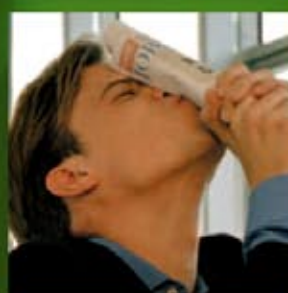




Fresh Ideas to Promote Newspaper Classified Advertising

August 2006





The International Newspaper Marketing Association (INMA) is a non-profit organisation dedicated to promoting advanced marketing principles within the newspaper industry. INMA is a membership association, with more than 1,400 members in 70+ countries.

INMA is the newspaper industry's leading ideas organisation. INMA members receive a monthly Ideas Magazine, e-newsletters, industry conference reports, online discussion forums, publications, benchmarking surveys, a membership directory, and other benefits. INMA sponsors four web sites: the INMA web site (www.inma.org), The Newspaper Industry (www.newspaper-industry.org), Revista Ideas-Online (www.revista-ideasonline.org), and La Industria del Periódico (www.periodicosonline.org). INMA produces cutting-edge conferences, workshops, seminars, and summits in Europe, Latin America, North America, and the South Pacific.

INMA also advocates a progressive view of marketing to newspaper publishers and other press associations.

If you are interested in becoming a member of INMA, please contact the INMA at www.inma.org.

Acknowledgements

“Fresh Ideas to Promote Newspaper Classified Advertising” was compiled by Claudine McCarthy, a freelance writer based in Boynton Beach, Florida, USA, and edited by INMA Project Manager James Khattak. The booklet, released in August 2006, is a sampling of the industry's best ideas for classified advertising promotion.

INMA wishes to thank the newspaper executives whose campaigns were used in this booklet. The ideas selected represent a broad cross-section of efforts by newspapers of varying circulations from throughout the INMA network.

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The Advertiser

Adelaide, South Australia, Australia
Circulation: 196,708

{CAMPAIGN} "Weekend Shopper"

{OBJECTIVE}

Advertiser Newspapers created the Weekend Shopper campaign to determine how the South Australian market would react to a free private party classified advertising offer. The campaign also allowed The Advertiser to gain market intelligence on who placed advertisements during the promotional period for future targeted marketing, while also providing the newspaper with a tool to evaluate the effect this promotion would have on local competitors.

The Advertiser offered readers an opportunity to have a huge spring clean-out, selling unwanted furniture, electrical, and white goods valued under A\$500. Each household could place up to five free five-line advertisements in classifieds for items under A\$500 in the Weekend Shopper, which appeared on two consecutive Fridays in August 2005.

The marketing strategy for Weekend Shopper focused on creating an element of hype, with a high cut through to the large target audience in the furniture, electrical, and white goods category.

Television and press served as the main mediums to convey the Weekend Shopper message. Press advertising levels were extremely high on the initial marketing launch with press advertisements focusing on the range of product categories available as well as a 1300 number as the call to action. (A 1300 number is charged at local call costs.)

Editorial support throughout the promotional period



formed a critical tool to convey the promotion to the readers.

{RESULTS}

Weekend Shopper received an extremely positive response with seven pages, or 56 columns, of free advertising on the first Friday and 13 pages, or 99 columns, of free advertising on the second Friday. During this promotional period, the call centre was overrun with calls, and circulation increased by 3,000 to 4,000 copies per day.

Market intelligence indicated that competitors in the market place were hit hard during the first week and produced their own free-to-advertise promotion by the second week. ■

No Pay TV

Put a free ad in next Friday's Weekend Shopper

Place your ad in the Weekend Shopper and get rid of your **furniture, electrical and white goods** valued under \$500 with a free ad. The first five lines are **free** on the 12th or 19th of August. That's right it's absolutely free to advertise in the Weekend Shopper.

Offer is for private advertisers only.

Call 1300 321 321

The Advertiser
Make the most of every day.

Full terms and conditions are available in Public Notices. Furniture, Electrical and White Goods categories are: air conditioning/heating, computers, electrical appliances, fridges/freezers, furniture- bedroom, furniture-dining, furniture-lounge, furniture-general, home furnishings, radio/communications, stoves/microwaves/dishwashers, television, video and washing machines.

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The Atlanta Journal-Constitution

Atlanta, Georgia, USA

Circulation: 371,274

{CAMPAIGN} “Free Merchandise Classifieds”

{OBJECTIVE}

In an effort to build market share and drive traffic to the www.ajcclassifieds.com web site, The Atlanta Journal-Constitution began a free merchandise classifieds campaign for items priced under US\$500. The Atlanta Journal-Constitution traditionally receives very few classified advertisements for items priced under US\$500. Therefore, the newspaper expected that free advertisements placed in that price range would provide opportunities for interacting with and serving customers who would not otherwise sell their items with The Atlanta Journal-Constitution.

The free merchandise classifieds campaign would provide opportunities to generate up-sell revenue and drive significant increases in online page views and visitors, thus providing multiple revenue streams.

While the “free” aspect serves as an important part of the campaign, The Atlanta Journal-Constitution learned from focus groups and other research that consumers have other important needs as well. The Atlanta Journal-Constitution found that consumers rate security and privacy as very important; therefore, the newspaper made sure that the web site allowed consumers to place advertisements online without giving contact information (for example, the web site features an “e-mail seller” link that lets one communicate with a seller rather without posting the seller’s telephone or e-mail address online).

In addition to The Atlanta Journal-Constitution print and online advertisements, the campaign runs radio, outdoor, bus signage, and search engine marketing.

{RESULTS}

At only two months into the campaign, the newspaper reports some positive results. Merchandise starts have increased by 172 percent during the campaign versus the same weeks in 2005. The web site has also brought success, with page views up 68 percent, unique visitors up 43 percent, and pages per visit up 17 percent year over year during the campaign period.

{ YOUR STUFF. ONLINE AND ON SALE. FREE. FAST. SECURE. }

Sell your stuff online at ajcclassifieds.com

- Free ads for merchandise priced under \$500
- Enjoy privacy protection with secure e-mails for buying or selling
- Your ad runs online for 28 days
- Financial security is available using our online payment tool
- One free photo per ad
- Available only to private individuals with one item to sell, per ad. Must include price.

Visit ajcclassifieds.com/free for more information.

ajcclassifieds.com | The Atlanta Journal-Constitution

The radio promotions, all endorsement-based and customised by radio station (as opposed to radio spots produced by the newspaper and sent to multiple stations), have had particular success. One of the radio station promotions focuses on its popular morning show producer, who recently became engaged. She invites listeners to vote on items belonging to her fiancée that she would like to sell on www.ajcclassifieds.com. During the first seven weeks of the promotion, more than 10,000 consumers voted on whether or not to sell the fiancée’s items on www.ajcclassifieds.com (voting for the producer to sell each item). ■

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The New Zealand Herald

Auckland, New Zealand

Circulation: 200,309

{CAMPAIGN} “We Make It Easy to Sell Anything”

{OBJECTIVE}

Historically, The New Zealand Herald had little competition for the classified market. Yet with a growing number of online competitors, a campaign was required to raise awareness of Herald Classifieds, particularly with transient private party advertisers.

The campaign aimed to increase awareness of the Herald classified environments as well as drive calls to the call centre. The launch of the campaign also coincided with the launch of a web site for booking general for sale notices, reinforced in the general classified execution.



The campaign is positioned around ease, the simplicity of placing an advertisement with the Herald, by conveying the following message: "We make it easy to sell anything/ your car/your house/ recruit staff. Just tell us about it."



The creative also focuses on results, by sending the following message: “A simple phone call to The New Zealand Herald Classifieds today and you could sell it/your car/your house/fill your position tomorrow.”

Three different forms of advertising promoted the campaign.

>> Print: Engaging and eye-catching designs featured a simple and clear message. Four different executions target employment, property, automotive, and general classifieds advertisers. Full-page and quarter-page (full-width) in-newspaper, display advertisements created maximum impact in the appropriate classified sections.

>> Radio: Thirty-second radio advertisements aimed to drive inbound telephone calls, specifically for employment and motoring. A day strategy focused on Monday, Wednesday, and Thursday to account for booking deadlines. Humorous advertisements featured children calling to place an advertisement to sell a car and recruit, reinforcing the “we make it easy” message.

>> Online: Targets also appeared on www.nzherald.co.nz, in the same style as the print creative and linked through to the new classifieds bookings site.

{RESULTS}

The campaign is currently in the marketplace. Therefore, The New Zealand Herald reports that it is too soon to provide results. ■

Austin American-Statesman

Austin, Texas, USA
Circulation: 183,065

{CAMPAIGN} “Time to Get a New Job”

{OBJECTIVE}

The Austin American-Statesman developed a two-part goal for the “Time to Get a New Job” campaign: breaking through the clutter of job-search engine campaigns and branding StatesmanJobs (on www.statesman.com/jobs) as the best local job search web site.

The Austin American-Statesman marketing team created the Time to Get a New Job campaign, knowing the competition between job search web sites was fierce. With so many job search web sites to choose from and with the increasing number of national competitors confusing users, Austin American-Statesman marketing staff saw this as the perfect opportunity to increase brand awareness for StatesmanJobs as the best local job source.

The campaign relied on true stories, emotions, and incidents as told by friends and co-workers. The campaign

held mass appeal because of its depictions of the thoughts of people dissatisfied with their current jobs.

{RESULTS}

The campaign delivered significant results, with tangible results seen through increased traffic to www.statesman.com/jobs. Unique visitors increased 7 percent from May through November 2005 compared to 2004.

The intangible results came through as many people visibly displayed many of the “Time to Get a New Job” advertisements in their offices, workplaces, and cubicles throughout the Austin area.

Newspaper staff described the reactions to the billboards as priceless. For example, a hostess at a restaurant cut out all of the campaign advertisements and kept them behind her hostess station. She told a newspaper staff member that she loved the advertisements, which had motivated her to look for a new job. One of the billboards was positioned in front of the Austin American-Statesman building, generating a lot of internal buzz among the staff.

