

# What is NorthSCAN?

NorthSCAN is the North Dakota Newspaper Association's Statewide Classified Advertising Network. NDNA will place your 25-word classified ad in 10 daily and 80 weekly newspapers for only \$160 (additional words are \$5 each). All of NDNA's member newspapers participate in the NorthSCAN.

*The North Dakota Newspaper Association can place classified ads in other states. Most states have networks similar to NorthSCAN. Costs, circulation, standards of acceptance and format vary from state-to-state. Contact NDNA for details.*

## Not sure how to get started?

Follow these simple steps:

1. Contact any North Dakota newspaper listed inside or contact the North Dakota Newspaper Association (contact info below), to place your classified ad.

2. Submit your ad copy with payment by Tuesday, noon (central time) to run the following week. You may e-mail, fax, or mail your ad copy. (No phone orders will be accepted.) Payment must be received prior to your ad running. We also have a payment page if you'd like to use your credit card or PayPal.



1435 Interstate Loop, Bismarck, ND 58503-0567  
Toll FREE: (866) 685-8889  
(701) 223-6397 • FAX (701) 223-8185  
kellir@ndna.com • www.ndna.com  
Kelli Richey, NorthSCAN/2x2 Coordinator

**NDNA**  
NORTH DAKOTA NEWSPAPER ASSOCIATION  
1435 Interstate Loop, Bismarck, ND 58503-0567  
Toll FREE: (866) 685-8889 • www.ndna.com

*Reach all of North Dakota for only \$160!*

# NorthSCAN

*North Dakota Statewide Classified Advertising Network*

Reach all of  
North Dakota with





# Ad Order Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

**Ad Copy:** please type/print clearly or attach copy

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

<b>Start Date:</b>	<b>Number of Insertions:</b>
<b>Total Due from Customer:</b>	<b>Total Due from Newspaper:</b>

**Originating Newspaper:** \_\_\_\_\_

**Price:** \$160 for 25 words.

Each additional word is \$5 per word.

### Payment Method:

Enclosed

Credit Card (Visa, MasterCard, Discover, AmEx)

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CID Security #: \_\_\_\_\_

Signature: \_\_\_\_\_

*(or you may visit our payment page at [www.ndna.com/billpay](http://www.ndna.com/billpay) and use a credit card or PayPal)*

### Return to:

NDNA, 1435 Interstate Loop, Bismarck, ND 58503-0567

E-Mail: [kellir@ndna.com](mailto:kellir@ndna.com) • FAX: 800-223-8185



## When will my ad appear?

Each newspaper listed below will run your ad one time per week ordered. Daily newspapers generally run the ad on one of the largest circulation days.

## Where will my ad appear?

Most newspapers will run the ads in or near its classified section. Some newspapers classify each statewide ad, while others block them together. Both provide excellent exposure!

