

# 1. Run single copy inserts on regular basis

The Kentucky Standard in historic Bardstovn KY earned 73 starts from this Friday the 13<sup>th</sup> flyer

**ONE DAY ONLY!** Friday the 13<sup>th</sup>

Subscribe to The Kentucky Standard

FOR 4 MONTHS

\$10 OFF newsstand (single copy) prices!

4 Months of the Best Source for Local News in Nelson County!

**The Kentucky Standard**

Subscription Form:

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

Price: **\$13**

**SORRY, New Subscribers Only!**

- 2. • Gain in-store access
- Co-promote newspapers & store products

**NOW THAT'S A HOT DEAL!**

Start Your Day with Hot Jo & The Local Paper!!

**Hot Jo**

For a Limited Time Get a 12 or 18 oz "Cup of Jo" & a copy of The Carroll County Times

**99¢ \$1.49**

Monday thru Saturday Sunday

### 3. One-Day Sales

**2 HOUR SALE**  
 Tuesday, August 24, 2004 ONLY!

**16¢** A Day **Pre-pay Sale**

Call from 5:30 p.m. to 7:30 p.m. Tuesday night and get a special rate of 45¢ per week and 4 weeks free when you pre-pay for 52 weeks.

**The Lancaster News**  
 South Carolina's Best Community Newspaper  
 Serving South Carolina's Best Community

- + Community News
- + Local Photos
- + Local Crime News
- + Local Sports
- + Social News
- + Local School Information
- + Large Classified Section
- + Local Government Information
- + Large Real Estate Section
- + New Easy to read TV Guide
- + Sunday Coupons

Call between 5:30 and 7:30 p.m. Tuesday, August 24th to start your home delivery!

**283-1145 or 1-800-844-9433**

The Lancaster News

**THE PIONEER NEWS**  
 Bullitt County's News Source  
 Announces  
**12 HOUR SALE**  
 One Day Only  
 Tuesday, July 20, 2004  
 7 a.m.-7 p.m.

**Save 59%**  
 Over Single Copy Price

**\$19.99** (104 Issues) **\$19.99** (104 Issues)

Shepherdsville Office  
 455 N Buckman St.  
 will be open for walk-in orders

Call Your Order In By 7 p.m. Tuesday, July 20, 2004

We can take your charge card order or bill your subscription account.

CALL  
**543-2288**  
**955-6348**

Ask for Sue or Brandi

The Pioneer News

### Special Offer!

Get a 9-month subscription to  
 The Casey County News

FOR **\$13**  
 ONLY

Act Now! Limited Time Offer!

Still undecided? Try us FREE

Offer good Today through November 13

*The Perfect Christmas Gift!*

Offer good only for new subscribers.  
 Offer good only in Casey, Marion, Taylor, Boyle, Lincoln, Putnam, Russell and Abbe Counties.

<p>The Casey County News</p> <p>9 Months</p> <p>\$13</p>	<p>The Casey County News</p> <p>9 Months</p> <p>\$13</p>
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### 4. Frequency of inserts...

- • Monthly, if weekly
- • Weekly, if daily or multiweekly
- • Strong newsbreak days
- • Low-cost dinky dropouts
- • Use up plants' old wider stock

Coming Wednesday in your copy of American Profile magazine, inside local copies of The Gazette ...

**Cover story:**

*Up, Up, and Up*  
Balloon pilot Troy Bradley, who holds several world records, has retired from professional ballooning to fly for fun again with wife Terri



**Home:**

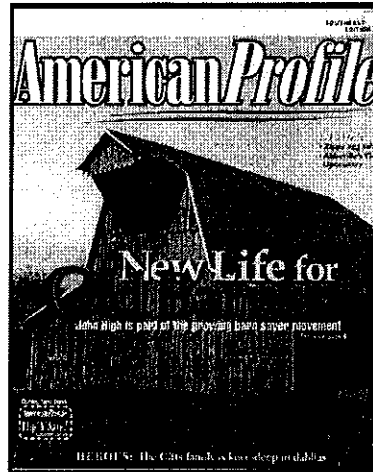
We give you tips to get started redecorating as well as helping you get light to your home

**Hometown recipes:**

Pig Eatin' Cake is easy to make and excellent to take to parties

American Profile Magazine is brought to you by:  
Southern Shower, Matco, Mitsubishi, Tick Chiropractic Clinics and Basic Essentials Spinal Care Center

Celebrating Hometown Life



**YOUR American Profile Magazine**  
In Today's Issue Is Brought To You By:  
**Basic Essentials** Spinal Care Center, Inc.