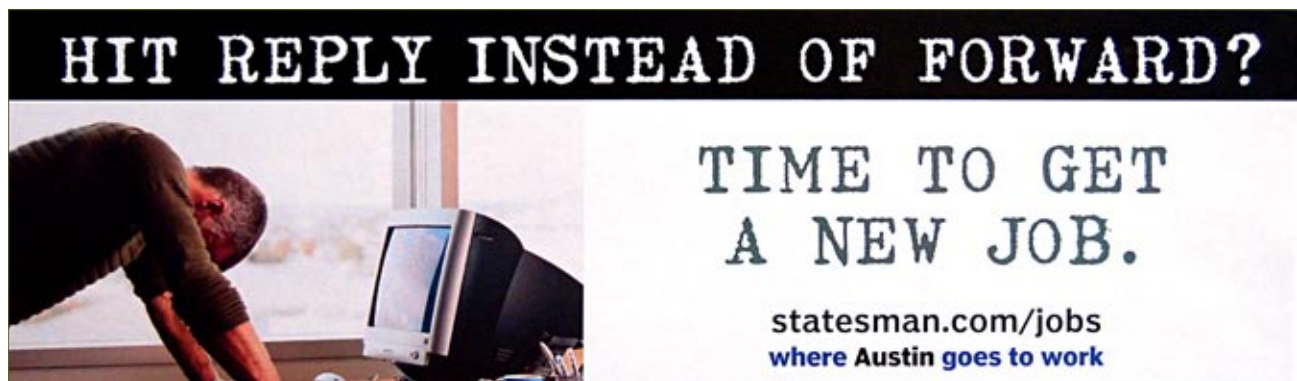
The campaign touched a chord. Work has already begun on the second round of the campaign, which has benefited from the abundance of job humour found in the workplace. ■



DREADING MONDAY ON SUNDAY?

TIME TO GET A NEW JOB.

statesman.com/jobs
where Austin goes to work



HIT REPLY INSTEAD OF FORWARD?

TIME TO GET A NEW JOB.

statesman.com/jobs
where Austin goes to work

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The Boston Globe

Boston, Massachusetts, USA

Circulation: 450,000

{CAMPAIGN} “The Big Help”

{OBJECTIVE}

The Boston Globe’s marketing services group set out to rejuvenate a special section, titled “The Big Help,” by designing a new and dynamic concept embodying the local flavour of Greater Boston. The campaign aimed to bring the special section to a level that would dominate the local recruitment market of Greater Boston.



{RESULTS}

The overall concept of the campaign began as simply a way to support “The Big Help” section. However, as the concept evolved throughout the marketing development of “The Big Help,” the team saw the power and impact the campaign could have as it revitalised the BostonWorks brand, in dominating the local recruitment landscape of greater Boston. The BostonWorks brand is the local recruitment engine of The Boston Globe.

The campaign led to the end result of the concept being used in a large-scale re-branding campaign for BostonWorks in 2006.

“The Big Help” campaign stimulated increased online traffic and increased resume submissions to www.bostonworks.com. ■

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Daily Camera

Boulder, Colorado, USA

Circulation: 32,136

{CAMPAIGN} "Classifieds Buyer/Seller Campaign"

{OBJECTIVE}

To promote the Camera Classifieds to both buyers (including passive classifieds shoppers) and sellers, Daily Camera's marketing services developed the Classifieds Buyer/Seller Campaign. The Daily Camera staff also wanted to achieve a cohesive extension of the existing brand for the Camera Classifieds. The Daily Camera had to compete with five daily newspapers (including two metropolitan daily newspapers) and a host of weeklies in



the Boulder County market. But the Daily Camera did not have the ability to leverage a low rate to gain market share. Therefore, the Daily Camera decided to rely on its wit and strong design to maintain the classifieds' lead among its competitors.

{RESULTS}

The classifieds lineage remains the same as with last year's trend, which marketing staff see as a good indication of success, considering the campaign occurred at the same time as a classified advertising rate increase. ■

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Cape Argus

Cape Town, South Africa

Circulation: 75,600

{CAMPAIGN} “Arm/Notepad/Messages”

{OBJECTIVE}

The Cape Argus wanted to communicate that one can successfully buy, sell, or find anything in the Cape Argus Classified section. The campaign touted the benefits of the Cape Argus Classified section, which appears every day in the newspaper, as opposed to its main competition, which publishes a weekly classified section.

The Cape Argus has the largest circulation for a daily newspaper in the Cape Town area and a higher readership than its competitors, which only publish weekly.

The ongoing campaign started in mid-December. The advertisements ran in the Cape Argus and also appeared in the 569,000 copies of the 14 free community newspapers published by Independent Newspapers throughout Cape Town.

{RESULTS}

An increase in sales proves the campaign’s success in communicating the benefits of the Cape Argus Classified section.

Advertising revenues for the corresponding periods of 2004 to 2005 and 2005 to 2006 show an increase in advertising revenue of close to 10 percent. ■



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Chicago Tribune

Chicago, Illinois, USA

Circulation: 680,879

{CAMPAIGN} "Coast to Coast Properties"

{OBJECTIVE}

Based on research by the National Association of Realtors (April, 2006) and Gallup Media Usage and Consumer Behavior Study (Chicago, 2004), the Chicago Tribune staff realised the newspaper could benefit from the vacation home market:

>> Vacation and investment home sales both set records in 2005, with the combined total of second home sales accounting for four out of 10 residential transactions.

>> Second-home sales stood at 3.34 million in 2005, up 16 percent from an upwardly revised total of 2.88 million in 2004.

>> Vacation home sales increased 16.9 percent last year to a record 1.02 million.

>> One-third of vacation-homebuyers and 36 percent of investment-homebuyers said it was very likely they would purchase another home, in addition to properties currently owned, within the next two years.

>> The largest concentration of vacation homebuyers is in the Midwest, accounting for 33 percent of vacation home sales.

>> In the Chicago area, 183,852 adults have either purchased a second or vacation home in the past 12 months or plan to buy one in the next 12 months.

>> Typical vacation-homebuyers in 2005 were 52-yearsold and earned US\$82,800.

>> Fifty-nine (59) percent of the Chicago Tribune business section readers have an income of US\$300,000 or more.

>> The vacation homebuyer target is consistent with Chicago Tribune's reach.

Therefore, the Chicago Tribune developed a weekly guide to vacation, retirement, and investment homes. The guide, introduced in March 2006 in the Sunday real estate section, showcases homes for sale throughout the United States, with a focus on Florida, Arizona, Michigan, and Wisconsin. The guide provides the opportunity to expand real estate advertiser interest and revenue beyond



the Chicago area. The guide now appears in the business section, as of June 2006.

To promote the guide, the Chicago Tribune ran in newspaper advertisements. The newspaper also distributed a mass e-mail to 245 developer advertising agencies outside of Illinois and to 100 developer advertising agencies within the Chicago area, sent direct-mail pieces to potential advertisers outside of Illinois, and created a sell sheet for existing Chicago area clients and potential nationwide clients.

{RESULTS}

Since the Coast to Coast Properties guide was launched in March 2006, the publication has produced 14.6 advertising pages and 99 advertisements in 16 weeks.

The weekly average is slightly less than one page (.916) and about six (6.1) advertisements. This leads to incremental revenue for the Chicago Tribune.

The Coast to Coast product has provided a solution for a growing trend in second-home ownership, both nationally and in the Midwest United States, according to Chicago Tribune staff.

Since the direct mail portion of this campaign has not yet been executed, specific results of the campaign are not yet available. ■

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Quad-City Times

Davenport, Iowa, USA

Circulation: 250,000

{CAMPAIGN} "Quad-City Times Classifieds"

{OBJECTIVE}

To promote recruitment advertising in and readership of the Quad-City Times Classifieds, marketing staff developed a promotional campaign that was category-

specific for professional services, health care, food services, transportation services, and retail services.

{RESULTS}

The campaign, which ran throughout 2005, led to great success for the Quad-City Times Classifieds.

The Quad-City Times corporate offices adopted the campaign and distributed it throughout the other 57 daily newspapers owned by Lee Enterprises. ■

QUAD-CITY TIMES CLASSIFIEDS

Changing lives forever!

Read the Quad-City Times classifieds or click into www.qctimes.com to find the job or career that's right for you. The Quad-City Times has connected more employees and employers than any other source. Proven effective over and over again, go with the best choice when you're ready to make your place in the world.

Searching for that ideal employee? Call 383-2222 to place your ad today!

Quad-City Times

QCTIMES.COM

Health Care
Firefighter/EMT
We are now accepting applications for the position of Firefighter/EMT. The applicant must be able to perform manual labor, be able to communicate with the public, and be able to work in a team environment. The position is full-time, 40 hours per week, and includes benefits. For more information, please call 383-2222 or visit our website at www.qctimes.com.
SMILE!
Please send resumes to:
Dream Job
P.O. Box 800

QUAD-CITY TIMES CLASSIFIED

A Great Tip on a new career!

Read the Quad-City Times classifieds or click into www.qctimes.com to find the job or career that's right for you. The Quad-City Times has connected more employees and employers than any other source. Proven effective over and over again, go with the best choice when you're ready to make your place in the world.

Searching for that ideal employee? Call 383-2222 to place your ad today!

Quad-City Times

QCTIMES.COM

Food and Beverage
Waitress/Hostess
Full-time opening for waitress & hostess. Must be 18 years of age or older. Must be able to work in a team environment. For more information, please call 383-2222 or visit our website at www.qctimes.com.
SMILE!
Please send resumes to:
Dream Job
P.O. Box 800

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Rheinische Post

Düsseldorf, Germany

Circulation: 443,100

{CAMPAIGN} “www.kalaydo.de, The Regional Finder’s Net”

{OBJECTIVE}

In a joint project, several publishing houses created a strategic partnership to establish themselves in the online classified business. They launched www.kalaydo.de as a regional online classified advertising service to serve a highly populated area of about 8 million residents in western Germany. Thus, all newspapers of the Advertisement Cooperation Northrhine (ACN) Publishing Group that serve this area agreed to abandon their own online classified businesses in order to join their business with www.kalaydo.de.

The “Kalaydo” brand name is derived from the word “kaleidoscope” and reflects the emotional brand position, “Joy to discover.” The name received very positive feedback in consumer market research.

