



PRESS RELEASE

Contact: WSPN
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Reston, VA, January 26, 2009-

Dear Advertisers,

As a brand new year full of opportunity and potential is upon us, it appears that 2009 will be a year of CHANGE. However, we are not immune to the economic forces that are influencing all aspects of business in our country and community. In order to combat these trials, we have adjusted our systems to keep the pace going strong. The following items include some of our new offerings for your business:

- ❖ 2009 Network Zip Code Report - separated by home and single copy.
- ❖ Extended Zip Code Report for alternative papers in our region. This is a major expansion of our circulation and coverage.
- ❖ E-Tear Sheets - We have this service available, major savings of paper and postage.
- ❖ Color Rates - Reduced
- ❖ Special Section Advertorials - Customize an insert with your news or message.
- ❖ Sticke Note Advertising - Front page advertising
- ❖ Out-of-Home - With currently distribute 800,000 plus newspapers each week; consider advertising on poly-bags at an affordable cpm.
- ❖ Print and Deliver - The most affordable method to target zip codes with pre-print inserts
- ❖ Online - Reach our online readers at an affordable cost per thousand.
- ❖ Go Local Travel Section - Show your exciting local destinations.
- ❖ Contests and Sweepstakes - Increase your market exposure with partnerships
- ❖ 2009 Rate Card - See the updated rates for our network newspapers.
- ❖ New Extended Network Rate Card - Another million circulation available in the Baltimore-DC market.
- ❖ The Gazette newspapers in suburban Maryland now have a new broadsheet format.
- ❖ Updated Mechanical Dimensions
- ❖ New shipping and handling instructions
- ❖ Front Page Ears and Front Page Strip Advertising
- ❖ Twenty-Four Hour Resolution - Every effort will be made to handle all unexpected discrepancies quickly.

The items above are readily available via email. Just simply reply and the information will be supplied immediately.

Have a happy and productive 2009!

About WSPN:

Washington Suburban Press Network is a newspaper owned network vested in the success of their clients. Established in 1992, WSPN has grown to represent over 104 community newspapers in the Washington, DC, and Baltimore, MD suburban areas. WSPN prides itself in offering innovative ways of reaching local community audiences with out-of-home opportunities and promotions, such as Online, Front Page Strip, and “Sticky Note” advertising. Headquartered in Reston, VA, Washington Suburban Press Network is proud to represent over 200 years of the best local community news. *Connect to the power of our suburbs.* For more information, go to: www.wspnet.com

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AMERICA'S LARGEST SUBURBAN NEWSPAPER NETWORK

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