

Key Company information:
 Year Established:
 Iowa Newspaper Association - 1931
 Customized Newspaper Advertising is the advertising service of the Iowa Newspaper Association.

Company Designations
 DUNS Number- #040613903
 Cage Code-47KC8
 NAICS Codes-
 511110-Newspaper Publishers
 541613-Marketing Consulting Services
 541830-Media Buying Agencies
 541840-Media Representatives
 541850-Display Advertising
 CCR number- #040613903
 SIC number-7313-Radion, TV,
 Publisher Representative

Project Performance:

- USDA- Rural Development
- United States Census Bureau
- Iowa State Treasurer's Office- Great Iowa Treasure Hunt, College Savings of Iowa program
- Iowa DOT- Office of Program Management, Equipment Support, Contracts
- State of Iowa- Insurance Division- Flood Relief
- Iowa Department of Veteran's Affairs
- Iowa Department of Natural Resources
- Iowa Department of Aging/Elder Affairs
- Iowa Department of Public Health- Quitline, Hawk-I
- Iowa Department of Human Services
- Iowa Department of Public Safety
- Iowa Department of Program Management
- Iowa Department of Administrative Services
- Rebuild Iowa Office

Contact information:
Ron Bode, CNA Sales Director
319 E. 5th Street | Des Moines, IA 50309
Phone: 515-244-2145 ext 140 | Fax: 866-512-8845 | rbode@cnaads.com
www.cnaads.com/government