Kalaydo.de is the first online classified advertising service in Germany that truly integrates all types of classified advertisements under one roof. The classified service also offers other media channels that customers might want to publish their classified advertising: print in addition to online, online only, and online in addition to print. The technology, provided by Finntech, makes [kalaydo.de](http://www.kalaydo.de) easy to use and fast, as speed is an important feature. Above all, www.kalaydo.de offers customers unheard of opportunities



to refine their advertisements with an unlimited number of photographs and large space for descriptive text.

The slogan — “Cars, real estate, jobs, and more. Thousands of offers just around the corner. [kalaydo.de](http://www.kalaydo.de), the regional finder’s net” — claims [kalaydo.de](http://www.kalaydo.de)’s regional focus and the user’s end benefit: to successfully “find,” not only “search” for, something where he lives. The brand philosophy, the “joy to discover,” is surprisingly emotional and clearly differentiates from the functional promises of its established competition.

One of Germany’s top creative advertising agencies helped develop the campaign to build the brand and drive business. The campaign appeared in all of the ACN group’s newspapers, which also mention [kalaydo.de](http://www.kalaydo.de) in their classified print sections. The campaign pushes brand awareness via outdoor media as well as special interest magazines, radio, online marketing (with search engine marketing on the leading search engines, via keyword advertising and banners), and fun postcards distributed in pubs.

{RESULTS}

Within the first month of operation, the campaign attracted more than 12 million page views, 625,000 visits, and 30,000 registered customers. About 700 advertisements are posted each day, for a total of about 75,000. As the campaign continues, [kalaydo.de](http://www.kalaydo.de) expects to grow to reach 20 percent of the region’s population per month. Furthermore, Germany’s ECO Award declared [Kalaydo.de](http://www.kalaydo.de) the country’s best German-language web portal in June 2006. The jury was impressed by the speed the web site developed its online business. ■

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Star-Telegram

Fort Worth, Texas, USA

Circulation: 235,000

{CAMPAIGN} “Wheel Deal Outdoor”

{OBJECTIVE}

The “Wheel Deal Outdoor” campaign aimed to entice automobile sellers to place advertisements in the classifieds section while also building awareness of the section among automobile buyers.

The campaign guaranteed that each advertisement would run in the classifieds section until the seller had sold the car. Promoted through outdoor and in-newspaper advertisements and on the classifieds index page, the campaign ran for about eight weeks.

{RESULTS}

The “Wheel Deal Outdoor” campaign led to very promising results for the Star-Telegram. Classified sales in automotive advertising increased by 15 percent to 20 percent from one year to the next. ■



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Frankfurter Allgemeine Zeitung

Frankfurt, Germany
Circulation: 386,367

{CAMPAIGN} “The F.A.Z. Job Market Campaign”

{OBJECTIVE}

The Frankfurter Allgemeine Zeitung (F.A.Z.) came out with a new campaign for Job Market, the newspaper's classified advertising employment section.

The F.A.Z. Job Market campaign aimed to not only generate more advertising clients but also to boost the image of the F.A.Z. Job Market. The campaign focused on great historical moments, depicted in famous paintings, to communicate the following message to readers and potential advertisers: Times like these call for strong personalities in leading positions who bear big challenges. Fortunately, today offers better paths to success. The



best path is choosing to advertise in and read the F.A.Z. Job Market.

The campaign started in 2004 and ran through 2005. In 2005, the campaign ran in the spring (February through the end of April) and in the autumn (September and October).

To reach the F.A.Z. target group (managers, specialists, and executives), F.A.Z. placed advertisements in the big news and economic magazines.



{RESULTS}

In times of severe competition, in particular with new online job providers, the campaign positioned F.A.Z. as the most important, largest job market for specialists and executive staff. The campaign generated great attention among the target group of “high potentials” (a German marketing expression for young people who just finished university and are starting their careers) and professionals, doubling the audience for the potential advertising clients.

During 2004 and 2005, employment advertisements increased by 4 percent. ■

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Kleine Zeitung

Graz, Austria

Circulation: 290,000

{CAMPAIGN} “Meine Kleine”

{OBJECTIVE}

Kleine Zeitung wanted to reach business clients as well as readers by creating a classified advertising campaign for jobs, cars, and real estate classifieds that would fit with the image campaign of the Kleine Zeitung, “Meine Kleine.”

The job advertisement was used to introduce the re-launch of the Kleine Zeitung job and career section and to build awareness for the Kleine Zeitung job classifieds market. The real estate advertisement served primarily as a pure image advertisement for the real estate supplement, but Kleine Zeitung also created a campaign for regaining private advertisers (“pay €15 for two real estate classifieds”). In the car market, Kleine Zeitung has had a “guaranteed selling” campaign for private advertisers for three years, in

which Kleine Zeitung guarantees private advertisers that they will sell their car through Kleine Zeitung for only €10-€15, an all-inclusive price. The all-inclusive price includes a classified advertisement run three times in the Kleine Zeitung, including taxes, with an option for three more times (if the car is not sold after three weeks).

The campaigns run in Kleine Zeitung, in the newspaper’s free classifieds magazine Privatmarkt, and on the radio, as well as in flyers distributed at large events in the newspaper’s readership area.

{RESULTS}

The campaign for private advertisers, where Kleine Zeitung had lost a lot of advertising volume in previous years, had directly measurable successful results. The private advertisers’ campaign, featuring a special all-inclusive price combined with marketing activities, brought the following results in the first quarter of 2006 compared to 2005: private car advertisements increased by 15 percent and private real estate advertisements increased by 10 percent. ■



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The Patriot-News

Harrisburg, Pennsylvania, USA

Circulation: 101,398

{CAMPAIGN} "Online Classified Placement"

{OBJECTIVE}

One of the most profitable customer-service features added in the last year has been the ability to place classified advertisements online. The Patriot-News marketing department created a campaign to let readers know about the new option. The Patriot-News wanted to appeal to a variety of people by sending them a similar message: In the hectic pace of life, placing a classified advertisement is easy, convenient, and can be done while you are on the computer completing other tasks or doing other things.

The campaign's advertisements targeted private party advertisers, therefore, they depicted a man online playing fantasy football, a woman at work finishing a report, someone checking e-mail, and someone playing a game online.

{RESULTS}

People responded favourably to the new option. When they place their classified advertisements online, they spend more money. Customers write more and add on extras, such as attention-grabbers that drive up the price and more effectively represent the items offered in their advertisements. For example, the average price for a private party transportation advertisement placed via a telephone sales representative at the newspaper totals US\$27. The average price for a private party transportation advertisement placed online totals US\$37. ■

CHECK EMAIL
PLAY CHECKERS
PLACE CLASSIFIED AD

PLACE YOUR PATRIOT-NEWS CLASSIFIED AD ONLINE 24 HOURS A DAY...

www.pennlive.com/patriotads

WHEREVER,
WHENEVER,
YOU'RE CONNECTED!

Log on to pennlive.com/patriotads to write, place and pay for your Classified ads. Ads appear in The Patriot-News and online at pennlive.com.



The Patriot-News
Now you know

Place your ad by phone at 255-8131 or 1 (800) 882-7287.
Mon. - Fri. 9 a.m. - 4 p.m.

FINISH REPORT FOR BOSS
CHECK STOCKS
PLACE CLASSIFIED AD

PLACE YOUR PATRIOT-NEWS CLASSIFIED AD ONLINE 24 HOURS A DAY...

www.pennlive.com/patriotads

WHEREVER,
WHENEVER,
YOU'RE CONNECTED!

Log on to pennlive.com/patriotads to write, place and pay for your Classified ads. Ads appear in The Patriot-News and online at pennlive.com.



The Patriot-News
Now you know

Place your ad by phone at 255-8131 or 1 (800) 882-7287.
Mon. - Fri. 9 a.m. - 4:30 p.m.

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South China Morning Post

Hong Kong, China
Circulation: 104,552

{CAMPAIGN} “Classified Post’s Industry Supplements”

{OBJECTIVE}

The South China Morning Post serves the recruitment advertising market through its Classified Post title, which is distributed both with the newspaper and, on Saturdays, individually. Classified Post attracts recruiters’ job advertisements through a series of industry-focused supplements that allow respective advertisers to further enhance their image and spread their message to the readers in those industries.

Not only do the two industry supplements the Classified Post produces each month increase sales revenue, they reinforce the newspaper’s image as credible and resourceful by providing insightful stories and interviews with renowned professionals and companies.

Usually, the Classified Post produces the supplements in a pull-out format, which projects a more serious and professional image. The supplements also support the tagline, “See beyond the jobs,” which means readers read not only job advertisements, but also concrete and practical contents, which can help their career.

In order to give more exposure for the supplements, the Classified Post runs house advertisements, sends promotional messages to advertisers and web site members through e-newsletters, and also cell phone text-messaging to segmented members. The text-messaging amounts to a unique service in the industry, which becomes another selling point to advertisers.

Before deciding which industry to focus on, the newspaper studies market trends based on the number of job vacancies in the market. Monthly market research collects and analyses job vacancy listings and divides them into different job positions and industries. This information allows the Classified Post to identify potential markets and decide which industry will become the focus of the next supplement.

Also, the Classified Post produces supplements based on special industry events and many professional associations

The image shows the cover of a supplement titled "Education & Careers Expo 2006" from the South China Morning Post. The main headline is "On the threshold of your future" accompanied by a silhouette of a person standing in a doorway. Below this, there is a grid of various articles, each with a small image and a lettered header (A through Z). On the right side of the cover, there is a section titled "Keeping You Posted!" which includes a graphic showing a 37% increase in readership and text stating "37% of South China Morning Post readers regularly read our 'Financial/Investment' news" and "NO.1 FOR ANY NEWSPAPER IN HONG KONG".

invite it to be a co-organiser or media partner. This channel helps the Classified Post reach on target readers and further allows the newspaper to stand firm in those industries.

{RESULTS}

The industry supplements strategy increases sales revenue and reinforces the professional image of the South China Morning Post and the Classified Post.

In order to maximise the exposure, the newspaper conducts various promotions targeting at both advertisers and job seekers. The Classified Post defines the supplement by segmentation; alternatively, this is done on an event basis.