## NDNA member newspapers

- |                                    |                                       |
|------------------------------------|---------------------------------------|
| Aneta Star                         | Lakota American                       |
| Ashley Tribune                     | LaMoure Chronicle                     |
| Beach, Golden Valley News          | Langdon, Cavalier Co. Republican      |
| Belcourt, Turtle Mountain Times    | Larimore Leader-Tribune               |
| Beulah Beacon                      | Linton, Emmons Co. Record             |
| *Bismarck Tribune                  | Lisbon, Ransom Co. Gazette            |
| Botineau Courant                   | Litchville Bulletin                   |
| Botineau, Lake Metigoshe Mirror    | Mandan News                           |
| Bowbells, Burke Co. Tribune        | Mayville, Traill Co. Tribune          |
| Bowman Co. Pioneer                 | McClusky Gazette                      |
| Cando, Towner Co. Record-Herald    | McVile Messenger                      |
| Carrington, Foster Co. Independent | Medora, Billings Co. Pioneer          |
| Carson Press                       | Michigan, Nelson Co. Arena            |
| Casselton, Cass Co. Reporter       | Minor, The Sargent County Teller      |
| Cavalier Chronicle                 | Minnewaukan, Benson Co. Farmers Press |
| Center Republican                  | *Minot Daily News                     |
| Cooperstown, Griggs County Courier | Mohall, Renville Co. Farmer           |
| Crosby, The Journal                | Napoleon Homestead                    |
| *Devils Lake Journal               | New England, The Herald               |
| *Dickinson Press                   | New Rockford Transcript               |
| Drayton, Valley News & Views       | New Salem Journal                     |
| Edgeley Mail                       | New Town, MHA Times                   |
| Edmore Herald                      | New Town News                         |
| Elgin, Grant Co. News              | Northwood Gleaner                     |
| Ellendale Dickey Co. Leader        | Oakes Times                           |
| Enderlin Independent               | Park River, Walsh Co. Press           |
| * Fargo, The Forum                 | Parshall, Mountrail Co. Record        |
| Finley, Steele Co. Press           | Pembina New Era                       |
| Fordville, Tri-Co. Sun             | Rolla, Turtle Mountain Star           |
| Gackle, Tri-Co. News               | Rugby, Pierce Co. Tribune             |
| Garrison, McLean Co. Independent   | Stanley, Mountrail Co. Promoter       |
| Glen Ullin Times                   | Steele Ozone & Kidder County Press    |
| Grafton, Walsh Co. Record          | Tioga Tribune                         |
| *Grand Forks Herald                | Towner, Mouse River Journal           |
| Hankinson, News-Monitor            | Turtle Lake, McLean Co. Journal       |
| Harvey, The Herald-Press           | Underwood News                        |
| Hatton Free Press                  | *Valley City Times-Record             |
| Hazen Star                         | Velva Area Voice                      |
| Hebron Herald                      | *Wahpeton Daily News                  |
| Hettinger, Adams Co. Record        | Walhalla Mountaineer                  |
| Hillsboro Banner                   | Washburn Leader-News                  |
| *Jamestown Sun                     | Watford City, McKenzie Co. Farmer     |
| Kenmare News                       | Westhope Standard                     |
| Killdeer, Dunn Co. Herald          | *Williston Herald                     |
| Kulm Messenger                     | Wishek Star                           |

\*daily newspaper

## Standards of Acceptance

### Deadline:

Copy and payment must be received at the NDNA office by noon Tuesday of the week preceding the week of insertion. Copy must be e-mailed, faxed or mailed. NO TELEPHONE ORDERS WILL BE ACCEPTED. Late copy will automatically be placed the following week. *Please keep early holiday deadlines in mind also!*

### Payment:

THIS IS STRICTLY A CASH OPERATION TO KEEP COSTS AT A MINIMUM. Please remit the total amount of \$160 for 25 words – plus \$5 per word for each additional word. You may pay at our billpay page: [www.ndna.com/billpay](http://www.ndna.com/billpay), where credit cards (Visa, Mastercard, Discover, and American Express) or PayPal accounts are accepted. Checks are also acceptable, and should be made out to NDNA.

### Word Count Method:

Telephone numbers, including area code, constitute one word. Addresses: each part of an address is counted as one word. 1500 N. State Street is four words. PO Box 500 is three words. The name of the city, state and zip code each count as one word. Hyphenated or slash-marked words count as two words. Websites and e-mail addresses are one word each.

### Format:

We automatically capitalize all letters in the first three words of each ad. No special typesetting requests are allowed.

### Errors:

Typographical errors will result in a “make-good” of the ad in the paper(s) that ran the error.

### Circulation:

This statewide program involves 90 newspapers for an approximate circulation of approximately 200,000 in all counties of the state.

### Proof of Publication:

The NDNA office will monitor each newspaper in the statewide classified ad program. No tearsheets will be provided unless ONE is requested prior to the ad running. For multiple tearsheet requests, contact the NDNA office for options and pricing.

### Restrictions:

- NDNA and its members reserve the right to reject and/or edit any ad that is deceptive, offensive, not in compliance with state and federal regulations, or otherwise unacceptable. **ALL ADS MUST PASS PRIOR APPROVAL.**
- No work-at-home advertisements unless reviewed & accepted by NDNA.
- Business opportunity and investment advertising must disclose the type of business and the amount of investment required.
- Job listings must be for bona fide openings and state type of work offered. Ads for job information must indicate in the ad what the customer will receive. Ad cannot claim “now hiring” if only job information will be provided and actual positions available are not advertised. Ad must state if there is a fee to receive job information. If approved, ads for job information will be placed under “Job Information” category and not the “Help Wanted” category.
- No 900 number ads or 800 number ads that refer to a 900 number.
- No weight loss, suppressant or nutritional supplements ads.
- No quick-fix credit or money-to-lead ads.
- Political advertising for measures or individual candidates running for office or parties is not allowed. However, an ad for notice of caucus is permissible.
- Adoption ads require a letter from an attorney.
- No sexual enhancement, psychic, or astrology ads accepted.