

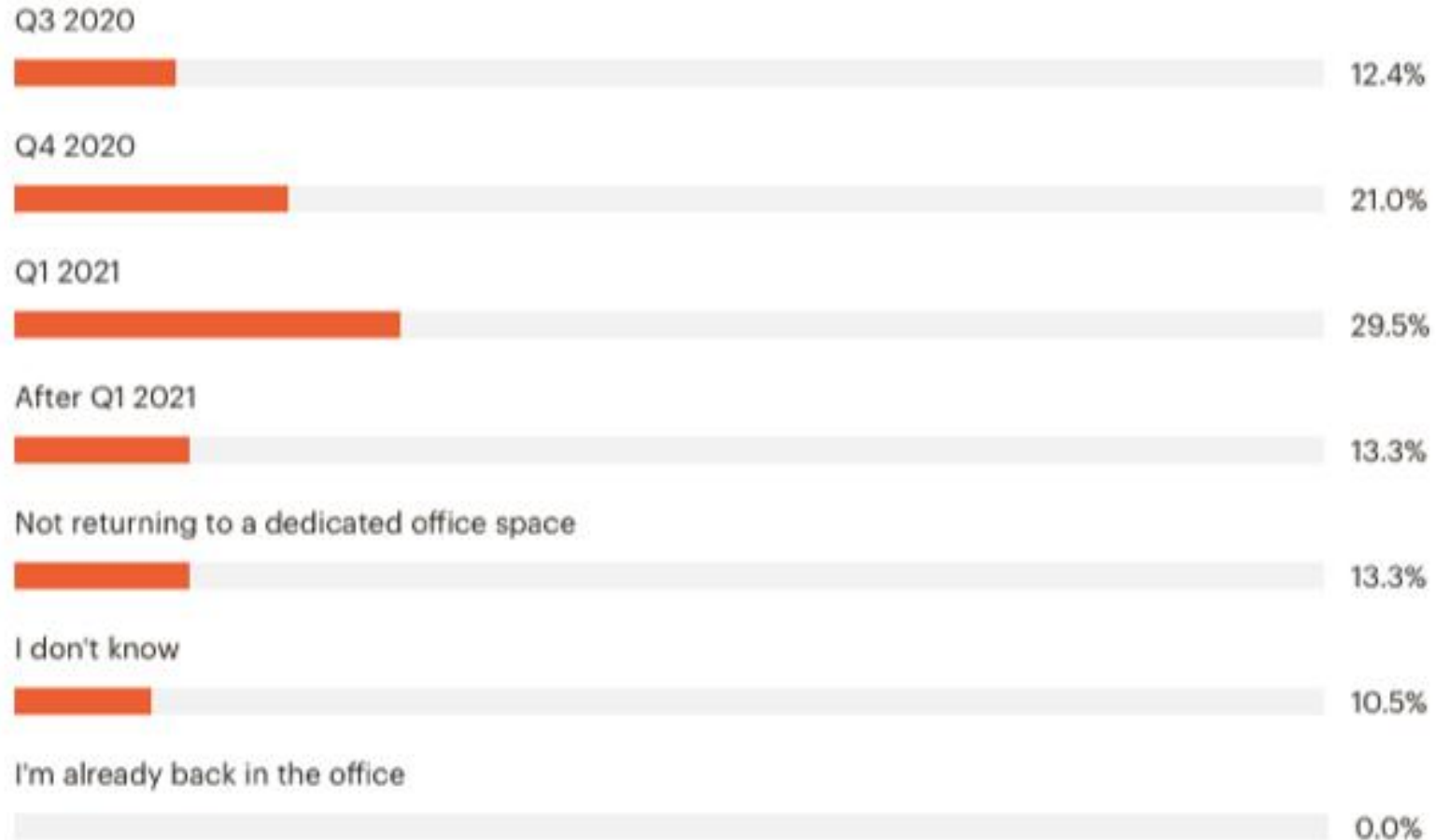


PaperChain

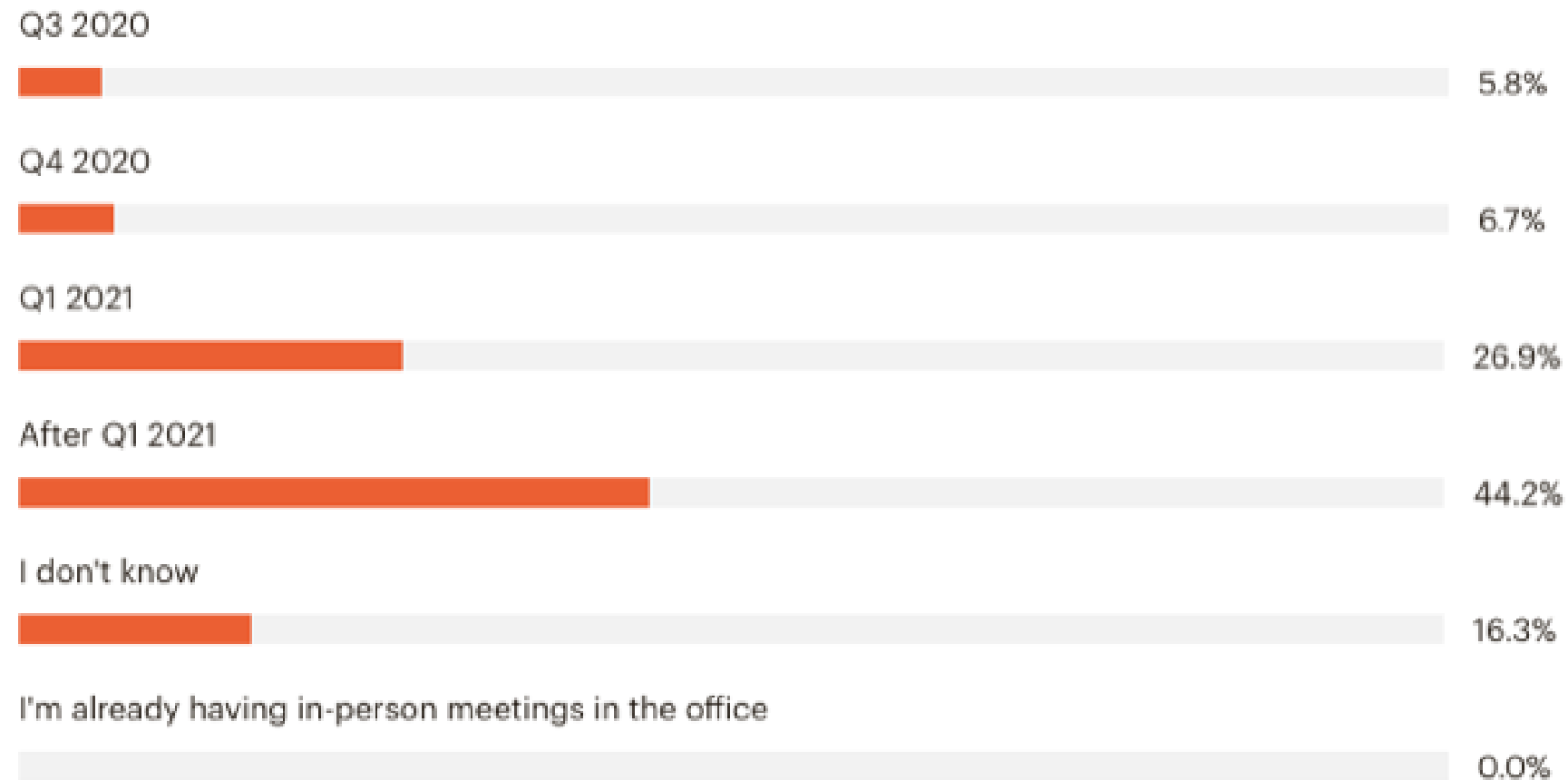
- SRDS subscriber survey results
- Analytical update for Paperchain
- Competitive Analysis Market Reports
- Adwanted aquired SRDS in April 2020 – What does this mean to Community Newspapers?

Question 1 has 105 answers (Radio Buttons)

“When are you planning to return to the office full time?”



“When do you plan to start having in-person meetings with vendors in your office again?”



More than half of advertisers still plan to resume or ramp up ad spending in Q3. 1 in 8 have already resumed activity

When do you anticipate your/your client's spending will resume or start to ramp up their advertising





