

2016 MIZZOU Football Tickets / Newspaper Ad Trade-Out Proposal for MPA Members

TO: MPA Publishers
From: Mark Maassen

Deadline August 19, 2016

For the 26th consecutive year, the University of Missouri Athletic Department is working through Missouri Press to arrange a "football-tickets-for-advertising trade-out."

Mizzou's Athletic Department is offering MPA newspapers an allotment of tickets for the season-opening home game with the Eastern Michigan Eagles on Saturday, Sept. 10. Game time is 6:30 p.m.

You may use these tickets for your newspaper family, for your advertisers, for promotions, etc.

The program, which is strictly voluntary, involves the publishing of Mizzou athletic display advertising in your newspaper(s) in return for a similar value of tickets (minimum of 6 tickets and a maximum of 20 tickets per publication) to the September 10 game.

Ticket Details: The Mizzou Athletic Department, through Missouri Press, provides each participating newspaper a minimum of 6, maximum of 20, reserved seat tickets to the Mizzou-Eastern Michigan game at a maximum total value of \$45 per ticket (total maximum value of \$900). These tickets will be outside the 20-yard line in the best available special Missouri Press section. In return, participating newspapers provide Mizzou athletics up to a total of \$900 in advertising. The total minimum is 6 tickets and total maximum is 20 per publication. This is a first come, first served opportunity. The number of tickets you request, multiplied by \$45, will determine your level of commitment. Ad placement will come through Missouri Press. It is expected the ad schedule will run at different intervals between August and December.

NO MPA GATHERING. The MPA staff will be getting ready for the annual MPA Convention to be held Sept. 29 – Oct. 1, in Branson. Sorry, but MPA will not be hosting a pre-game tailgate this time.

If you want to participate in the ticket-advertising trade-out, please return the completed coupon (below) by mail or fax or email to the Missouri Press office by Friday, August 19, 2016. MPA will send you the tickets, insertion order and ads as soon as they are available. If you have any questions, just contact Missouri Press. Phone 573-449-4167, email mopressads@socket.net, fax 573-874-5894, or mail to: Missouri Press, 802 Locust St., Columbia MO 65201 **no later than August 19, 2016.**

COMPLETE THIS FORM TODAY!

Newspaper Name: _____ **City** _____

_____ **Number of tickets you request sent to your newspaper for the Mizzou-Eastern Michigan game.**

Please consider donating additional tickets to MPA advertisers and staff.

Missouri Press may have _____ tickets. (No more than 20 tickets total for your trade.)

Signature _____ **Email address:** _____