## 5. Content Promotion

## 6. Boost Web Starts

- Secure server
- Increase the amount of credit card sales
- Four Weeks Free banner
- Subscribe button on all pages
- Direct mail – refer people to your website
- Web address on every page of newspaper and shopper



(Pop-Up Box)

7.

# MISSING AN OLD FRIEND? We've missed you too!

That's why we're offering  
**52 ISSUES OF  
MARION COUNTY'S  
LOCAL NEWS SOURCE**  
for just

# \$20



Complete Local News • Sports • Obits • Classifieds  
Government • School News • Community News  
Church News • Opinions • Public Record  
What's Happening

That's a **33% Savings Off**  
Our Regular Subscription Price  
and **49% Off**  
The Single Copy Price

RE-SUBSCRIBE TO THE

## Enterprise

Take Advantage of This Great Offer!

Sign Up Now!

1 Year \$20

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY/STATE \_\_\_\_\_  
PHONE \_\_\_\_\_  
CITY/STATE \_\_\_\_\_  
CITY/STATE \_\_\_\_\_  
CITY/STATE \_\_\_\_\_

MAIL TO: The Lebanon Enterprise  
P.O. Box 439  
LEBANON, KY 40033  
Or call 270-462-4026 with credit or debit card

## 8. Sample non-subscribers

**THE WILLIAMSON COUNTY SUN.**

Vol. 107 No. 16  
APR 24, 2005

Georgetown, Texas • Founded May 9, 1877

**City may get more colorful**  
New arts board eager for public art

**Thumbs-down on new airport**  
TxDOT bows to landowners' opposition to regional airport

**No pajamas allowed, and other rules for the well-dressed student**

**Everything that should be covered will be covered.**

The Williamson County Sun, Georgetown TX, sold 280 new for 9.3% return from 3,000 samples and multiple contact options

## 9. Bulk Subscriptions

### **D**<sup>MOUNT VERNON</sup> **DEMOCRAT** Bulk Subscriptions Available

Bulk Subscriptions are available from the Mount Vernon Democrat at special rates. Solarbron has recently taken advantage of this great deal and now supplies all residents with their own Mount Vernon Democrat. Can your business or organization take advantage of this great deal? Maybe supply your employees, students, or residents with their own copies of the Mount Vernon Democrat. Call the Mount Vernon Democrat at 838-4811 or e-mail: [bfoster@mvdemocrat.net](mailto:bfoster@mvdemocrat.net) for more details on this great service to help everyone stay in-touch and informed about their Mount Vernon home.



231 A Main St.  
Mount Vernon IN  
47620

**D**<sup>MOUNT VERNON</sup> **DEMOCRAT**

Phone: 838-4811  
Fax: 838-3696  
E-mail: [bfoster@mvdemocrat.net](mailto:bfoster@mvdemocrat.net)

*Mount Vernon Democrat* sold 146 bulk subscriptions to Solarbron retirement home

10.

**Wednesday night is  
CUSTOMER  
APPRECIATION NIGHT  
at Lindy's!**



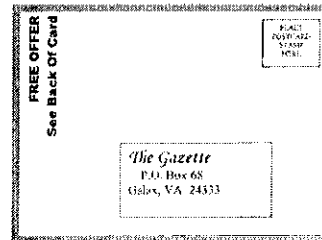
**Lindy's**, Wakulla County's favorite chicken restaurant, is giving customers a **FREE COPY\*** of *The Wakulla News* with any dinner purchase on Wednesday nights!

Get *The Wakulla News* hot off the press!  
2120 Crawfordville Hwy.  
926-8886

\*While supplies last, limit one per visit.

## 11. Requested Sample Card Program

- Extend this offer in house ads, flyers, and to cold calls
- Idea list handout



**FOUR WEEKS FREE!!! TRY US!!**  
*The Gazette*  
The leading news and advertising source for Galax-Carroll-Grayson will be delivered FREE to your home three times a week for four weeks.

No obligation. Just send us your address.  
Questions? Call 236-5178 or 1-800-806-5178

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone (\_\_\_\_\_) \_\_\_\_\_

*The Gazette will contact you about how you can continue your subscription beyond the FOUR FREE WEEKS.*  
OFFER GOOD IN LOCAL TERRITORY ONLY

## 12. Front Office Sales

Amy Zetina, new receptionist at *The News-Enterprise*, sold 70 paid starts in 2 months by asking customers who called or came into the office

