

front page sticky note

NoteAds
Advertising

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high impact



- Immediate Call to Action on the Number 1 Page Read in the Newspaper
- Newspaper Subscribers Have Greater Disposable Income
- Proven Promotional Vehicle for Advertisers
- Affordable - On Average Only 10 - 12 Cents Per Home Printed and Delivered

estimated placement rates

CPM - Cost per 000's Households

100K	250K	500K	1M	2.5M	5M
\$118	\$115	\$113	\$110	\$108	\$105

- These are estimated rates based on the average printing & circulation rate for a 3" x 3" 4C ad on white paper.
- All inclusive of print, shipping & circulation. This rate sheet is designed to qualify advertisers' interest and budget prior to final quote.
- National Market Coverage of papers who accept this medium is approximately 75%
- Quote Lead Time: Requires approx. 24 hrs per 10 markets for final price and circulation confirmations.
- Advertising/Production Lead time from approval of final art and market determination to run-date, is 20 working days.
- All final quotes require a 10% deposit to be applied to the final order.

Testimonials

"A special six-month CD was announced using a sticky note in the Sacramento Bee. Since the announcement, we've opened 61 CD's with deposits at \$2.2 million. Over 56% of those dollars were in funds new to the bank. This offer continues as long as the customer specifically requests the 'Sticky Note' rate"

- Regency Bank

We are very pleased with the sticky note concept in our advertising efforts. It was an innovative way of communicating our sales message to the public. Branch personnel reported that customers walked in with sticky note ad in-hand asking about the offer and even using it as a coupon. The idea definitely created the awareness we desired, giving us an increase in sales. Breakthrough ideas such as the sticky note ad foster pride of ownership and well-deserved success. Thank you for your contribution."

- Chris Oberle, Vice President, American Savings Bank