Industry supplements bring extra revenue to the newspaper. Also, clients always welcome the supplements because they feel that all industry information and job vacancies grouped together can impact readers. ■

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Houston Chronicle

Houston, Texas USA

Circulation: 521,419

{CAMPAIGN} "Picture Your Success"

{OBJECTIVE}

The "Picture Your Success" campaign served as an advertising business-to-business campaign promoting the Houston Chronicle. The campaign needed to adapt to all advertising categories and Chronicle services, and serve as a foundation for additional marketing extensions, as needed. Finally, the creative/production needed a cost-effective, yet powerful and engaging, approach.

"Picture Your Success" features real Chronicle advertisers telling of their success. The creative concept features them in a photo booth, where the individuals had their photographs taken. (The newspaper had minimal photography costs due to the location of the photo shoot.)

The advertising copy in the campaign asks potential advertisers to picture or imagine the positive results they can achieve by advertising with the Chronicle. The copy communicates this message by focusing on direct, measurable "results" (such as increases in sales and customers) enjoyed by other advertisers. The advertisements feature real-life stories from advertisers who can share their success stories with others.

A product list in many of the advertisements shows the tools and services the Chronicle offers, beyond traditional display advertising.

The picture theme accompanied other graphic elements in multiple sizes that can run throughout the newspaper as "filler" space.

Consistent branding continued throughout, including fonts, style, colours, and copy tone. Guidelines for the marketing team help extend the campaign's life.

{RESULTS}

The campaign features the testimonials of advertisers in classified and display advertisements, and continues to grow.

More stories of success are being realised and highlighted in the various advertisements. Advertising sales representatives bring the stories to the Houston Chronicle for consideration in the campaign.

Houston Chronicle staff work to include advertisements



that showcase the newspaper's diverse product line (far beyond standard newspaper advertising), to include direct marketing, promotions, creative services, and online services. This approach helps promote the newspaper's entire media platform.

As a result of the campaign, other advertisers have requested that the Chronicle feature them in the campaign, and multiple categories and advertisement sizes enable some form of the campaign to appear in the Chronicle almost daily. This extends the frequency and reach of the business-to-business messaging. ■

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Hürriyet

Istanbul, Turkey

Circulation: 519,000

{CAMPAIGN} “Hürriyet Classified Ads”

{OBJECTIVE}

During 1995 to 1997, the Turkish economy had its golden years thanks to consumption, supporting also the classified advertisements sector. Starting with the 1999 crisis, interest rates increased up to 140 percent and reached 190 percent in 2001, yielding to the investment of all available money into banks. Almost all sectors faced a shrinking of 5

to 6 percent, inflation rose up to 63 percent, consumption nearly stopped and all these developments negatively affected the classifieds as well.

Within this environment, Hürriyet designed a series of promotions in an effort to save the classified advertising market share, even while its competition was also targeting for the same. The competition offered free advertisements to large regional real estate companies and later continued with offering one free advertisement for two paid advertisements for all columns.

Hürriyet’s strategy focused on “high sectors in high days” (the most popular classified areas on the busiest days) and consisted of three parts:

1. On Thursdays and Fridays, automotive classified customers could receive two free advertisements for every two paid advertisements, with a minimum requirement of six words per advertisement.
2. On Fridays and Saturdays, real estate classified customers could receive two free advertisements for every one paid advertisement.
3. On Saturdays, real estate companies and auto galleries could receive one free advertisement for one paid advertisement, with one headline and 100 words.

The above promotions continued successfully until 2001, when Hürriyet re-launched a more aggressive approach with improved benefits:

Automotive classifieds now offer three free advertisements for two paid advertisements, and real estate classifieds now offer two free advertisements for two paid advertisements. Hürriyet added human resource advertisements in the promotion with one free advertisement for two paid advertisements, with a minimum of six words.

Announcements in the newspaper supported the campaign.

{RESULTS}

With a consistent, long-term approach, Hürriyet managed to keep its classified advertisements market share during an economic crisis, in a shrinking sector and while facing aggressive competition. ■



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Dainik Bhaskar

Jaipur, Rajasthan, India

Circulation: 429,735

{CAMPAIGN} "Dial-a-Classified"

{OBJECTIVE}

Dainik Bhaskar designed the "Dial-a-Classified" campaign to launch an innovative service in the Jaipur market with an objective to increase classified advertising business for the newspaper while decreasing pressure at the booking windows. Customers used to go to the booking windows to place their classified advertisements in person.

Staff knew that many times people delayed placing a classified advertisement until the last minute due to the

customers' unwillingness to make the extra effort to go in person to the classified booking windows at the publication centre.

The new "Dial-a-Classified" service provides classified advertising customers with the convenience of making a phone call to request an in-person visit from a Dainik Bhaskar representative. The representative visits the customer's house or office, depending on the customer's preference, to fill out the classified form for the customer and to collect the payment.

{RESULTS}

The "Dial-a-Classified" campaign led to an increase of 17 percent in classified advertising sales, with 22 percent of the classified advertisements booked through the new "Dial-a-Classified" service. ■



दैनिक भास्कर
दिल्ली

...अब
आप कहीं से भी
क्लासीफाइड विज्ञापन
बुक करायें

पेरा है डायल-ए-क्लासीफाइड* सिर्फ दैनिक भास्कर की ओर से

इस भवन-दौड़ की दुनिया में जहाँ खाने-पीने तक का समय मिलना मुश्किल है वहाँ पेरा है एक ऐसी सुविधा जो आपको समय बचाए। बस, डायल-ए-क्लासीफाइड का नम्बर डायल और आपके पास पहुँच जाएंगे दैनिक भास्कर के एक्जीक्यूटिव आपका विज्ञापन बुक करने के लिए। फिर देखिये जल्द दैनिक भास्कर क्लॉसिफाइड का...

DIAL-A-CLASSIFIED
Dainik Bhaskar
5114300 * 5112300

* इस सुविधा का उपयोग करने में पूरी जानकारी सुनिए : ११ बजे से सायं ६ बजे तक उपलब्ध है।



दैनिक भास्कर
दिल्ली

...अब
आप कहीं से भी
क्लासीफाइड विज्ञापन बुक करायें

पेरा है डायल-ए-क्लासीफाइड* सिर्फ दैनिक भास्कर की ओर से

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DIAL-A-CLASSIFIED
Dainik Bhaskar
5114300 * 5112300

* इस सुविधा का उपयोग करने में पूरी जानकारी सुनिए : ११ बजे से सायं ६ बजे तक उपलब्ध है।

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Los Angeles Times

Los Angeles, California, USA

Circulation: 851,841

{CAMPAIGN} "Classified Redesign Project"

{OBJECTIVE}

The need to address declining classified readership and the desire to increase revenue opportunities for classified products served as the catalysts for the Los Angeles Times redesign effort. The goal was to promote the value of the print version of the classified section and highlight the printed version's unique benefits. These include portability, breadth, and reliability as a trusted and up-to-date resource. Along with the redesign, the Times launched three aggressively priced, private-party automotive packages.

The redesign encompassed several key changes to the Times' classified product, including a tabloid wrap around the classifieds in the Sunday product. While individual sections remained broadsheet in format, the new tabloid wrap created a cohesive package on the marketplace. The enhanced shelf life, usability, and visual appeal of the change served as a key selling factor as the Times communicated the changes to advertisers.

In support of this redesign effort, the Times launched an aggressive in-newspaper campaign in order to drive classifieds readership from other areas of the newspaper. The campaign communicated the benefits of the redesigned section and a weekly contest offering trips to exotic locations helped to drive reader engagement.

Likewise, a measured external communications plan helped to drive readership of the new section, including radio and broadcast television commercials, rack cards, online advertising, and a public relations effort.

{RESULTS}

The promotion was effective in driving participation in the reader contest and many advertisers have reported an increased response to their display and agate advertising.

The redesign's success has exceeded expectations. The new section fronts and backs have almost completely sold out, including early week, in which demand for display advertising was lacking. The redesign drew a positive response from advertisers, based on the promotion effort

surrounding classified and the design itself.

The private-party packages proved tremendously successful, virtually doubling the number of packages taken in previous weeks. Also, inbound calls to the call centre have increased 12 percent since the launch of the section, an unanticipated benefit of the redesign and related promotion.

Overall, the redesign provided the Times with an opportunity to highlight the benefits and viability of the printed classified product, and has generated a positive response from both readers and advertisers. ■

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The Miami Herald

Miami, Florida, USA

Circulation: 306,689

{CAMPAIGN} “Free Classifieds Promotion”

{OBJECTIVE}

In late 2005, The Miami Herald launched free classifieds for the following categories: merchandise, marine, and pets. Using both traditional and guerrilla marketing techniques,



The Miami Herald launched an on-going promotional campaign to generate buzz about the free classifieds.

The campaign used a number of approaches. Its online effort included a number of banner advertisements promoting free classifieds. Advertising modules were placed throughout The Miami Herald web site. Additional audiences were driven to the web site through listings within the direct mail campaign.

The direct mail aspect of the campaign encouraged pet shelters in Miami and Broward County to use www.MiamiHerald.com as their main source of advertising for adoption programmes. These direct mail pieces were also sent to all local pet stores and breeders, as well as college and university campuses.

In the newspaper, the classified index was changed to highlight the free categories. Quarter-page advertisements appeared for each main category — pets, marine, and merchandise — as well as in-newspaper filler advertising. The company has also experimented with “Post-It Note” advertisements in the newspaper.

The Miami Herald’s outdoor promotion of its free classifieds has included a presence at various events as they occur, usually with a banner and premiums to give away. These have included free movie screenings, boat shows, flea markets/antique shows, and a sponsorship of events for the humane society of greater Miami. The classified advertising department has also partnered with the circulation department and maintained a presence at their events as well.

Other avenues to promote the free classifieds programme have included promotions in all local pet stores, in-theatre advertising in Broward and Dade counties, napkins at yacht clubs, t-shirts at corporate run events, and a custom sail on a sailboat during the boat show weekend.

