

MPN STANDARD E-NEWSLETTERS

Standard Fees and Distribution Schedule (3 mo. glance)



U.S. Metro Area e-Newsletter Pricing Tiers

Audience Pricing Tier	Distr. Freq.	Direct Email Count	Total Est. Reach	Full Flyer 600x800	½ Flyer 600x400	LdrBoard 728x90	Skyscraper 125x600	Enh. Banner 468x200	Std. Banner 468x60	Bus Card 225x128	Cube/Logo 125 x125
Tier 1	W	25000	50000+	\$125	\$100	\$80	\$70	\$70	\$55	\$35	\$25
Tier 2	SM	12500	25000+	\$100	\$75	\$50	\$40	\$40	\$30	\$20	\$20
Tier 3	M	5K-7.5K	10K-15K+	\$70	\$60	\$35	\$30	\$30	\$20	\$15	\$15
Tier 4	OD	1-2500	2-5000+	\$35	\$30	\$25	\$20	\$20	\$15	\$10	\$10

- Frequency: (W) = weekly; (SM) = semi-monthly; (M) = monthly; (OD) = on demand (min. of \$50 in total ad sales mandatory to send to a Tier 4 list).
- Fees vary for each list based on the direct e-mail count + ad size + pricing tier. For example, fees for "New York" are Tier 2 while "Atlanta" is Tier 1.
- Visit www.MPNsite.com/newsletter.htm to view e-newsletter archives, sample ads, etc. plus list options and rates for Tier 4 e-newsletter audiences.
- Newsletters for Tier 1, 2 & 3 lists are scheduled to be released on the target release dates below (likely between 12:01 a.m. - 11:59 a.m.). However, schedules can change as it could be released within +/- 1 day of scheduled date (or a different week) to accommodate customer time-sensitive dates.
- To ensure inclusion, all ads must fit the focus of MPN (view archives), closely adhere to posted ad specs, be fully paid for (or guaranteed) in advance - www.MPNsite.com/StartOrder.asp, and sent to Support@MPNmail.com by 10 PM ET at least 2 business days before the target release date.
- Last minute orders (same day or day before) could "potentially" be accommodated, but you should e-mail or phone us before placing an order.
- Limited solo e-Blasts to U.S. geo area audiences are available on a "selective and restricted" basis. Advance approval required. Call for rates.

DEC. 2010 e-Newsletter Distribution Schedule

e-Subscriber Audience	Pricing Tier	Target Release (Drop) Dates				
		12/3	12/9	12/16	12/22	12/29
U.S. Geo Areas						
Atlanta	Tier 1	✓	✓	✓	✓	✓
Atlantic City	Tier 3				✓	
Charlotte	Tier 3				✓	
Chicago	Tier 2			✓		✓
Dallas/Ft. Worth	Tier 3				✓	
Detroit/Ann Arb.	Tier 3				✓	
Houston	Tier 2			✓		✓
Las Vegas	Tier 3				✓	
Los Angeles	Tier 2			✓		✓
Miami/Ft. Lauder	Tier 3				✓	
New York	Tier 2			✓		✓
Orlando/Tampa	Tier 3				✓	
Philadelphia	Tier 3				✓	
San Antonio	Tier 3				✓	
San Diego	Tier 3				✓	
S.F. Bay Area (CA)	Tier 2	✓		✓		✓
Washington DC	Tier 2			✓		✓
Special Interest						
Business Digest	Tier 2					
Conferences	Tier 2					
Career Connect	Tier 1		✓			
Festivals/Concerts	Tier 2					✓
Health/Wellness	Tier 3					
Islands/Beaches	Tier 3					✓
Wealth & Invest.	Tier 3					

JAN. 2011 e-Newsletter Distribution Schedule

e-Subscriber Audience	Pricing Group	Target Release (Drop) Dates			
		1/5	1/13	1/19	1/26
U.S. Geo Areas					
Atlanta	Tier 1	✓	✓	✓	✓
Atlantic City	Tier 3				✓
Charlotte	Tier 3				✓
Chicago	Tier 2		✓		✓
Dallas/Ft. Worth	Tier 3				✓
Detroit/Ann Arb.	Tier 3				✓
Houston	Tier 2		✓		✓
Las Vegas	Tier 3				✓
Los Angeles	Tier 2		✓		✓
Miami/Ft. Lauder	Tier 3			✓	✓
New York	Tier 2		✓		✓
Orlando/Tampa	Tier 3				✓
Philadelphia	Tier 3				✓
San Antonio	Tier 3				✓
San Diego	Tier 3				✓
S.F. Bay Area (CA)	Tier 2		✓		✓
Washington DC	Tier 2		✓		✓
Special Interest					
Business Digest	Tier 2				✓
Conferences	Tier 2				✓
Career Connect	Tier 1		✓		
Festivals/Concerts	Tier 2				
Health/Wellness	Tier 3				
Islands/Beaches	Tier 3		✓		
Wealth & Invest.	Tier 3				✓

Special Interest e-Newsletter Pricing Tiers

Pricing Tier	Frequency	Count	Reach	600 x800	600 x400	728x90	125 x600	468 x200	468x60
Tier 1	M	25000	50000+	\$125	\$100	\$80	\$70	\$70	\$55
Tier 2	Q	12500	25000+	\$100	\$75	\$50	\$40	\$40	\$30
Tier 3	OD	7.5K	15K+	\$70	\$60	\$35	\$30	\$30	\$20

Frequency of Distribution: (M) = monthly; (Q) = quarterly; (OD) = on demand

Safely, Conveniently and Securely Place Your Order



- Visit www.MPNsite.com/StartOrder.asp to initiate online order purchase.
- All automated online orders are safely and securely processed by our highly secure and integrated Bank of America merchant / Paypal -powered / Verisign-secured e-commerce transaction processing system.
- Your full credit/debit card number is never known by any MPN employee.
- Your card number, expiration date, CSC & billing contact information will not be captured, entered, or saved on our site or in any MPN database.

FEB. 2011 e-Newsletter Distribution Schedule

e-Subscriber Audience	Pricing Tier	Target Release (Drop) Dates			
		2/2	2/9	2/16	2/23
U.S. Geo Areas					
Atlanta	Tier 1	✓	✓	✓	✓
Atlantic City	Tier 3				✓
Charlotte	Tier 3				✓
Chicago	Tier 2		✓		✓
Dallas/Ft. Worth	Tier 3	✓			✓
Detroit/Ann Arbor	Tier 3				✓
Houston	Tier 2		✓		✓
Las Vegas	Tier 3				✓
Los Angeles	Tier 2	✓			✓
Miami/Ft. Lauder	Tier 3				✓
New York	Tier 2		✓		✓
Orlando/Tampa	Tier 3				✓
Philadelphia	Tier 3				✓
San Antonio	Tier 3				✓
San Diego	Tier 3				✓
S.F. Bay Area (CA)	Tier 2		✓		✓
Washington DC	Tier 2		✓		✓
Special Interest					
Business Digest	Tier 2				
Conferences	Tier 2				
Career Connect	Tier 1		✓		
Festivals/Concerts	Tier 2				✓
Health/Wellness	Tier 3				
Islands/Beaches	Tier 3		✓		✓