PAPERCHAIN SRDS Analytical Update



July 29th 2020



Program Analytics

General Views are defined as the number of times that your profile is served up for consideration in the search results after a query is performed

Listing Engagements are defined as actions taken by our users on the listing itself.

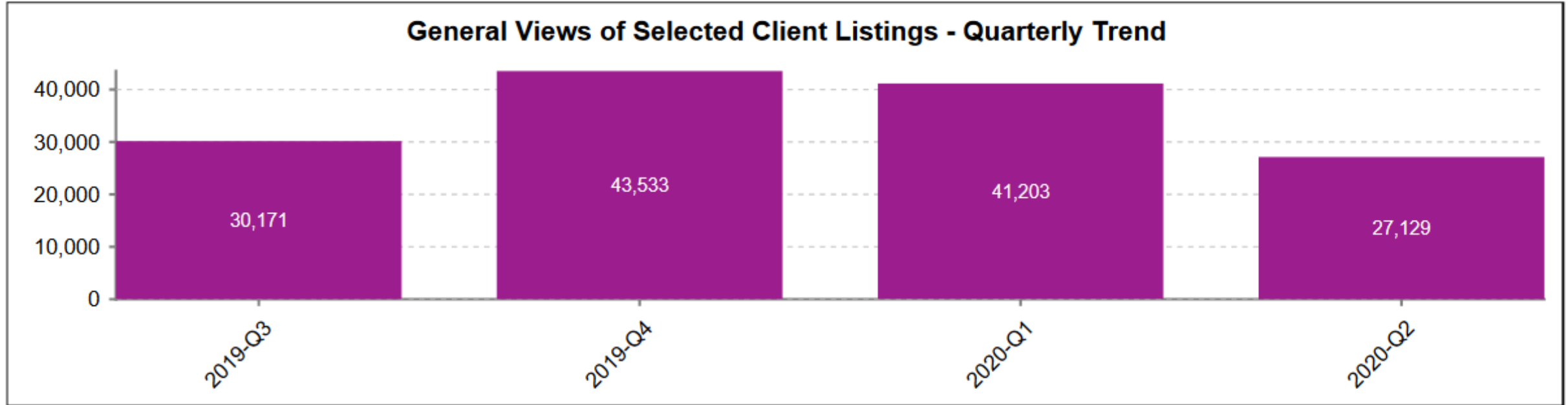
Tagging Engagements: Adding the listing to the users report for further consideration

Listing Activity Summary (July 2019 – June 2020)

Paperchain

Total Views: **142,036**

General Views of Selected Client Listings - Quarterly Trend



Total General Views - 142,036

General Views

The number of times a listing was served up for consideration on a search results page.