{RESULTS}

For the first four months of 2006, The Miami Herald has seen double-digit growth (compared to the previous year) in advertisement counts placed in these classified categories, specifically:

- >> Pets, increased 89 percent.
- >> Merchandise, increased by 98 percent.
- >> Marine, increased by 69 percent. ■

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Star Tribune

Minneapolis, Minnesota, USA

Circulation: 379,713

{CAMPAIGN} “Jobs that Rock”

{OBJECTIVE}

To increase the number of people who register their resume online at www.StarTribune.com, the Star Tribune Creative Group launched the “Jobs that Rock” campaign. The campaign featured a contest that included giving away an Apple iPod and a Best Buy gift card in a random drawing. Using music as a theme, the campaign included a radio advertising spot with original music and lyrics and a rock star musician in both newspaper and trans-stop print advertising (a poster adhered to bus shelters throughout the city).

{RESULTS}

The campaign led to a 300 percent increase in the number of registered resumes posted on www.StarTribune.com during and after the campaign. ■

**FIND A
JOB THAT ROCKS.**

POST YOUR RÉSUMÉ ON STARTRIBUNE.COM/JOBS TODAY!

startribune.com/jobs

YOU COULD WIN:
**A \$100 BEST BUY
GIFT CARD**
(ONE EVERY DAY)
AN iPod
(ONE EVERY WEEK)
CONTEST ENDS OCTOBER 9

**STAR TRIBUNE/JOBS IS THE
#1 LOCAL ONLINE JOB SOURCE.**

StarTribune
www.startribune.com

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The New York Times

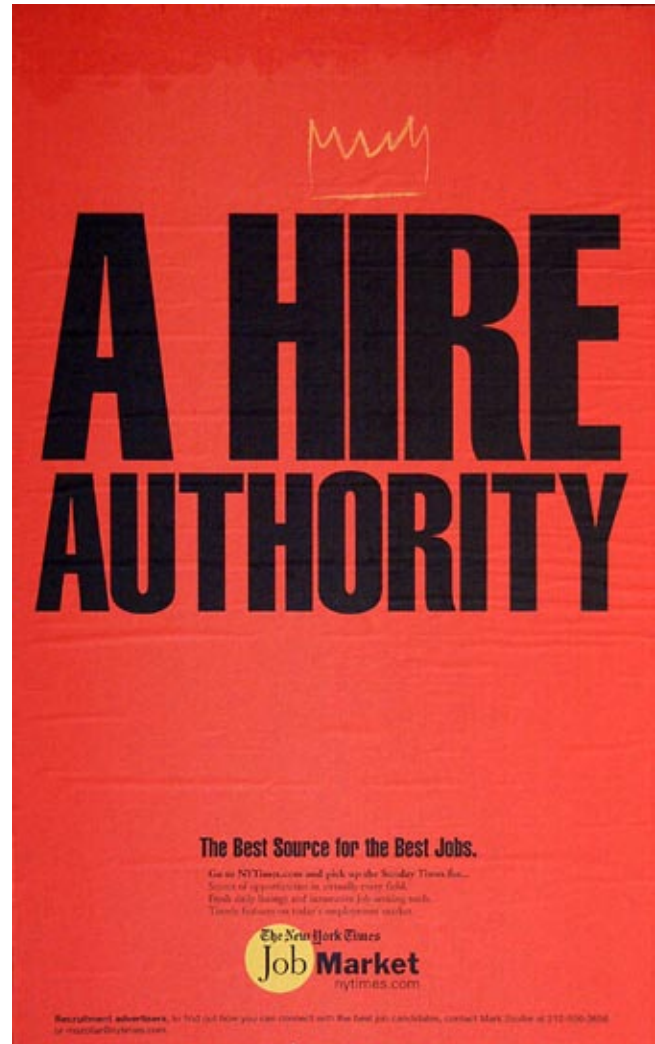
New York, New York, USA

Circulation: 1.1 million

{CAMPAIGN} “The Big Classified Campaign”

{OBJECTIVE}

To heighten visibility for The New York Times’ classified advertising pages among all of its users (job seekers, employers, home buyers, and car shoppers, for example), the newspaper decided to use a fresh, bold, creative approach.



The New York Times promoted the campaign through in-newspaper advertisements and advertisements in various trade publications, for one year.

{RESULTS}

By using offbeat, large-sized headlines, minimal body copy, and iconographic artwork, The New York Times captured the attention and the interest of customers who might not otherwise have thought of The New York Times in this arena. ■

Jeff Honea is executive creative director and copywriter, Sandy DiPasqua is art director, and Robert Edelstein is copywriter at The New York Times, an INMA member newspaper, 229 West 43rd Street, New York, New York 10036, USA. Honea can be reached by telephone at +1 212 556-1194, by fax at +1 212 556-4190, or by e-mail at honea@nytimes.com.

Richmond Times-Dispatch

Richmond, Virginia, USA

Circulation: 187,000

{CAMPAIGN} "Chick-Fil-A Yard Sale Deal"

{OBJECTIVE}

Every spring, the Richmond Times-Dispatch's yard sale classified advertisements experience a sharp increase, and the newspaper implements an incentive programme to maximise the sales opportunity.

This year, the Richmond Times-Dispatch had two goals: to boost sales by providing an incentive and to create an added-value promotion for a valued advertiser and frequent marketing partner, Chick-Fil-A.

Chick-Fil-A agreed to supply coupons for free chicken sandwiches for use in the promotion, in exchange for the exposure provided by in-newspaper advertisements, rack cards, and online promotion.

Classified advertisers received a coupon for two free Chick-Fil-A sandwiches when they purchased a yard sale classified advertisement for two consecutive days. They also received 25 percent off the price of the second day's advertisement, a free yard sale kit, and rain insurance.

{RESULTS}

In May, the Richmond Times-Dispatch mailed 409 Chick-Fil-A coupons to participating yard sale advertisers. Yard sale advertising revenue and lineage were both up 5 percent compared to the previous year. ■

The Times-Dispatch Chick-fil-A® Yard Sale Deal!

Advertise your Yard Sale in
The Times-Dispatch for two
consecutive days and receive:

- A coupon for two FREE Chick-fil-A® Chicken Sandwiches
- 25% off the price of the second day's ad
- A FREE yard sale kit • Rain insurance

Call 643-4414 or visit TimesDispatch.com
to place your ad today!



Richmond Times-Dispatch
CLASSIFIEDS
(804) 643-4414 • TimesDispatch.com

Floyd Spencer is marketing manager at the Richmond Times-Dispatch, an INMA member newspaper, P.O. Box 85333, Richmond, Virginia 23293, USA. He can be reached by telephone at +1 804 649-6641 or by e-mail at fspencer@timesdispatch.com.

The Roanoke Times

Roanoke, Virginia, USA

Circulation: 96,606

{CAMPAIGN} “Employment: www.jobs.roanoke.com”

{OBJECTIVE}

The Roanoke Times’ online job search site, www.jobs.roanoke.com continues to be the preferred job site for residents of the Roanoke Valley, narrowly edging out



Monster.com. To hold this lead, jobs.roanoke.com needed a campaign to bring people’s attention to the fact that jobs.roanoke.com not only has the most local listings, but that jobs.roanoke.com understands the ups and downs of work — and looking for it. This messaging had the objective of speaking to both active and passive job seekers in a fun, arresting manner. The campaign aimed to send the message: “We get where you’re at, and we have a solution for you.”

The creative headlines and vibrant, animated design of the campaign takes some of the sting out of job hunting, reminding readers they are not alone in the quest to find the right job, and that changing jobs every so often is a good thing. The tag line, “What are you waiting for? Find the right job.” tied the campaign together.

{RESULTS}

The simple, straightforward billboard has received a lot of positive feedback. The posters have been stolen (a sign of success in this market, as the fans/thieves post them in their college dormitories, apartments, and office cubicles). The advertisements have created quite a buzz around town, with jobs.roanoke.com continuing to keep the lead in comparison to monster.com.

Since August, when The Roanoke Times launched the new web site and the campaign, the web site has had more 6,000 registered users, quite an increase compared to the few hundred visitors to the old web site. The increase demonstrates that both the job seekers and the employers have developed increased confidence in the new site as the ongoing campaign has continued into its second year.

Several employers want their advertisements on jobs.roanoke.com only, which was not the case a year ago. The revenue from jobs.roanoke.com has increased significantly, which staff attribute to both the ease of use of the new web site and the effectiveness of the campaign. ■

Jody Kolars is art director and Elissa Gjertson is copywriter at Kolars Marketing, the advertising agency for The Roanoke Times.

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Sacramento Bee

Sacramento, California, USA

Circulation: 298,000

{CAMPAIGN} “Bee Classified Numbers”

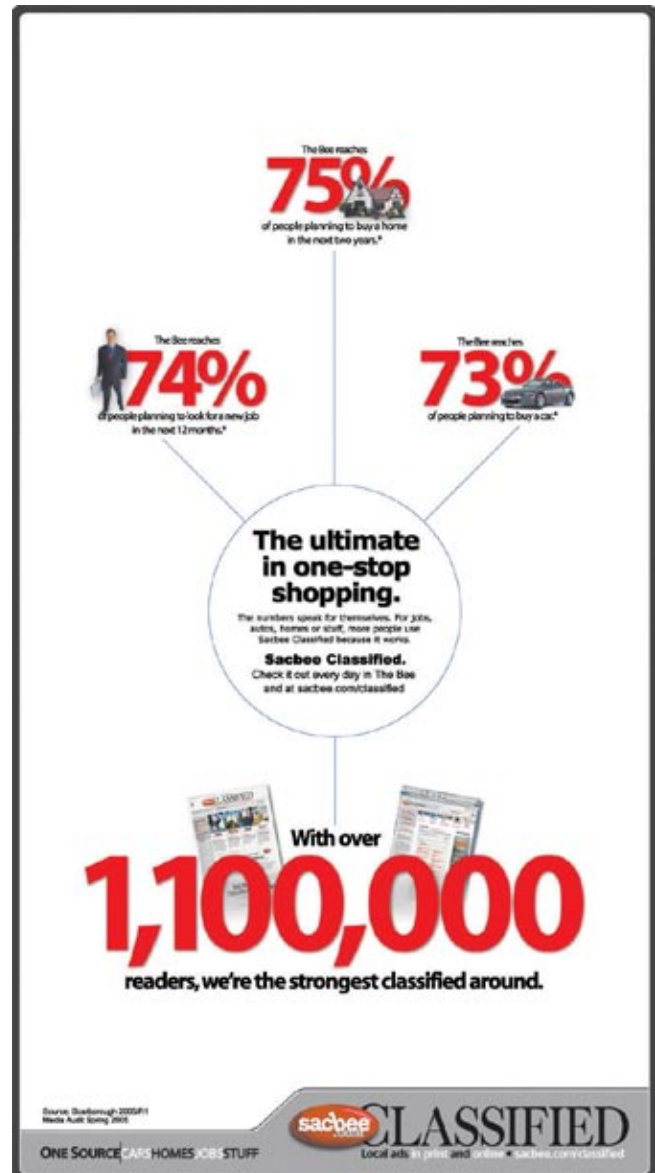
{OBJECTIVE}

The Sacramento Bee launched a new campaign in 2005 to highlight the strength of BeeClassified (the newspaper’s print: online classified section) to both buyers and sellers. The strategy behind the campaign was to focus on three main attributes of the product: reach, results, and local. BeeClassified is the strongest local classified product, has the power of both print and online products, and unites buyers and sellers.

