

# 2018 MIZZOU Football Tickets / Newspaper Ad Trade-Out Proposal for MPA Members

**To:** MPA Publishers  
**From:** Mark Maassen

**Deadline:** Aug. 10, 2018

For the **28th** consecutive year, the University of Missouri Athletic Department is working through Missouri Press to arrange a "football-tickets-for-advertising trade-out." The deadline to reply is **August 10, 2018**.

Mizzou's Athletic Department is offering MPA newspapers an allotment of tickets for the season-opening home game with the **UT-Martin Skyhawks** on Saturday, **Sept. 1**. Game time is 3 p.m.

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

If you want to participate in this voluntary ticket-advertising trade-out, please return the completed coupon (below) by mail or fax or email to the Missouri Press office by August 10, 2018. 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](mailto:mopressads@socket.net), fax 573-874-5894, or mail to: Missouri Press, 802 Locust St., Columbia MO 65201 no later than August 10, 2018.

**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 **UT-Martin-Mizzou** 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 display 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. Display advertising placement will come through Missouri Press. It is expected the ad schedule will run at different intervals between August and December.

**MPA Gathering:** Missouri Press staff will host a pre-game tailgate in the MPA parking lot. More information about the tailgate will be released closer to game day.

## COMPLETE THIS FORM TODAY!

**Newspaper Name:** \_\_\_\_\_ **City:** \_\_\_\_\_

\_\_\_\_\_ Number of tickets you are requesting; # of tickets x \$45 = Your commitment

Please consider donating tickets to MPA. Missouri Press may have \_\_\_\_\_ tickets.  
(Donated tickets will be deducted from the number of tickets you are requesting.)

**Address to mail tickets:** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Email address:** \_\_\_\_\_