Elevated placement
in results set

Elevated placement
in results set

Elevated placement
in results set

Elevated placement
in results set



Dauphin/Schuylkill Merchandiser

Newspaper: Shoppers

DMA: Harrisburg-Lancaster-Lebanon-York, PA | City: Pine Grove, PA

Circulation

Weekday: 18,287


☐ Add to Report


Gettysburg Area Merchandiser

Newspaper: Shoppers

DMA: Harrisburg-Lancaster-Lebanon-York, PA | City: Gettysburg, PA

Circulation

Weekday: 23,222


☐ Add to Report


Hanover Area Merchandiser

Newspaper: Shoppers

DMA: Harrisburg-Lancaster-Lebanon-York, PA | City: Hanover, PA

Circulation

Weekday: 38,288


☐ Add to Report


Hershey Area Merchandiser

Newspaper: Shoppers

DMA: Harrisburg-Lancaster-Lebanon-York, PA | City: Hershey, PA

Circulation

Weekday: 23,372


☐ Add to Report

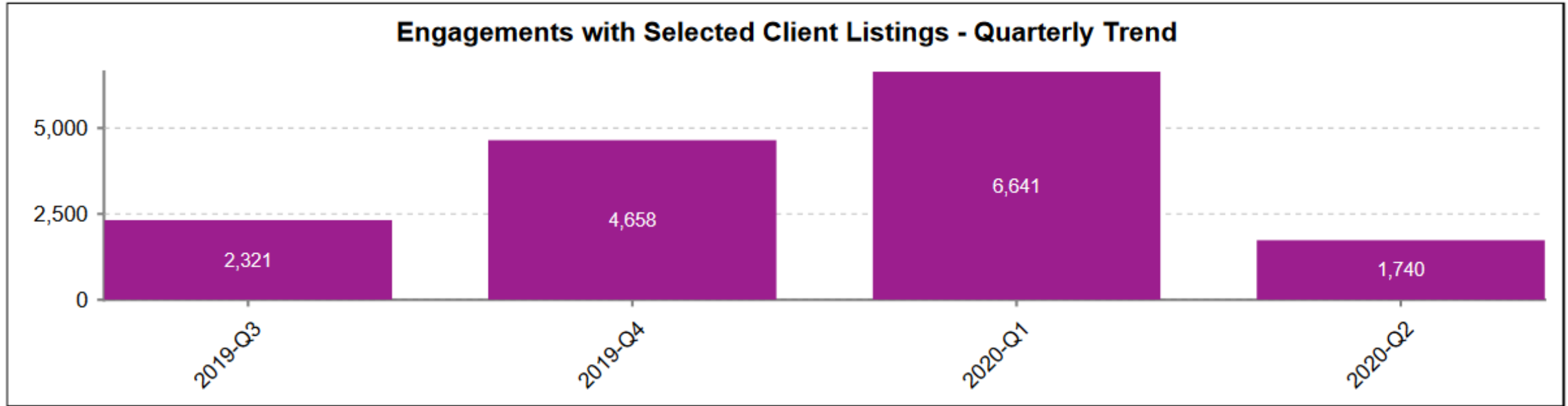

Kann Advertising Services, Inc. Merchandiser

☐ Add to Report

Paperchain

Total Engagements: **15,360 (approx. 59x per day)**

Engagements with Selected Client Listings - Quarterly Trend



Total Engagements - 15,360

Engagements

Any action taken on the listing at the search results, listing detail, or report level. These actions may include, but are not limited to: clicks to URLs (websites, programming, etc.), viewing any listing detail tab, third party research, social media links, video media kits, featured marketing opportunities, tagging for further evaluation, exporting in a report.

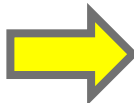
☐ Add to Report
 [RFI](#)

Hanover Area Merchandiser

Kapp Advertising Service, Inc.



CVC Report



 Video Media Kit

YOUR TARGET IN FOCUS



SRDS Users Also Viewed

[Hershey Area Merchandiser](#)
[Kapp Advertising Services, Inc. Merchandiser](#)
[Gettysburg Area Merchandiser](#)
[Northern Adams/York Merchandiser](#)
[Dauphin/Schuylkill Merchandiser](#)
[Myerstown Area Merchandiser](#)
[Lebanon Merchandiser](#)
[Engle Publishing Company](#)
[Harrisburg-Lancaster-Lebanon-York Power Buy LNP](#)

General Information

Hanover Area Merchandiser

Newspaper Website: <http://www.themerchandiser.com>

Frequency: Published weekly-Wednesday.

Digital Media Listing

[Kapp Merchandiser](#)

066336-000 | Newspaper: Shoppers | DMA: Harrisburg-Lancaster-Lebanon-York, PA | City: Hanover, PA

Contacts & Reps

Circulation

Rates & Policies

Issues & Specs

Classified Rates And Data

Hanover Area Merchandiser

Kapp Advertising Service, Inc.



General Information

Hanover Area Merchandiser

Newspaper Website: [http://](#)

Frequency: Published weekl

Digital Media Listing

[Kapp Merchandiser](#)