To creatively execute this idea, The Bee developed an umbrella campaign that showcased all verticals and the high percentage of area residents who look to BeeClassified when looking for a new job, house, car, or private party merchandise. In addition to the overall umbrella campaign, The Bee then focused on the individual verticals. The campaign consisted of multiple size in-newspaper advertisements, online promotion, and mass e-mailings.

{RESULTS}

The campaign achieved the objective of the programme and reinforced the three main attributes of BeeClassified: reach, results, and local. These attributes sets BeeClassified apart from the competition. As a result, the campaign led to increased consumer awareness of the effectiveness of BeeClassified for buyers and sellers, in both print and online formats. ■



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The San Diego Union-Tribune

San Diego, California, USA

Circulation: 442,600

{CAMPAIGN} “Diversified Employment Solutions”

{OBJECTIVE}

The San Diego Union-Tribune wanted to boost awareness of its monthly employment specials through mailing out a calendar and a campaign of advertisements. The print advertisements served a dual purpose: to communicate to readers and job seekers as well as to employers and advertisers.

The Union-Tribune mailed a Diversified Employment Solutions for San Diego 2005 calendar to recruitment and human resources professionals. A single-sheet version of the calendar served as a follow-up sent via e-mail. The diversified employment solutions concept emphasised the options available, ranging from the internet to job fairs.

The retro-funk style desk calendars were housed in a plastic jewel case which also served as a display stand for a set of colourful cards. Each card highlighted a particular month and the recruitment-related publications and/or



events taking place within it. The fun calendar cards featured special ink on paper with a reflective, foil-like finish, which was also laminated. The mirror-like paper stock shimmered and made the images pop.

Many clients and potential customers told Union-Tribune staff they were impressed by the unique stock and enjoyed the colourful concept.

{RESULTS}

The employment advertising campaign received much attention and positive results. The campaign continued throughout the year in print, internet, direct mail, and give-aways. The promotional give-aways included bright blue silly putty, lime green potato chip clips, and snazzy computer keyboard dusters. A special employment promotion distributed a compact binocular set and case, asking clients to take an even closer look at the diversified employment solutions the Union-Tribune offers.

Creative services staff developed a diversified employment solutions concept and retro-funk style for a fun, eye-catching approach, which resulted in a great year of revenue, achieving the employment group's lofty goals for 2005.

The Union-Tribune attributes its employment division's success for the year 2005 to its staff and to the unique and memorable campaign. ■

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The San Francisco Examiner

San Francisco, California, USA

Circulation: 166,000

{CAMPAIGN} “Private-Party Classified Rack Cards”

{OBJECTIVE}

The Examiner wanted to increase awareness, placement, and readership of The Examiner private-party classifieds. The free classified advertisement space promotion was new to the market and designed to jump start classified advertisement placement. The campaign used rack cards and in-newspaper advertisements to publicise the offer.

The promotion offered private-party sellers the opportunity to run “four free lines” of advertising copy in the newspaper for seven consecutive days. The free advertising space served as a marketing investment aimed



at increasing the trial and usage of the Examiner's private-party classifieds.

{RESULTS}

The Examiner private-party classified advertisement placement increased by more than 100 percent during the six-week promotional period. ■



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El Diario De Hoy

San Salvador, El Salvador

Circulation: 97,000

{CAMPAIGN} “Clasificados – Elbis Nero”

{OBJECTIVE}

El Diario de Hoy developed the campaign to create a character (Elbis Nero) that serves as a spokesperson for Clasificados de Hoy (the classified advertising section in the newspaper), refreshing its image and increasing the recall as leaders in the category.

El Diario de Hoy launched the campaign and the character in February 2005. The campaign relied on



multimedia, including television, radio, newspaper, outdoor, and buses.

The character came up as a result of the need of El Diario de Hoy to project its multiple benefits that makes it different from other newspapers. The newspaper needed a character that would describe the efficient, fast, reliable service provided by the classified section. The newspaper decided to create an octopus character that would convey without words the multiplicity of the classified section's services, which can help businesses become more effective.

El Diario de Hoy staff describe the Elbis Nero character this way:

Elbis Nero will not miss a thing! It is fast, talkative, artistic, a great salesman. Elbis Nero is not only smart, but wise; it has an excellent personality and its principle is to help businesses become more effective. Additionally, Elbis Nero is suited with a convenient quality that enables it to transform into various forms (a car, a home, and so on).

{RESULTS}

The campaign created high-impact results, which led to increased top of mind and market share of classified advertising as well as a 28 percent brand recall in the one-month period after launching the Elbis Nero character.

El Diario de Hoy had three different campaigns featuring Elbis as the spokesperson.

The second campaign featured Elbis announcing the new phone number for placing classifieds: “2271, marquelo dos veces” (translated, “2271, dial it twice”).

The current campaign features Elbis announcing the “7 million” promotion, which consists of celebrating 7 million advertisements in seven years, and offers prizes of \$700 each week and \$7,000 at the end of the promotion (after five weeks) to customers that place an advertisement of \$10 or more.

All three campaigns brought successful results to El Diario de Hoy. ■

Folha de S. Paulo

São Paulo, Brasil

Circulation: 308,000

{CAMPAIGN} “Year of the Rat”

{OBJECTIVE}

For more than 10 years, Folha’s Classifieds has had a rat as the main character of its campaign. The rat is well known and successful in his role as an anti-hero. He is not strong or beautiful, but he always gets crushed in the end, in a very funny way.

Based on the rat character, all campaigns for Folha’s Classifieds feature the rat to tell the consumer of Folha’s power in services offered and the number of readers and viewers on the internet.

To create a perception of unquestionable opportunity for the audience to place an advertisement at Folha’s Classifieds, the campaign created a pun of the Chinese calendar, which indicated that 2005 was the year of the rooster. The pun generated attention-getting confusion, in conjunction with the headline: “The Year of 2005: The Year of the Rat, for ages known as the best time for deals.”

The year of the rat is supposed to be an event that occurs infrequently, which created urgency by sending the message that the advertiser had to make use of this rare opportunity. Folha’s Classifieds offered a new tool that



would feature the advertisement in the newspaper and in the newspaper’s web site, including four pictures online, for the same price as one advertisement in the newspaper (approximately US\$20).

The press campaign featured the rat in situations throughout the ages, during other Years of the Rat, such as the rat as a mummy in ancient Egypt.

The campaign aimed to increase the number of calls to place classified advertisements and to enhance the recall and perceived value of Folha’s classified advertisements.

{RESULTS}

The campaign led to an increase of 44 percent in telephone calls to place classified advertisements, compared to the previous year.

During a match of the Brazilian team in Hong Kong, the sports anchor of the major television network in Brasil made a laughable mistake, saying the date for the match was set because of the Chinese calendar to celebrate the year of the rat (it was, in fact, the year of the rooster). ■

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Singapore Press Holdings

Singapore

Circulation: 390,000 (The Straits Times), 186,000

(Lianhe Zaobao), 118,000 (The New Paper)

{CAMPAIGN} “Love Takes Flight”

{OBJECTIVE}

Every February 14, CATS Classified, the classifieds section for Singapore Press Holdings, publishes in three of its newspapers — The Straits Times, The New Paper, and Lianhe Zaobao — Valentine’s Day features for advertising and branding purposes.

In the features, called “Valentine’s Lovelines,” readers can buy space for their messages of love in the classified pages of Singapore Press Holdings’ English- and Chinese-language newspapers. Sellers of relevant products and services may also advertise within the section.

Readers enjoy the opportunity to publish their Lovelines in the national newspapers, and advertisers market their romance-related offerings. At the same time,

CATS Classified gains revenue from message and advertising space sold, and raises its profile as a busy marketplace catering to the needs of readers and advertisers, on every occasion.

To attract as many Lovelines bookings as possible, lucky-draw prizes and other promotions are used to tempt readers. The prizes usually take the form of hotel-stays or holidays, but this year, CATS Classified decided to offer, as the main prize, an unforgettable Valentine’s Day experience.

{RESULTS}

Four lucky couples were drawn to win prizes worth SGD1,500 per couple, in the form of a helicopter ride over the city, a makeover, a romantic dinner, and tickets to the Crazy Horse Paris show on Valentine’s Day.

This unusual promotion attracted a record 1,277 Lovelines dedications from readers hoping to become one of the four couples drawn. This resulted in a 16 percent increase, compared to the 1,094 Lovelines received the year before. The advertising sales figures as a whole also increased by 25 percent for this feature, compared to the year before. ■



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The Spokesman-Review

Spokane, Washington, USA

Circulation: 120,000

{CAMPAIGN} "Inland Northwest Classified Cover"

{OBJECTIVE}

To bring a "marketplace" look and feel to The Spokesman-Review's Sunday private-party classified section, marketing services re-designed the front cover of the

section. Added features, full-colour artwork, and reader/shopper-friendly content would encourage buying, selling, and improving readers' lifestyles wherever they live, travel, and play. The designer took a bold step in removing all vestiges of traditional Sunday classified covers, stripping the section front of liner advertisements and anything that appeared gray or screamed "old-school classified cover."

