



# Notes

FRONT PAGE ADVERTISING.  
FRONT PAGE IMPACT.

## 3" x 3" AdNotes

| 3X3          | DAILY  | SUNDAY (Currently Not Available) |
|--------------|--------|----------------------------------|
| 1 Color      | \$63/m | N/A                              |
| 2 Color      | \$65/m | N/A                              |
| 3 Color      | \$67/m | N/A                              |
| 4 Color      | \$69/m | N/A                              |
| Full Process | \$73/m | N/A                              |

- 10,000 minimum for 4-color/Full Process, backside printing, special shapes and snap-offs.
- For Scratch off option, please request a quote.
- Please allow ten working days for delivery upon approval of artwork.  
Please check with your marketing consultant for available publication dates.  
Some restrictions apply.

## 3" x 4" AdNotes

| 3X4          | DAILY   | SUNDAY (Currently Not Available) |
|--------------|---------|----------------------------------|
| 1 Color      | \$80/m  | \$95/m                           |
| 2 Color      | \$85/m  | \$100/m                          |
| 3 Color      | \$90/m  | \$105/m                          |
| 4 Color      | \$95/m  | \$100/m                          |
| Full Process | \$100/m | \$120/m                          |

**The Eagle**  
Here when you need us.

Contact your Marketing Consultant or call 979-731-4739 for more information.

*Get Read!*  
*Get Noticed!*  
*Get Results!*




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## What are **AdNotes**?

AdNotes are repositional sticky notes placed on the front page of *The Eagle* that you can use to drive store traffic and increase advertising response.

## What can **AdNotes** do for you?

- CALL attention to promotions
- Allows you to place your message in a **PREMIUM LOCATION**
- Create a message that **STANDS OUT** and can be removed and reapplied again for a ready reference

## Why choose **AdNotes** advertising?

### AdNotes Work!

A USPS survey reported that with AdNotes, advertisers can increase their response rate by **over 45%.\***

Other Studies have shown a **39% increase** ad recognition and **78% increase** in advertiser readership.\*\*



### Get Read!

Increase advertising readership by 78%. Upon seeing the note, readers instinctively remove and read the note.

### Get Noticed!

High Impact Graphics Cannot be missed with Premium Placement on the Front Page or Front of Section.

### Get Results!

The tangible media is repositionable to a visible location for the reader, as a reminder and prompts a call to action.

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\*Medical Management Institute of Direct Mail Results  
\*\*College of Continuing Education, University of Minnesota Study



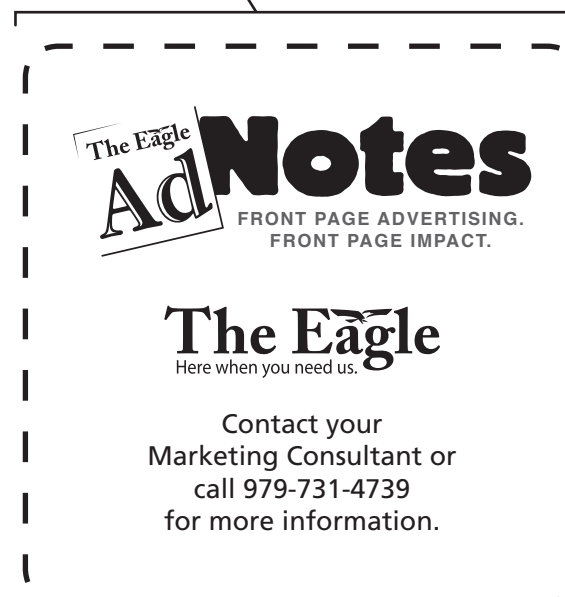
**PREMIUM POSITION  
ON FRONT PAGE**

**INSTANT RECOGNITION  
OF AD MESSAGE**



**PROMOTE PRODUCT AND  
BRAND, OR DIRECT THE  
READER TO YOUR INSIDE  
AD OR INSERT**

**3" X 3" SELF-STICK NOTE  
ON WHITE OR YELLOW BOND  
CAN BE LIFTED OFF  
AND SAVED**



### Pointers or Directional Notes

- "See our ad in today's Sports Section"
- Check out insert for more information"
- Auto Dealerships, Real Estate, Entertainment, TV Weekly, Inserts

### Coupons and Special Offers

- "Take off 20% OFF Anything in Store"
- "10% OFF all Men's Trousers"
- Breakfast on the go, , Convenience Store "tie-in", Grocery Store Special, Home Delivery Specials, Wireless Companies