

DISTRIBUTE YOUR PREPRINTED INSERTS -- ELECTRONICALLY

Why choose Lincoln Daily News?

Lincoln Daily News is a free publication that covers news and events occurring in Lincoln and the Logan County area in Illinois. We publish six days a week on the internet at www.lincolndailynews.com. We deliver over 10,000 unique daily readers with over 87% of them coming from Logan County. Why? Because we're local, free and available 24/7.

You have never seen a newspaper like this anywhere:

- A large volume of local advertising that can link to additional information, coupons, inserts and websites.
- Every front page photo is local.
- We don't have to protect a print newspaper circulation, so every story is listed on the front page with the full story behind it.
- We have archived every edition so you can search and access all past stories and photos since our first issue in January 2000.

We invite you to take a look.

No one can argue with the value of preprinted inserts to carry your full color advertising message to your prospects. Traditionally carried in daily or weekly newspapers or delivered via US mail, they provide special product information, pricing and coupons for your products and services. But, a large portion of delivered third-class mail gets thrown away before it is read, and readers are turning away from print newspapers and turning their attention to internet news.

The answer is to distribute your inserts electronically via online newspapers such as Lincoln Daily News. We already have the local readers who are looking for local goods and services. Your distribution costs are lower, and your potential reader pool is large.



MULTI-PAGE PRE-PRINT INSERTS

\$350/month*

- Full Color Button ad on LDN Front Page with link EVERY DAY
- Ad changes: \$50 each per change during month
- This pricing applies to 4 pages & up each insertion

Introductory offer: We will host a **front page button** with your store logo and link it to your insert in our Advertising Inserts section in "Top Stories"



- every day
- in full color
- your weekly/bimonthly changes FREE!

Now \$350*/month

with a minimum six month commitment

SINGLE SHEET FLYERS

\$230/up to 30 days*

- Full Color Button ad on LDN Front Page with link EVERY DAY
- Ad changes: \$50 each per change during month
- Number of Pages: 1-2
- No Minimum

* Advertising must be submitted on CD/DVD or emailed two days in advance of publication and be in one of the following file formats: PDF, JPG/JPEG, TIF, PAGEMAKER or INDESIGN.



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