The designer topped the page with a full-colour scenic photograph of one of the beautiful scenes from the Inland Northwest, which changes every week, and overlaid it with concise and easy-to-spot customer service information for readers. Down the side of the page, the designer created a reader-friendly index, and added a call-to-action graphic element that alerts readers to a quick, inexpensive way to get their advertisements in front of another 70,000 shoppers each week, through the total market coverage product.

The front of the section uses art and copy to highlight a few interesting classifications each week, connected to the season (such as snow blowers in December and travel tickets in the summer).

The page also offers readers who want to celebrate an anniversary, birthday, or other special occasion, the option of purchasing space for a full-colour photo and accompanying text for US\$89.

Each week, the page features popular television design maven Candace Olson, with her syndicated "Divine Design" column, as well as a weekly "Get Organised" advice column.

To finish the page's sales draw, the designer allowed room for a strip advertisement across the bottom of the section front.

{RESULTS}

The Spokesman-Review shopped the page to advertisers, before launching it in September 2005. A major car dealer purchased a yearlong commitment to the strip advertisement across the bottom of the page.

While the newspaper has received a good response rate to the redesign, staff expect positive readership data on the next research report. ■

Stavanger Aftenblad

Stavanger, Norway

Circulation: 73,500

{CAMPAIGN} “www.finn.no and Print Classifieds”

{OBJECTIVE}

Classified advertisements have caused sleepless nights at many Norwegian newspapers during the last couple of years.

In 1995, Stavanger Aftenblad helped established www.finn.no, one of the most successful digital marketplaces in Europe. Stavanger Aftenblad sold the idea, along with the technology, to media groups in many countries in Europe, e.g., “Fish For” in England.

However, classified advertisements declined in Stavanger Aftenblad. Private classifieds decreased by approximately 40 percent (in numbers) in the first half of 2005, triggering Stavanger Aftenblad to take immediate action.

Research revealed that readers and private customers chose to sell their used cars, boats, and private items through the web site, instead of the newspaper, because www.finn.no:

>> Covers the whole country, with 1 million users every week. (Stavanger Aftenblad has 180,000 daily readers.)

>> Costs less; 399 NOK pays for a one-month advertisement.

>> Provides around-the-clock access; with advertisements displayed on the internet 24-hours a day, 365-days a year.

>> Becomes available quickly; it takes only one minute after the customer finishes writing the advertisement until it posts on the internet. (Customers must wait one to two days before their advertisements appear in Stavanger Aftenblad.)

>> Offers colour; customers may choose to attach colour photographs to their advertisements.

(Stavanger Aftenblad offers only black-and-white advertisements, without photographs.)

In other words, www.finn.no had become a more affordable and more effective channel than the classifieds in the newspaper.

Stavanger Aftenblad faced a challenge: how to increase the numbers of classifieds in the newspaper, without



decreasing the number of advertisements in www.finn.no. Stavanger Aftenblad met the challenge by:

>> Marketing a package of combined products with a discount: three days in the newspaper and 30 days on the internet.

>> Developing a digital module for ordering private advertisements, for placement in the newspaper, available 24-hours a day through Stavanger Aftenblad.

>> Offering full-colour photographs with private advertisements in the newspaper.

>> Providing a shorter turnaround time, so that classifieds would appear more quickly in the newspaper.

>> Transforming the classifieds department staff from logistics-oriented people to salespeople.

{RESULTS}

The campaign brought success to the newspaper. The number of private advertisements in Stavanger Aftenblad increased by 13 percent between January 2006 and March 2006. ■

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St. Louis Post-Dispatch

St. Louis, Missouri, USA

Circulation: 283,773

{CAMPAIGN} “Classified Redesign Print Campaign”

{OBJECTIVE}

The St. Louis Post-Dispatch set a goal in 2005 to give new energy to the classifieds, showing people that classified advertisements still provide a great way to buy and sell items locally. Specifically, the newspaper wanted to give the classifieds a newer, younger, and friendlier look. In tandem with a redesigned section, the St. Louis Post-Dispatch created a new masthead and advertisements promoting the redesigned section.

The advertisements showcase the classified staff in exaggerated scenes and highlight various reasons to read the listings or advertise. Like the classified section, photographs of the classified staff add a fun and friendly element to the advertisements. All advertisements end with the line, “It just makes sense.”

Staff kept the creative expenses to a minimum by using an in-house designer and supplementing the photographs with stock photography (of objects and sample merchandise, for example).

{RESULTS}

The fun and carefree style of the advertisements helped convey the new look of the classifieds section. The designs grabbed the attention of readers, according to staff members’ anecdotal conversations with and letters from customers and readers who stated they had never noticed the classifieds section — that is, until the campaign launched.

The use of staff photographs also helped to create a sense of unity among the staff in promoting their product together.

A week before the launch of the redesigned section and the advertisements promoting the section, the St. Louis Post-Dispatch hung up poster-size printouts

of the new pages and advertisements in the classified department. Newspaper staff members laughed and chatted with each other about the advertisements as they walked in, and huddled with each other around the posters. The buzz continued for several days. Many staff members also expressed that they enjoyed playing a part in the design efforts. ■

Buy it. Ride it. Hate it. Sell it.

Whether you're looking to sell something, buy something or buy and sell the same thing, the Post-Dispatch Classifieds are the place to turn. You'll find everything from bicycles to big screen TVs. So browse the ads to see what new treasures are out there today. Or clean out your own attic for extra cash. Good Stuff in the Post-Dispatch Classifieds — it just makes sense.

Classified

We're here to help. Call 314-621-6666.
www.stltoday.com

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The Daily Telegraph

Sydney, New South Wales, Australia

Circulation: 397,054

{CAMPAIGN} “Valentine’s Day Classified Marketing Campaign”

{OBJECTIVE}

Each Valentine’s Day, The Daily Telegraph publishes a special lift-out section featuring readers’ messages of love.

As an incentive for message placement and to drive



*Show your love this Valentine's Day in
The Daily Telegraph and win a trip to Italy*

If you Valentine's Day, February 14, send your special, romantic message that says "I love you". Place a personal message in The Daily Telegraph and you can dedicate four lines to the love of your life for just \$299 Plus, when you purchase a love card for just \$299 each, you'll receive **Free Free Gifts** to a chance to win a trip to Italy. To see the rules, terms and conditions, visit www.dailytelegraph.com.au or call 02 9288 2048 with your message and credit card details.

Valentine's Messages
Daily Telegraph

Creative Technology THAI Cebu Pacific

response, The Daily Telegraph offers all readers who place a message the opportunity to win a fantastic prize.

In 2006, all readers who placed their Valentine’s Day message had the opportunity to win a romantic 14-day trip to Italy for two people. In addition, to drive revenue, readers who were upsold to a classified advertisement featuring a colour logo received two tickets to a screening of the new Heath Ledger film, Casanova.

Through the end of January, the newspaper communicated the offer and prize via the following channels:

- >> Press advertising.
- >> Search-engine marketing.
- >> Online banners and other advertising units, and a dedicated landing page on the newspaper’s web site.
- >> Direct e-mails to customers who placed messages the prior year, in 2005.
- >> Editorial coverage.
- >> Radio live reads (on a top-rated FM breakfast radio programme and on another radio station featuring love song dedications submitted by listeners).

{RESULTS}

The Valentine’s Day Classified Marketing Campaign led to the following successful results:

- >> 1,225 advertisements booked.
- >> 6,218 online impressions (the number of times consumers have clicked onto the web site) received.
- >> Target revenue achieved.
- >> Objectives achieved.

The lift-out section allowed readers to interact with their favourite newspaper, while encouraging trial readership among traditional non-readers.

The campaign also gave The Daily Telegraph an advantage over its competitor, The Sydney Morning Herald, which does not publish a substantial Valentine’s Day product. ■

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The Sydney Morning Herald

Sydney, New South Wales, Australia

Circulation: 225,861

[CAMPAIGN] “Innovative Classifieds Marketing: SMH My Career & Da Nova Code”

[OBJECTIVE]

As part of the strategy to encourage younger audiences awareness and trial of the newspaper, The Sydney Morning Herald (SMH) ran a promotion using radio beyond that of just placing 30-second advertisements. An April Fool's Day joke, run on a previous occasion by Nova 96.9FM, a local radio station, provided the impetus for marketing staff to consider how to work closer with Nova in the future to tap into a specific audience. After a meeting with the marketing team at the radio station, they developed an idea to link the SMH My Career section with the upcoming release of the Da Vinci Code movie.

Run by Nova, the promotion was called the “DaNova Code” and involved listeners winning A\$10,000 cash if they unlocked the secret code. In order to provide additional clues to the competition, Nova placed a display advertisement in Saturday's SMH My Career section. To promote this new clue, Nova DJs directed people to purchase Saturday's SMH (via on-air reads and general on-air banter) and read My Career for the hidden clue. A banner on the Sydney Morning Herald's web site, in The Planner column on the right-hand side of the homepage, plus a front-page puff (editorial mention above the masthead) included in Saturday's newspaper served to increase awareness.

[RESULTS]

More than 300-plus people responded, using cell phone text messaging to Nova during the promotional weekend, indicating they had found the hidden clue in the newspaper. The promotion encouraged trial-of-use and purchase of the newspaper, and a small circulation gain occurred the weekend this ran when compared to the week before. ■

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The News Tribune

Tacoma, Washington, USA

Circulation: 125,228

{CAMPAIGN} "Power of 3"

{OBJECTIVE}

Many newspapers have felt the impact of automotive advertising losses. While working with automotive dealers, The News Tribune decided to address its private party and liner advertising declines with two separate programmes.

In February, The News Tribune began promoting "Power of 3," a special offer for cars that included:

1. A News Tribune classified display/photo advertisement that appears for two Saturdays.
2. A classified liner advertisement with photo icon (indicates that a photo and more information are available online) that appears for 14 days.
3. An advertisement on www.cars.com that appears for 16 days.

The promotional advertisements for Power of 3 appears 16 times each month in full-colour on the weather page whenever a paid advertisement is not sold, and 16 times each month in the stock-island position. (The stock island position is a premium advertising position in the

centre of one of the stock pages. On days when it is not sold, the newspaper uses the position for the Power of 3 campaign.)