066336-000 | Newspaper: Sh

Contacts & Reps

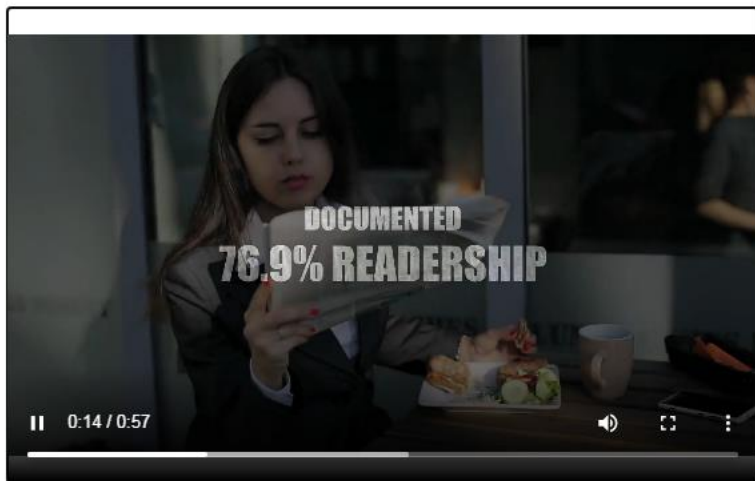
Circulation

Rates & Policies

Issues & Specs

Classified Rates And Data

Video Media Kit


☐ Add to Report
 ☐ RFI


Video Media Kit

YOUR TARGET IN FOCUS



SRDS Users Also Viewed

[Hershey Area Merchandiser](#)
[Kapp Advertising Services, Inc. Merchandiser](#)
[Gettysburg Area Merchandiser](#)
[Northern Adams/York Merchandiser](#)
[Dauphin/Schuylkill Merchandiser](#)
[Myerstown Area Merchandiser](#)
[Lebanon Merchandiser](#)
[Engle Publishing Company](#)
[Harrisburg-Lancaster-Lebanon-York Power Buy LNP](#)

Hanover Area Merchandiser

Kapp Advertising Service, Inc.



CVC Report



General Information

Hanover Area Merchandiser

Newspaper Website: <http://www.themerchandiser.com>

Frequency: Published weekly--Wednesday.

Digital Media Listing

[Kapp Merchandiser](#)

066336-000 | Newspaper: Shoppers | DMA: Harrisburg-Lancaster-Lebanon-York, PA

Contacts & Reps

Circulation

Rates & Policies

Issues & Specs

Classified Rates And Data



Audit Period: April 1, 2017 – March 31, 2019

KAPP - Advertising Services, Inc.

100 East Cumberland Street
Lebanon, PA 17042
(717) 273-8127
(717) 273-0420 FAX

EMAIL: sales@themerchandiser.com
www.themerchandiser.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	274,436 (Print Edition)
Digital Edition:	Average Monthly Unique Users:	2,256 (Digital Edition)
Website:	Average Website Unique Users:	10,467

2. Publication Information

Number of Editions:	Eleven
Format / Average Page Count:	Tabloid / 28 Pages
Circulation Cycle:	Weekly
Ownership:	Kapp Advertising Services, Inc.
Year Established:	1950
Publication Type:	Community Newspaper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	75% Advertising / 25% Editorial
Primary Delivery Methods:	92% Carrier Delivery / 8% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Route / Zone
CVC Member Number:	13-0905
DMA/MSA/CBSA:	Harrisburg, PA / Harrisburg--Lebanon--Carlisle, PA / Lebanon, PA
Audit Funded By:	Mid-Atlantic Community Papers Association Independent Free Papers of America

3. Rate Card and Mechanical Data

Rate Card Effective Date:	April 1, 2019
Mechanical Data:	Five (5) columns X 16" column depth

FOCUS

ONS



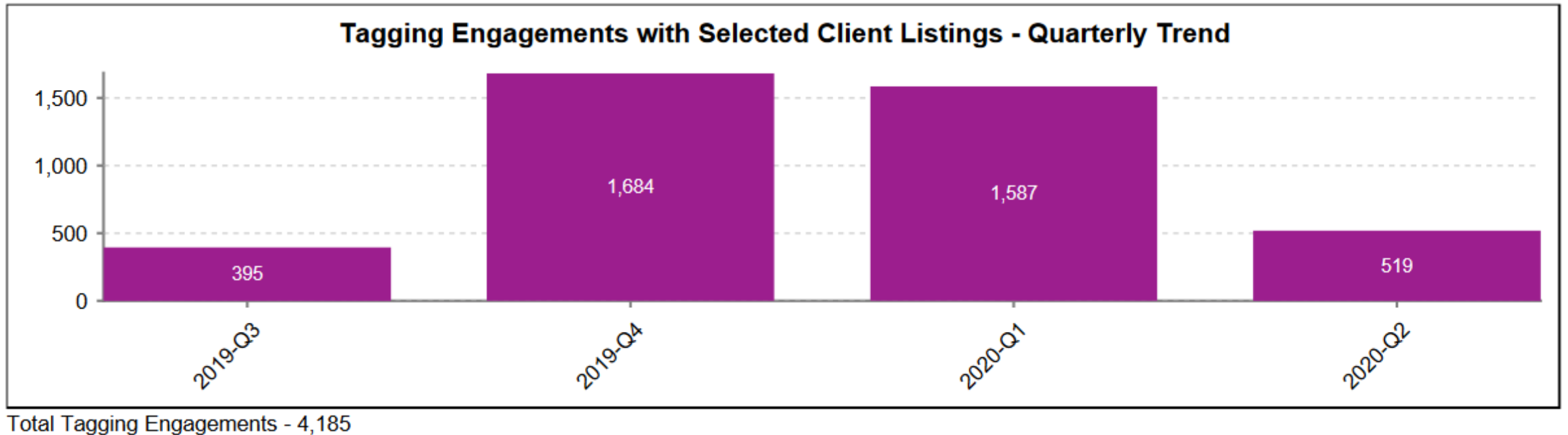
[c. Merchandiser](#)
[er](#)
[handiser](#)
[diser](#)
[er](#)

[Lebanon Merchandiser](#)
[Engle Publishing Company](#)
[Harrisburg-Lancaster-Lebanon-York Power Buy](#)
[LNP](#)

Listing Activity Summary (July 2019 – June 2020)

Paperchain

Total “tagging” Engagements: **4,185**



Tagging Engagements: Adding the listing to the users report for further consideration

☐ Add to Report [RFI](#)

[Video Media Kit](#)

Hanover Area Merchandiser

Kapp Advertising Service, Inc.



General Information

Hanover Area Merchandiser

Newspaper Website: <http://www.themerchandiser.com>

Frequency: Published weekly–Wednesday.

