

America's Newspapers

NEWSPAPERS.ORG

FOR IMMEDIATE RELEASE



A unique opportunity to make an impact across a national footprint

More than 720 newspapers from across the country, totaling more than 6,000,000 in distribution, have united to contribute to a new national print advertising network launched by America's Newspapers. This program creates a great opportunity for advertisers to reach a premium audience at an attractive CPM rate.

Intersect Media has been selected as the agency to manage the program. Jim Fogler, Intersect Media's president and CEO, said: "I am excited to hear that, based on our proven success and experience, Intersect Media has been selected as America's Newspapers' agency of choice to help them secure national advertising sales and execute their print campaigns in newspapers throughout the U.S. and Canada. This winning partnership aligns our shared priority to ensure our newspaper industry continues to thrive – on behalf of our customers and clients!"

Any member of America's Newspapers with a national sales force has the opportunity to sell these two quarter-page ads, helping to support America's Newspapers and earning a commission as well. "We are thrilled at the response of so many members who are supporting this program and hope they will also consider playing a role in the sales process. This is a great opportunity to demonstrate the power of print advertising on a national footprint, and I feel confident that the advertiser will see good results," said Dean Ridings, America's Newspapers CEO.

For advertisers, this is an exceptional opportunity to reach more than 6 million dedicated readers who are engaged with their local newspaper and respond to advertising. Simply select a publication date and America's Newspapers and our partners will take care of the work of placing the ads across the entire network.

America's Newspapers Advertising Network includes ROP advertising space from the nation's largest newspaper companies, including Gannett, Adams Publishing Group and others comprising the most attractive advertising markets such as:

- Orlando, Florida
- Seattle, Washington
- Phoenix, Arizona

- Detroit, Michigan
- Honolulu, Hawaii
- San Francisco, California
- Baton Rouge, Louisiana
- Milwaukee, Wisconsin
- Columbus, Ohio
- Indianapolis, Indiana
- Scranton, Pennsylvania
- Sarasota, Florida
- Louisville, Kentucky
- Cincinnati, Ohio
- Austin, Texas
- West Palm Beach, Florida
- Rochester, New York

Local newspapers are focused on delivering the news fairly and accurately and have a proven track record of delivering results for advertisers. It's why they are trusted in their communities.

Advertising in a local newspaper works -- with **Reach, Results, Solutions!**

Utilizing America's Newspapers to place your advertising in markets across the country allows you to reach an engaged audience with a single placement. Let us help you connect with your target audience!

To place your ad across the America's Newspapers network, contact our ad agency:

Carolyn Nolte
Vice President
Intersect Media
cnolte@mediagenius.com
M: (407) 376-6964

Learn more at: <https://newspapers.org/advertising-network/>

On behalf of its approximately 1,500 newspaper and associate member companies, America's Newspapers is committed to explaining, defending and advancing the vital role of newspapers in democracy and civil life. We put an emphasis on educating the public on all the ways newspapers contribute to building a community identity and the success of local businesses. Learn more: www.newspapers.org

For more information, contact:

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