

# ACTION FIGURES

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## Ten Reasons to Use Newspaper Preprints

**Impact:** Preprints tend to slide out of the paper demanding to be read

**Control:** Advertisers control, size, color, pages, items, reproduction with a preprint

**Targeting:** With newspaper inserts advertisers can cost effectively distribute, by zip code or by market and everything in between.

**Flexibility:** Newspapers can deliver single sheets, cards, and catalogs, they can distribute large format and small, heavy stock or light, and on the day needed

**Efficiency:** Newspaper inserts are cost efficient in terms of distribution costs often able to deliver for less than 5 cents a household.

**Date Specific Delivery:** Newspapers deliver inserts on the day chosen as opposed to within a window of time. Sunday delivery or daily.

**Environment:** Because newspapers are a welcomed guest in a subscriber's home, inserts coming in newspapers are more likely to be seen and read.

**Response/results:** Newspaper preprinted inserts can achieve redemption rates of up to 10% depending upon the offer. Inserts have a proven results track record.

**Deadlines/Timing:** Newspapers can accept preprints on a shorter lead time than other distribution vehicles allowing the ultimate in advertiser responsiveness to market conditions, product and pricing needs.

**Saturation:** Newspapers are able to distribute preprints to the masses. Both subscribers and non-subscribers can be reached through the typical newspaper program.

Research Scarborough 2008  
How America Shops and Spends/ MORI Research 2009

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