Digital Media Listing

[Kapp Merchandiser](#)

066336-000 | Newspaper: Shoppers | DMA: Harrisburg-Lancaster-Lebanon-York, PA | City: Hanover, PA

Contacts & Reps


Circulation

Rates & Policies

Issues & Specs

Classified Rates And Data

YOUR TARGET IN FOCUS




LISTSOLUTIONS

TARGET FOOTBALL FANS

via **mail, email or online**

LEARN MORE



SRDS Users Also Viewed

[Hershey Area Merchandiser](#)
[Kapp Advertising Services, Inc. Merchandiser](#)
[Gettysburg Area Merchandiser](#)
[Northern Adams/York Merchandiser](#)
[Dauphin/Schuylkill Merchandiser](#)
[Myerstown Area Merchandiser](#)
[Lebanon Merchandiser](#)
[Engle Publishing Company](#)
[Harrisburg-Lancaster-Lebanon-York Power Buy LNP](#)

PAPERCHAIN

Market Reports



DMA: Harrisburg-Lancaster-Lebanon-York, PA, Philadelphia, PA

Of the **38 listings** that are represented in this DMA:

Engle Publishing Company was the most **4th** viewed listing

The Franklin Shopper was the **5th** most viewed listing

Kapp Advertising Services was the **7th** most viewed listing

Lebanon Merchandiser was the **12th** most viewed listing

Hanover Area Merchandiser was the **14th** most viewed listing

The Shopping News of Lancaster Country was the **15th** most viewed listing

Dauphin/Schuylkill Merchandiser was the **16th** most viewed listing



**SRDS****Category Activity (August 2019 - June 2020)**

Category: Harrisburg-Lancaster-Lebanon-York, PA

Media Type: Newspapers

Top Category Media Profiles**General Views**

- | | |
|--|--|
| 1. Harrisburg-Lancaster-Lebanon-York Power Buy (856066-000) | 11. Gettysburg Times (017286-000) |
| 2. LNP (017299-000) | 12. Lebanon Merchandiser (066341-000) |
| 3. Lancaster County Magazine (993567-000) | 13. Lebanon Daily News (017302-000) |
| 4. Engle Publishing Company (250104-000) | 14. Hanover Area Merchandiser (066336-000) |
| 5. Franklin Shopper (051732-000) | 15. The Shopping News of Lancaster County (022498-000) |
| 6. The York Dispatch*York Daily Record*York Sunday News (017762-000) | 16. Dauphin/Schuylkill Merchandiser (066339-000) |
| 7. Kapp Advertising Services, Inc. Merchandiser (854347-000) | 17. The Sentinel (017272-000) |
| 8. The Sentinel (017305-000) | 18. The Evening Sun (017288-000) |
| 9. The Patriot-News (017289-000) | 19. County Observer (064489-000) |
| 10. The Record Herald (017344-000) | 20. Hershey Area Merchandiser (066335-000) |

**SRDS**

DMA: Washington, DC (Hagerstown, MD)

Of the **89 listings** that are represented in this DMA:

The Washington Informer was the **3th** most viewed listing

Baltimore Times / Annapolis Times was the **11th** most viewed listing

The Beacon was the **13th** most viewed listing



**SRDS**

Category Activity (August 2019 - June 2020)

Category: Washington, DC (Hagerstown, MD)

Media Type: Newspapers

Top Category Media Profiles

General Views

- | | | |
|--|---|--|
| 1. Classified Advertising Network of Maryland-Delaware-D.C. (864045-000) | ➡ | 11. Baltimore Times/Annapolis Times (055269-000) |
| 2. Maryland-Delaware-District of Columbia Press Service, Inc. (205774-000) | | 12. The Free Lance-Star (017537-000) |
| ➡ 3. The Washington Informer (867653-000) | ➡ | 13. The Beacon (916030-000) |
| 4. USSPI Media Suburban Washington D.C. (047324-000) | | 14. The Frederick News-Post (016684-000) |
| 5. Washington Suburban Press Network (108959-000) | | 15. Culpeper Star-Exponent (017534-000) |
| 6. Washington, DC-Maryland Power Buy (923056-000) | | 16. The Washington Times (028528-000) |
| 7. Maryland-Delaware-DC Press Service, Inc. (205836-000) | | 17. Fauquier Times (027352-000) |
| 8. The Washington Post (016295-000) | | 18. The Herald-Mail (016685-000) |
| 9. Cumberland Times-News (016682-000) | | 19. The Winchester Star (017554-000) |
| 10. Franklin Shopper (051732-000) | | 20. The Journal (017595-000) |

DMA: Burlington, VT-Plattsburgh, NY | State: New York

Of the **30 listings** that are represented in this DMA:

Sun Community News was the **#1** most viewed listing

Lakes Regional Free Press was the **5th** most viewed listing



**SRDS**

Category Activity (August 2019 - June 2020)

Category: Burlington, VT-Plattsburgh, NY

Media Type: Newspapers

Top Category Media Profiles

General Views

- | | |
|---|---|
| 1. Sun Community News & Printing Media Group (351603-000) | 11. Tupper Lake Free Press and Herald (049148-000) |
| 2. The Adirondack Daily Enterprise (973095-000) | 12. The Press-Republican (017027-000) |
| 3. Burlington Free Press (017517-000) | 13. Valley News (016928-000) |
| 4. NENPA Ad Network Vermont Power Buy (862154-000) | 14. The Rutland Herald (017519-000) |
| 5. Lakes Region Free Press (871425-000) | 15. The Vermont Eagle (860435-000) |
| 6. Vermont Business Magazine (032533-000) | 16. New York Press Service/Burlington-Plattsburgh Market (213496-000) |
| 7. The Caledonian-Record (017521-000) | 17. Seven Days (131992-000) |
| 8. Lake Placid News (083463-000) | 18. The World (065500-000) |
| 9. The Times Argus (017514-000) | 19. St. Albans Messenger (017520-000) |
| 10. Addison County Independent (023294-000) | 20. Malone Telegram (355625-000) |

