

Helping local business and our economy THRIVE

Loyalty Program for Current Advertisers

In an unprecedented move to help local businesses and our economy thrive, the Asbury Park Press is giving away up to \$500,000 in advertising value. This includes rewarding our current advertisers with larger ads or more frequent ads at substantial savings (up to 70% off!). Now is the perfect opportunity to market aggressively, make a huge impact with consumers, and grab market share.

**Choose full, half or quarter-page ad sizes.
Choose full run, Monmouth zone or Ocean zone.**

Build your reach and frequency to boost your business:

Schedule	Full-Run	Monmouth Zone	Ocean Zone
Daily Press			
1 ad per week	38% (350,000)	39% (187,000)	37% (163,000)
4 ads over a month	56% (516,000)	58% (280,000)	54% (235,000)
4 ads over a month + 30 days online	72% (663,000)	76% (365,000)	68% (297,000)
Sunday Press			
1 Sunday ad	55% (500,000)	56% (268,000)	53% (233,000)
4 Sunday ads over a month	65% (601,000)	67% (320,000)	64% (281,000)
4 Sundays ads over a month + 30 days online	77% (709,000)	80% (386,000)	74% (323,000)
Daily+Sunday Press			
1 daily + 1 Sunday ad	60% (547,000)	61% (292,000)	58% (255,000)
4 daily + 4 Sunday ads over a month	69% (636,000)	71% (339,000)	68% (298,000)
4 daily + 4 Sunday ads over a month + 30 days online	80% (738,000)	83% (399,000)	77% (339,000)

The FREQUENCY of your message is key to THRIVING in this economy.

Research shows companies that maintain or increase their marketing communications during an economic slowdown typically experience 14 times more growth than companies that cut back!¹

- Drive more traffic to your business
- Give the local economy a significant boost
- More impact with larger ad sizes
- Flexibility of reaching the market areas you need most

¹Source: *Staying Visible is Vital to Your Future*, Dale Gibson, *Triangle Business Journal*, Oct. 24, 2008.

**Let's
THRIVE
together.**

Call 732.643.3700

* Qualify for these special rates by matching last year's advertising spending or continue the spending of the past three months. Offer expires Aug. 30, 2009.

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FROM THE JERSEY SHORE TO YOU