






Which MDDC Advertising Service is Right for Your Needs?

	 MANSI MEDIA MANSI Media	 2x2 Ad Network	 Classified Ad Network
Ad Size	You Decide	2x2: 3.79" w x 2" h 2x4: 3.79" w x 4" h	You decide the number of words, but the price is based on a minimum of 25
Circulation	Depends on the newspaper(s) you choose	2,329,067	2,642,642
Number of Newspapers	You Decide	As many as 96 newspapers	As many as 122 newspapers
Can I run an ad in the newspapers of my choice?	Yes	No, you get the whole network (placement estimated to be 90%)	No, you get the whole network (placement estimated to be 90%)
Price	Set by the papers based on ad specs. Call MDDC for a specific quote	\$1,450 per insertion or save with frequency discounts	\$495 for the first 25 words and \$8 for each additional word
Positioning	You may make specific positioning requests. A fee may be assessed	At the discretion of the newspapers	You select a reasonable classification
Can I choose what date the ad runs?	Yes	You designate the week, the newspaper decides the exact day	You designate the week, the newspaper decides the exact day
What are my design options?	Text, graphics, color, inserts, etc	Text and/or graphics	Text only
How is proof of publication provided?	Tear sheets	Affidavits and sample tearsheets if requested	Affidavits and sample tearsheets if requested
What payment methods are accepted?	Billing is available pending credit approval	Prepayment via check, money order or credit card	Prepayment via check, money order or credit card