**SRDS**

DMA: Rochester, NY | City: Avon, NY

Of the **35 listings** that are represented in this DMA:

Genesee Valley Penny Saver was the **#1** most viewed listing
Wayuga Community Newspapers was the **#3** most viewed listing
Messenger Post Media was the **4th** most viewed listing
Community Shopping Guide was the **14th** most viewed listing
Hamlin Clarkson herald was the **9th** most viewed listing
Newark Pennysaver was the **15th** most viewed listing
Chronicle Ad-Viser was the **19th** most viewed listing



Category Activity (August 2019 - June 2020)

Category: Rochester, NY

Media Type: Newspapers

Top Category Media Profiles

General Views

1. Genesee Valley Penny Saver (047369-000)	11. Community Post (902007-000)
2. Rochester Business Journal (053655-000)	12. Brighton-Pittsford Post (031330-000)
3. Wayuga Community Newspapers, Inc (049146-000)	13. El Mensajero Catolico (907319-000)
4. Messenger Post Media (022760-000)	14. Community Shopping Guide-Canandaigua/Victor (975132-000)
5. Democrat and Chronicle (017030-000)	15. Newark Pennysaver (031239-000)
6. New York Press Service/Rochester Market (213487-000)	16. Westside News (109617-000)
7. Catholic Courier (022790-000)	17. Sodus Williamson Pennysaver (056698-000)
8. City Newspaper (022755-000)	18. Finger Lakes Times (016995-000)
9. Hamlin Clarkson Herald (450728-000)	19. Chronicle Ad-Viser (860048-000)
10. Fairport-East Rochester Post (425677-000)	20. Gates-Chili Post (047621-000)

DMA: Milwaukee, WI

Of the **49 listings** that are represented in this DMA:

Wisconsin Community Papers was the **#1** most viewed listing

Washington Country Post was the **4th** most viewed listing

Janesville Messenger was the **15th** most viewed listing

The Sheboygan Sun was the **20th** most viewed listing



Top Category Media Profiles

General Views

- | | |
|---|---|
| 1. Wisconsin Community Papers (043291-000) | 11. Kenosha News (017617-000) |
| 2. Greater Milwaukee Today Network (GMT) (395747-000) | 12. The Journal Times (017627-000) |
| 3. USSPI Media Suburban Milwaukee (047325-000) | 13. APG Southern Wisconsin (023089-000) |
| 4. Washington County's Daily News (048765-000) | 14. Community Journal (022582-000) |
| 5. Waukesha Freeman (017634-000) | 15. Janesville Messenger (394847-000) |
| 6. Washington County Post (031924-000) | 16. Wisconsin Jewish Chronicle (870033-000) |
| 7. Watertown Daily Times (017633-000) | 17. The Sheboygan Sun (371885-000) |
| 8. Milwaukee Journal Sentinel (017623-000) | 18. The Daily Jefferson County Union (017613-000) |
| 9. Express News Newspapers (436164-000) | 19. Daily Citizen (017608-000) |
| 10. Catholic Herald (022581-000) | 20. The Sheboygan Press (017630-000) |

DMA: West Palm Beach, FL

Of the **28 listings** that are represented in this DMA:

Hometown News was the **#1** most viewed listing

Boca Times was the **7^h** most viewed listing

Jewish Journal Palm Beach South was the **18th** most viewed listing



**SRDS**

Category Activity (August 2019 - June 2020)

Category: West Palm Beach-Ft. Pierce, FL

Media Type: Newspapers

Top Category Media Profiles

General Views

- | | |
|---|--|
| 1. Hometown News (455640-000) | 11. The Coastal Star (961206-000) |
| 2. Palm Beach Florida Weekly (932219-000) | 12. Palm Beach Daily News (016327-000) |
| 3. Treasure Coast News/Press-Tribune (028344-000) | 13. El Latino Semanal (941024-000) |
| 4. The Palm Beach Post (016338-000) | 14. Stuart (953499-000) |
| 5. USSPI Media Suburban Fort Pierce-Port St. Lucie (850816-000) | 15. Town Crier Newspapers (046643-000) |
| 6. Palm Beach Illustrated (000769-000) | 16. Savings Guide Mag (976645-000) |
| 7. Boca Raton Magazine (020213-000) | 17. Boca Times (907477-000) |
| 8. Boca Life Magazine (972802-000) | 18. Jewish Journal Palm Beach South (907696-000) |
| 9. Living Magazine (947610-000) | 19. Gateway Gazette (907498-000) |
| 10. Herald & Coastal Observer (022207-000) | 20. Jewish Journal Palm Beach Central (907694-000) |

DMA: Des Moines / Ames, IA

Of the **66 listings** that are represented in this DMA:

Bondurant Living Magazine was the **#1** most viewed listing
Indianola Living Magazine was the **#2** most viewed listing
North Polk Living Magazine was the **#3** most viewed listing
The Consumer Weekly was the **#8** most viewed listing
The Reminder is the **#7** most viewed listing





Category Activity (April 2020 - June 2020)

Category: Des Moines-Ames, IA

Media Type: Newspapers


Top Category Media Profiles

General Views

- | | |
|--|---|
| 1. Bondurant Living Magazine (982568-000) | 11. Daily lowegian (016536-000) |
| 2. Indianola Living Magazine (461354-000) | 12. The Fort Dodge Messenger (016547-000) |
| 3. North Polk Living Magazine (985644-000) | 13. The Des Moines Register (016543-000) |
| 4. Journal-Express (047443-000) | 14. Times-Republican (016552-000) |
| 5. Pella Chronicle (047626-000) | 15. Daily Times Herald (016534-000) |
| 6. Oskaloosa Herald (016559-000) | 16. World Journal (110456-000) |
| 7. The Reminder (417465-000) | 17. Pennysaver (022921-000) |
| 8. The Consumer Weekly (417458-000) | 18. Adair County Free Press (463101-000) |
| 9. Shopper (022925-000) | 19. The Advertiser (390638-000) |
| 10. Ad Express (417410-000) | 20. Newton Daily News (016557-000) |

