

Regional Ad Network Meeting September 16, 2009

Best, or at least common, practices of two current networks—WNA and NPN.

- Preprint based
- Use third party vendors for key functions
- Clear process for individual papers to opt in/out
- Competitive focus
- Not based on individual rate cards
- Capability to share data
- Require constant nurturing

Washington Newspaper Alliance (WNA)

Value Proposition

- We offer preprint distribution across ten daily newspaper markets to the highest quality audience, Newspaper Subscribers, and Total Market Coverage to non-subscribers with no duplication
- Our one order/one bill system makes execution easy and seamless

Program Summary

- 1 million mailed households plus ½ million newspaper subscribers—total coverage of the entire market
- 98% penetration when combined with paid distribution
- Sub-ZIP distribution
- Tuesday/Wednesday distribution to non-subscribers

The Pitch

- Convenience of the buying channel: Single point of service
- Scale: 10 paid dailies, 14 leading local market websites and dozens of targeted products
- Services and coverage: More readers, more circulation, more services, and a large, unique online audience

National Preprint Network (NPN)

Value Proposition

- We offer preprint distribution across 85 daily newspaper markets to the highest quality audience, Newspaper Subscribers, and Total Market Coverage to non-subscribers
- Our one order/one bill system makes execution easy and seamless

Program Summary

- 37million mailed and alternate delivery households plus 14 million newspaper subscribers—total coverage of each market served

The Pitch

- Convenience of the buying channel: Single point of service
- Scale: 85 paid dailies in most of the nation's top markets 100 markets