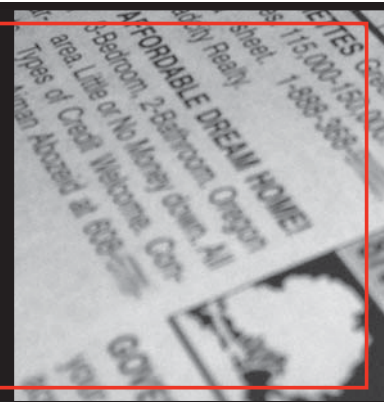


2X2 NETWORK OF WISCONSIN



Sign up now for the 2X2 Network of Wisconsin and profit from your donated space!

The 2X2 Network of Wisconsin is a voluntary advertising program run by the Wisconsin Newspaper Association. These 2-column by 2-inch and 2-column by 4-inch ads are placed in the network of participating newspapers statewide.

Participating newspapers are those that agree to run the ads each week in their papers at no charge in exchange for an annual rebate check.

In addition to the annual rebate, you retain 50% of the selling price for all ads sold into the network by your participating newspaper!

The 2X2 Network is easy to sell to your advertising customers. \$1,350 is all it takes for their message to reach almost 2 million prospects once within a given week. It's simple for you as well. Just send the ad to Customized Newspaper Advertising and we'll do the rest.

Suggested prospects:

- Auctions-Antique Dealers-Business Opportunities-Commercial Real Estate
- Community Events/Festivals-Convention and Visitors Bureaus-Farm Equipment
- Help Wanted-Land for Sale-Livestock-Pre-Manufactured Homes-Resorts/Hotels/Motels
- Schools/Instruction-Siding Companies-Vacation Rentals

Actually, any of your customers who need statewide exposure on a limited budget will benefit from this program.

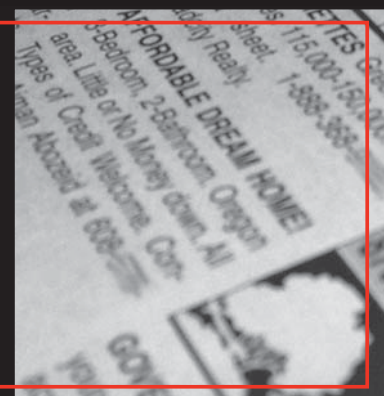
To sign up for the 2X2 Network of Wisconsin, complete and return the enrollment form to Customized Newspaper Advertising (CNA) the advertising bureau of the Wisconsin Newspaper Association.



WISCONSIN
NEWSPAPER
ASSOCIATION



2X2 NETWORK OF WISCONSIN



ENJOY THE BENEFITS OF PARTICIPATION IN THE WNA 2X2 NETWORK

- **If you sell a statewide 2-column by 2-inch ad you earn \$675.00!***
- Plus, 10% of WNA's net revenues from this program are pooled and distributed annually among participating newspapers.
- You offer a unique value-added product for your advertisers: Your customer's statewide classified ad will be distributed to almost 2 million prospects for only \$1,350.*
- Your participation in these programs benefits other member newspapers - the more participants, the larger the rebate.
- The 2X2 Network helps fund WNA member services programs and lobbying efforts that benefit all WNA member newspapers.

* ad costs subject to change

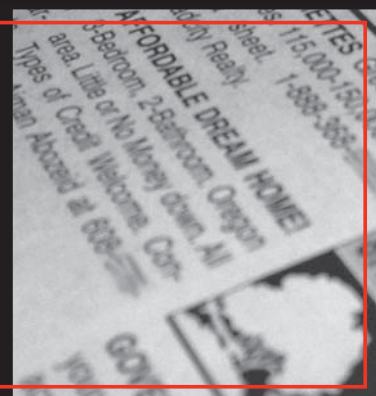
For more information please contact Customized Newspaper Advertising at
(800)227-7636 x126 or E-mail: sfett@cnaads.com.



WISCONSIN
NEWSPAPER
ASSOCIATION



2X2 NETWORK OF WISCONSIN



ENROLLMENT FORM

Please submit completed form to:
Customized Newspaper Advertising
319 E. 5th St.
Des Moines, IA 50309
Phone: (800) 227-7636
Fax: (866) 512-8845
E-mail: sfett@cnaads.com



WISCONSIN
NEWSPAPER
ASSOCIATION



Yes! Our newspaper would like to participate in the 2X2 Network of Wisconsin.

We agree to run the ads provided within the specified week. We understand that we will receive an annual rebate by running the ads. Additionally, for every 2X2 ad that we sell into the network we will retain 50% of the selling price. CNA will invoice us for the remaining 50%. CNA will audit the publication of the ads and 90% compliance is required in order to receive the entire annual rebate.

- **Newspaper name (please print):** _____
- **Paid circulation:** _____
You may also run the 2X2 Network ads in your TMC product.
If you wish to do so, please list its circulation _____
- **E-mail notifications will be sent each Thursday.**
- **Please download the ads from the CNA website at www.CNAads.com/wnadownloads**
- **I authorize the participation of the above newspaper in the 2X2 Network of Wisconsin.**
- **I understand that this agreement may be cancelled with 30 days notice:**

Publisher's name (please print): _____

Publisher's signature: _____

Date: _____