Summary: Buyers search media options on SRDS and purchase through Adwanted

ADWANTED

- Initial rates used are either rate card and frequency discounts imported from SRDS, or pre-negotiated corporate rates specified by publisher on Adwanted.
- Buyers can find the newspaper they want on SRDS. They will click on the “shop” button on the SRDS listing. 
- The button will take the buyer to the publisher’s PMP on Adwanted.
- Buyers can view ad sizes, insertion dates, etc. and click on selections that go into a cart (like Amazon).
- An alert is sent to the newspaper (seller, ad director and/or online sales manager), which opens a text-based discussion that is retained in Adwanted for future reference.
- Buyer negotiates through online text-based messaging. Once agreement is reached Publisher can generate a quote or insertion order for buyer.
- Negotiations/transactions are stored for full transparency/history (combats archival issues following staff turnover or team transitions).

THE ANSWER IS HERE: ADWANTED

ADWANTED

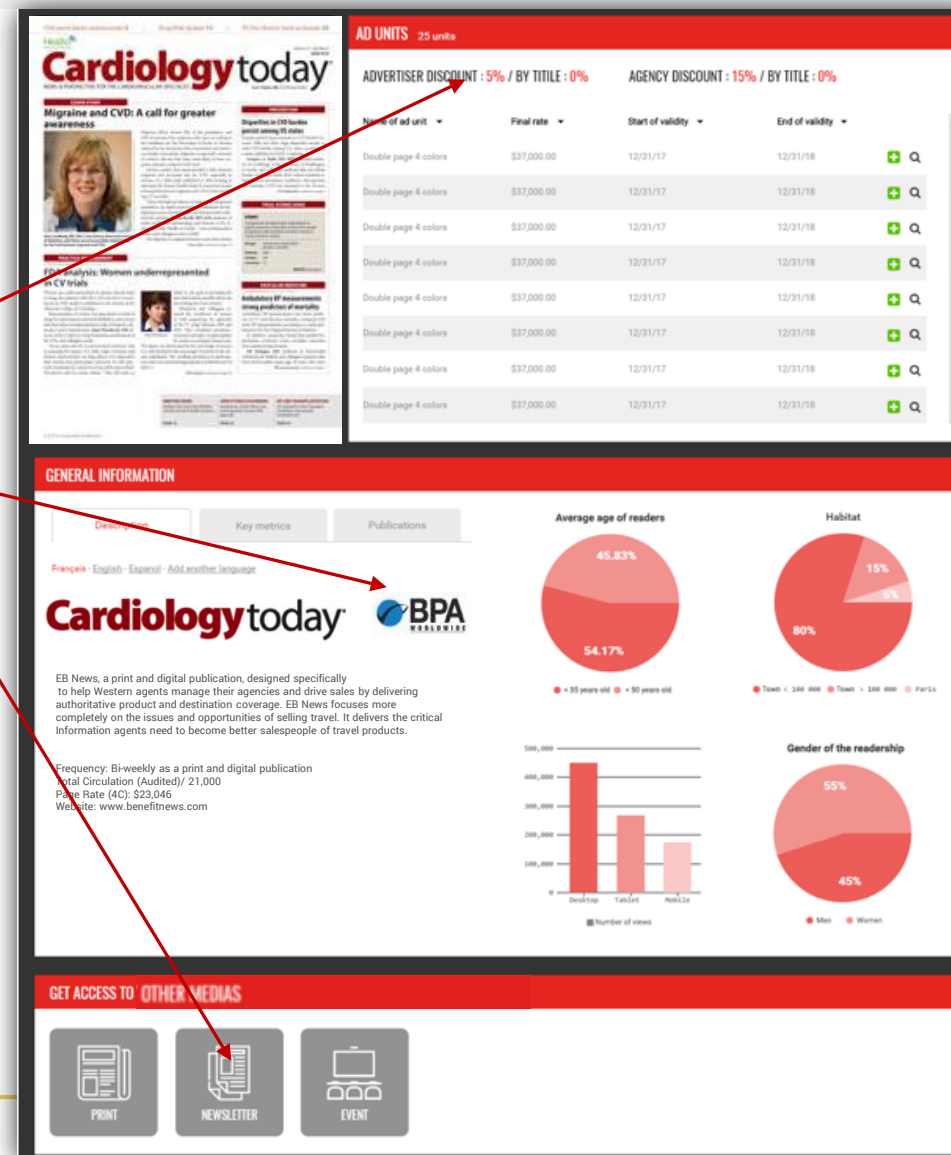
It is already happening in Europe. Adwanted represents 65% of the advertising marketplace in France



EVERY BRAND GETS A PRIVATE MARKETPLACE (PMP)

ADWANTED

- Private access granted (Client Specific)
- Rates can be specific to the agency/client
- Stats, Audited Metrics and Marketing info
- Multi-platform offerings for each brand



BUYERS CAN PICK DATES

ADWANTED

CARDIOLOGY TODAY - MONTHLY

ADD YOUR PUBLICATION DATES

Unit: 1/2 page - 4 colors

Tuesday 27 November 2018

Commercial closing: 9/28/18 Technical closing: 10/5/18

Tuesday 25 December 2018

Commercial closing: 10/26/18 Technical closing: 11/2/18

YOUR SELECTION

Tuesday 30 October 2018

Commercial closing: 8/31/18 Technical closing: 9/7/18

ESTIMATED COSTS*

Publication (s) of this unit : 1

Gross unit price : \$26,400.00

Level reached: No

Next discount: No discount available.(x)

OPEN RATE : \$26,400.00

Add these units to my campaign

The above estimated costs are generated according to your selection. The rates and discounts generated can be adjusted in your campaign page.

