## 2016



Custom, Cost-Effective Messages Designed Just for Your Business!



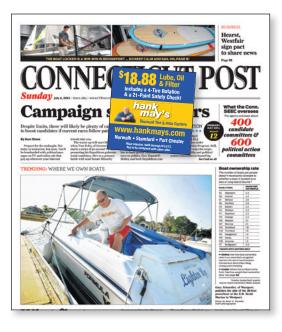


Designing your own customized flyers, menus, inserts and Front Page "sticky notes" is easy! Hearst Direct media consultants are well-trained in helping you develop an effective message that gets results!



### Front Page AdNotes ("Sticky Notes")

Maximum impact! Great results and visibility.





#### **Direct Mail**

It's easy to integrate direct mail into your multi-channel marketing programs. Hearst Direct can help you design, target and execute even the most intricate programs. We start with understanding your targets and objectives, then develop the program to reach them. We have what it takes to maximize your return on investment!



# Four-Page Flyers & Multi-Page Booklets

Ideal for brochure style presentations of products and descriptions, catalogs and course offerings.

Targeted to the zip code or entire area. Additional store copies available.





## Savings Source (TMC) Shared Mail

Every week, over 407,000 households receive this powerhouse shopping vehicle. It's the vehicle of choice for retailers who want to reach a mass audience. Savings Source is distributed to the zip code level.

### **Single Sheets**

Glossy stock, printed 4-color on both sides are affordable! *Print Now, Deliver Later* program saves you even more. All are targeted to the zip code level if desired. Takes only 10–16 days.

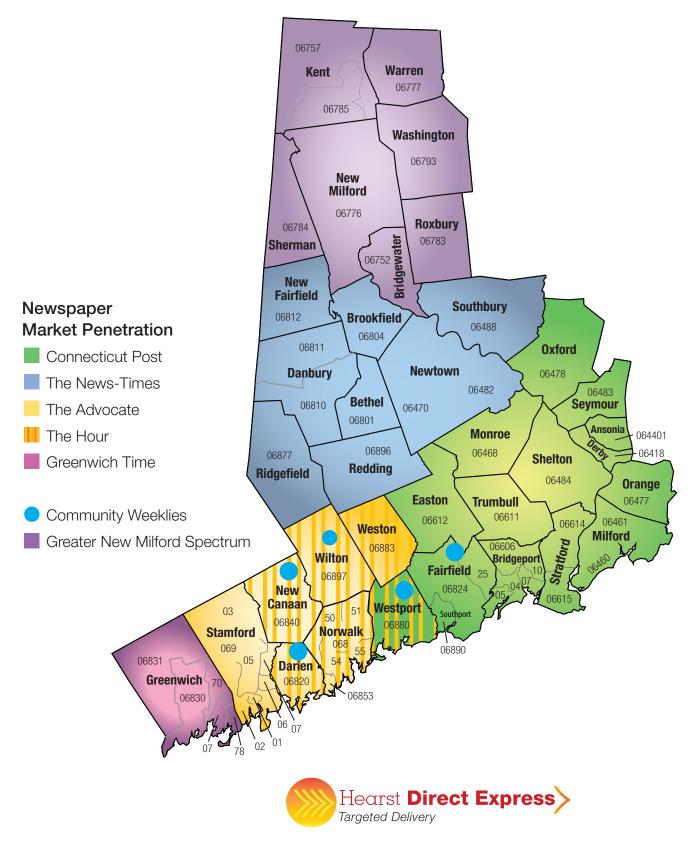




## YES! Your Essential Shopper (SMC)

YES! Your Essential Shopper is part of our Select Insert program for non-subscribers. Your inserts are delivered Saturday and Sunday to only the most desirable non-subscriber households in the market area.

YES! Your Essential Shopper includes articles with a shopping focus that cover both national and local retailers.



To advertise, contact your Hearst Media Consultant or contact 203-330-6238 or advertise@hearstmediact.com

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