In addition, two dozen size variations serve as filler advertisements, ranging from small advertisements on page A-2 to full-colour, full-tabloid pages.

At the end of April, the newspaper began a promotion each weekend telling readers how many vehicles are for sale in that day's newspaper. The advertisement changes daily, Thursday through Monday. The small advertisement appears three times each day in various sections of the newspaper, such as main and local, plus one that rotates between business, sports, and SoundLife (features).

{RESULTS}

The campaign led to automotive liner advertisement count increases as follows:

- >> March/April – increased 16 percent compared to the prior year.
- >> March/April – increased 35 percent compared to January/February 2006.
- >> First three weeks of May increased 19 percent compared to the prior year.

The campaign has also encouraged general calls for advertisement placement in other categories as well. ■

I sold my car for

\$49.95

(and made a bundle.)



The 'Power of 3' gets results...

1.



1997 BMW 325i Convertible, automatic transmission, dual fuel air bags, power steering, ABS (4-wheel), power windows, power locks, tilt wheel, cruise control, 160 HP stereo, cassette, 16 disc (changer in trunk), premium sound system, dual power heated seats & leather interior. Major 150,000 mile tune up, new suspension work recently completed. New windshield, convertible top, stereo & tires. \$17,500. 253-428-8000

2.

325i 1997 Convertible, lots of new features. \$7,000 253-428-8000

3.

| Year | Vehicle | Price ↓ | Mileage | Photo |
|------|----------|---------|---------|-------|
| 1997 | BMW 325i | \$7,000 | 150,000 | |

Get a **photo ad** and a **classified ad** in The News Tribune, plus an **online ad** on cars.com for **\$49.95**



253.428.8000
southsoundclassifieds.com
Call today.

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Centro Mi Diario

Tampa, Florida, USA

Circulation: 65,000 (weekly)

{CAMPAIGN} “Help Wanted”

{OBJECTIVE}

The Help Wanted signs placed on the front door or display window of businesses led to the development of the idea for the Help Wanted campaign. Centro Classifieds is the “window” that lures businesses to advertise their goods and services to Hispanics in the Tampa Bay marketplace. Therefore, all of the promotional advertisements for Centro Classifieds involves the use of a help-wanted sign.

For recruitment advertising, Centro Mi Diario decided to choose simple images to convey the message in a way that plays off the literal meaning of the particular words used in the advertisement. For instance, in the advertisement “Se necesitan personas con luz propia ...” the word “luz” means “light.” Therefore, the advertisement includes a miner’s



SE NECESITAN...

PERSONAS con LUZ PROPIA

y con deseos de encontrar un empleo que sea el inicio de una exitosa carrera

Encuentra empleos en

Clasificados CENTRO MI DIARIO

...el punto de encuentro de todo tipo de trabajo en la Bahía de Tampa

Llámenos hoy para anunciar en Español
813-259-7400 | classifieds.centrotampa.com



HELP WANTED

LOOKING for BILINGUAL job seekers?

CENTRO MI Diario reaches more Hispanics than any other Spanish newspaper in the Tampa Bay area. Over 60,000 copies are distributed every week via racks and home delivery. Advertising in **CENTRO MI Diario** will help you efficiently and effectively reach bilingual job candidates.

DID YOU KNOW?
The Hispanic population in Tampa-St. Pete DMA is projected to grow 29% by 2010 versus the total market growth of 8%.

Clasificados CENTRO MI DIARIO

To Place your ad in **CENTRO MI Diario** Employment Classifieds
Call 813-259-7400 | classifieds.centrotampa.com

helmet (which has lights on it) to convey the idea that people need direction or a self-guiding light to work for a particular company.

The campaign targeted advertisers needing to hire or to sell or advertise their goods and services, and readers looking for employment, or goods and services.

Advertisements began in April 2006 in both Centro Mi Diario and The Tampa Tribune. Advertisements in The Tampa Tribune (CareerSeeker Sunday) had English text to raise awareness about Centro Classifieds among businesses wanting to tap into the Hispanic market via Centro.

Advertisements throughout Centro Mi Diario had Spanish text to raise awareness among both readers and advertisers about Centro Classifieds.

{RESULTS}

Centro Classifieds has grown progressively week-to-week. In two months, the average number of pages of the classified section has grown from two pages to more than eight pages weekly. ■

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Toronto Star

Toronto, Ontario, Canada

Circulation: 443,024

{CAMPAIGN} “Sell Your Old Stuff”

{OBJECTIVE}

The Toronto Star launched its “Sell Your Old Stuff” campaign in order to encourage readers to use the classified advertising section by suggesting to readers that they sell their old stuff and buy new stuff.

The campaign included a revolutionary new medium of advertising the classifieds section — the placement of old couches in two unexpected, unusual settings: in a busy office building and in the middle of a shopping mall.

Several posters surrounded the display, with the following copy: “New furniture can be bought by selling old furniture like this (Toronto Star logo).” Some people stopped and stared; everyone who went by looked at the display, some in amazement.

{RESULTS}

The campaign proved extremely effective in promoting classified sales. The campaign created awareness of Star classifieds and helped to condition people to consider selling their old belongings, resulting in more success than expected for the Star’s 50 percent off sale. ■

Rent your space for another place.

Fill your space and your wallet. Then use the cash to pay for another place. Star Classifieds has more print and online readers looking for apartments, so it's your best investment.

To place your ad go to starclassifieds.com and click "Place a classified ad now" or give us a call at 416-777-7777 and we'll do it for you.

Sell anything.
TORONTO STAR
Classifieds
1-800-777-7777
starclassifieds.com

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The Times Record News

Wichita Falls, Texas, USA

Circulation: 32,857

{CAMPAIGN} “Winner, Winner, Chicken Dinner!”

{OBJECTIVE}

The Times Record News (TRN) chose to partner with its local Golden Chick franchise and draw readers’ attention with the slogan “Winner, Winner Chicken Dinner!” Golden Chick has four locations in the TRN North Texas circulation area.

TRN wanted to increase classified revenue in a couple of areas, so the newspaper planned to offer a discount from its normal advertising rate.

When discussions began, the number “4” kept coming up and then the slogan, “Winner, Winner Chicken Dinner” was hatched.

Items for sale with four wheels or four legs qualify for the US\$4.44 per day rate and a free four-leg chicken dinner. (Golden Chick had to special order extra chicken legs for this promotion!)

The in-newspaper promotion included a 10-column header at the top of page one classifieds every Monday, Tuesday, and Wednesday during the 13-week campaign. The multi-media campaign included creative radio with sound effects, which ran the first three days of the week. The newspaper places rack cards in areas with Golden Chick store locations.

Internally, classified sales representatives received a plastic chicken to display at their desks, and the newspaper displayed other point-of-purchase items in the classified department.

The newspaper distributed Winner, Winner Chicken Dinner coupons to advertisers who qualify for the free dinner.

{RESULTS}

Historically, classifieds experience a huge jump in the garage sale category every spring. The Winner, Winner Chicken Dinner campaign aimed to bring in some additional revenue to the miscellaneous and auto categories during the newspaper’s slowest days of the week, Monday through Wednesday. As a result of the campaign, 472 chicken dinner certificates were given out to advertisers. ■

The advertisement graphic features a large, stylized title "Winner, Winner, Chicken Dinner!" in yellow and red. Below the title is a cartoon chicken head wearing glasses. To the right of the chicken head, the text reads: "If it has 4 wheels or 4 legs, run it in the Classifieds 7 Days for only \$4.44 a day!". Below this, it says: "Place your ad with 4 wheels or 4 legs in the Times Record News Classifieds and we'll give you a 4 leg chicken dinner from Golden Chick FREE!". At the bottom left, there is a small disclaimer: "Pre-paid private party classified ads only. No real estate or recruitment ads apply. Special pricing of \$4.44 per day includes 7 days in the Times Record News, 1 week in Frontiers, 1 week in Xpress Classifieds, 1 week in the Sheppard Service, 7 days online at TimesRecordNews.com and a 'New Today' eye popper. Regular price \$55.66. With discount you save \$24.00. Total price for 7 days \$31.66. May not be combined with any other offers or specials. Limit 1 chicken dinner special per customer per week." On the right side, there is a Golden Chick logo with the text "Real Chicken, More Choices" and "It's all Sooo good!". Below the logo is a "TIMES RECORD NEWS CLASSIFIEDS" logo and a "SOLD ON 761-5151" stamp.

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NEW MEMBER INFORMATION

☐ Mr. ☐ Ms. ☐ Dr. ☐ Other _____ E-Mail: _____

First Name: _____ Company Telephone: _____

Last Name/Surname: _____ Mobile Telephone: _____

Title/Function: _____ Fax: _____

Company/Newspaper: _____ Web: _____

Company Owner: _____ VAT Number (if applicable): _____

Address: _____

City: _____

State/Province: _____

Postal/Zip Code: _____

Country: _____

How Did You Hear About INMA?

☐ INMA Web Site

☐ Colleague Referral _____ (name of colleague)

☐ Conference _____ (name of INMA conference)

☐ Other _____ (please specify)

PLEASE SPECIFY YOUR EMPLOYMENT CLASSIFICATION

- ☐ I am employed by a newspaper company, and my company's average daily circulation is _____
- ☐ I am employed by a newspaper supplier.
- ☐ I am employed by a press association.
- ☐ I am employed by or attend an academic institution.

PAYMENT INFORMATION

- ☐ My cheque for US\$595 is enclosed, made payable in U.S. dollars to INMA, drawn on a U.S. bank.
- ☐ Bank transfer for US\$595, in U.S. dollars, to: INMA • Account n° 484-6024937-66 • Chase Bank (ABA: 113000609) • INMA Swift Code: CHAS US 33

☐ Please charge my credit card US\$595 : ☐  ☐  ☐  Bank charges and commissions to be paid by sender.

Credit Card Number: _____ Expiration Date: _____

Print Name on Card: _____ Signature: _____

WHAT NEXT?

Upon receipt and confirmation of this Membership Application, you will be notified of your user name and password for online access to your INMA membership benefits.

I HEREBY SUBMIT MY MEMBERSHIP APPLICATION FOR

Signature: _____

Today's Date: _____

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