Name of ad unit	Open rate	Net price	Start Date	End Date		
1/2 PAGE B/W	\$4,870.00	\$4,870.00	1/1/18	12/31/19	Q	+
1/2 PAGE B/W	\$4,870.00	\$4,870.00	1/1/18	12/31/19	Q	+
1/2 PAGE B/W	\$4,870.00	\$4,870.00	1/1/18	12/31/19	Q	+
1/2 PAGE B/W	\$4,870.00	\$4,870.00	1/1/18	12/31/19	Q	+
1/2 PAGE B/W	\$4,870.00	\$4,870.00	1/1/18	12/31/19	Q	+
1/2 PAGE B/W	\$4,870.00	\$4,870.00	1/1/18	12/31/19	Q	+
1/2 PAGE B/W	\$4,870.00	\$4,870.00	1/1/18	12/31/19	Q	+
1/2 PAGE B/W	\$4,870.00	\$4,870.00	1/1/18	12/31/19	Q	+
1/2 PAGE B/W	\$4,870.00	\$4,870.00	1/1/18	12/31/19	Q	+
1/2 PG ISL B/W	\$4,870.00	\$4,870.00	1/1/18	12/31/19	Q	+

Previous page

1

2

3

4

5

...

9

Next page


Buyers see rates, KEY info

ADWANTED

Home > Cardiology Today

CARDIOLOGY TODAY - UNITS

[Back to Search Results](#) [Back to my campaign](#)



UNITS 12 units found

Search


Name of ad unit	Open rate	Net price	Start Date	End Date	
King Page - B&W	\$5,060	\$5,060	1/1/18	12/31/18	Q +
3/4 Page - B&W	\$4,665	\$4,665	1/1/18	12/31/18	Q +
Island/Half Page - B&W	\$3,885	\$3,885	1/1/18	12/31/18	Q +
1/3 Page - B&W	\$2,920	\$2,920	1/1/18	12/31/18	Q +
1/4 Page - B&W	\$2,725	\$2,725	1/1/18		
1/8 Page - B&W	\$2,500	\$2,500	1/1/18		
King Page - 4C	\$6,470	\$6,470	1/1/18		
3/4 Page - 4C	\$5,970	\$5,970	1/1/18		
Island/Half Page - 4C	\$4,965	\$4,965	1/1/18		
1/3 Page - 4C	\$3,735	\$3,735	1/1/18		

GENERAL INFORMATION

Description

Key metrics

CARDIOLOGY TODAY SLACK INC



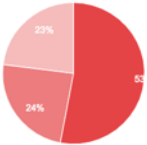
Audited by :

Description :
CARDIOLOGY TODAY is a medical newspaper for the practicing cardiologist. Each issue provide coverage of major cardiology meetings, nationally and internationally, as well as news stories about current topics of interest related to cardiology. Cardiology Today contains sections on coronary heart disease, congenital heart disease, myocardial heart disease, hypertension and vascular disease, molecular cardiology, electrophysiology and arrhythmias, interventional cardiology, non-invasive imaging, exercise, rehabilitation and prevention, pharmaceuticals, and practice management. In addition, Cardiology Today covers the latest political and socioeconomic developments that are continuing to reshape cardiology practice.

Perimeter :
NA

Web site
NA

Age of readership

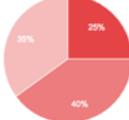


<35

35-50

+50

Type of housing




Cities < 100 000

Cities between 500 000 and 1 million

Paris Region

Monthly Unique Visitors




Web Unique

Mobile Unique


Unique visits

Gender



Male

Female

 SRDS

BUYERS CONTACT PUBLISHER THROUGH ADWANTED

ADWANTED

CRITERIA

Why I'm out for justice after a year of silence
REVEALED: WHAT
THEIR FATE!
BODY-CONFIDENT
STARS SPEAK OUT

Gross total: \$289,595.00
Gross \$289,595,000.00


NEGOTIATION REQUEST - US WEEKLY

NUMBER OF INSERTIONS

1 INSERTION(S)

NET PRICE

\$3,500



NET REQUESTED

23,107,000 \$3,500

PERCENTAGE REQUESTED

20

COMMENTS TO SELLER



Can we get this done today?

Cancel Send your proposal to the seller

TOTAL OF THE MEDIA CO OR REP FIRM AMERICAN MEDIA INC

BUYER CAN SEND I/O OR INTEGRATE WITH
BILLING UNIT

ADWANTED

ADWANTED

Order Summary

YOUR PURCHASE HAS BEEN CONFIRMED

You will find below your order summary :

Details of campaign

Name of the campaign	L'OREAL FALL 2019 CAMPAIGN
Advertiser	L'OREAL
Reference	FALL19

Cardiology Today

TAB PAGE / 4 COLORS	1 insertion
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Issue date	Ad close date
11/11/2019	10/24/2019

Total Gross Price	\$3,500
Total Net Price	\$3,100
Negotiation percentage	10%
CPM	\$132.94

Back to website

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- Adwanted does not charge newspapers any set-up charges or monthly fees
- Newspapers would pay only when an ad is sold through platform
- Small percentage of each transaction
- First 15 transactions are free of transaction fees

Thank you!

For questions and inquiries, please contact:

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SRDS
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Listing Updates: Email: NASUPDATE@SRDS.COM