



CLASSIFIED INTELLIGENCE

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Transactions can be completed online, freeing up the newspapers' advertising staff to take care of other tasks. "We have 50 salespeople with lots of deadlines and multiple duties," Lawson said. The site also keeps track of when orders are placed. "It is hooked to our time schedule," he said, adding that he can check the Web site every day and pull and review orders as needed. Advertisers can go to the site and find the publications in which they want to advertise, or they can let the site match publications to a desired Zip code or radius. One restaurant was so impressed with the print-and-deliver program that the newspaper group now prints its menus, too, Lawson said.

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NJ NEWSPAPER GROUP'S FLYERS SEND PRINT-AND-DELIVER REVENUE SOARING

By DEBRA BEACHY

The phone call from "out of the blue" from Taradel.com couldn't have occurred at a better time for Mike Lawson.

Lawson, VP and publisher of Community Newspapers of North Jersey Media Group, said his company had hired a firm to measure what it perceived as an increase in direct mailings. The research concluded "there was a 15 percent increase in direct mailings in our market for 2006," Lawson said.

Advertisers in the market, which includes five counties in northern New Jersey, were sending out their own direct-mail pieces, hiring a marketing firm to produce them, or joining other advertisers to send out so-called "marriage mail flyers."

The shift to direct mail was seen in the area of mom-and-pop businesses, medium-sized restaurants, real estate agents, landscapers and retailers.

Lawson attributed the growth of direct-mail advertising to a number of factors: the impact of the do-not-call registry, outreach efforts by the U.S. Post Office, and increasingly sophisticated marketing efforts by smaller companies.

"Out of the blue, we had a call from (Taradel founder) Jim Fitzgerald asking if we were interested in a Web site where customers can order their own flyers," Lawson said. The Taradel revenue share model also made the partnership enticing. Taradel does not charge any upfront fees and once the product is deployed, they receive only a small percentage of the sale.

Fitzgerald had managed other print-and-deliver jobs for the newspaper group, and he had done four-color printing for advertisers who wanted to design flyers to run in the newspapers, Lawson said.

Fitzgerald custom-designed a Web site for the newspaper group, which already had an internal program, Flex Fliers, for producing flyers. "Jim offered to move our program online," Lawson said.

He said the move has proven an effective way to lure customers back to the newspaper group for their advertising needs. The Web site, FlexFliers.com, went live after Labor Day, and the first orders were placed in mid-October.

The site has evolved as features have been tailored for newspaper customers. For example, a customer may want 500 inserts delivered to his business, with another 10,000 to run in newspapers, Lawson said.

A big draw for the newspapers' clients is the savings: It costs less to have flyers inserted in newspapers and targeted to areas than to send postcards to potential customers. Mailing a postcard costs 23 cents, but an insert that is designed, printed and delivered as a newspaper insert costs cuts the cost by more than 50%. Prices start at \$900 - the price of a 10,000-piece minimum printing run, he said. Customers who order more, save more, Lawson added.

"It has been a big draw," he said. "We did a restaurant mailing, and they were

incredulous. They wanted to know: 'OK, so where's the catch?'"

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are placed. "It is hooked to our time schedule," he said, adding that he can check the Web site every day and pull and review orders as needed.

The site offers users an 8-by11-inch, two-sided printed product using 60-pound glossy stock. The insert's design is included at no extra charge, Lawson said.

"We're designing ads anyway," he said, adding that "the post office doesn't design your flyers."

Advertisers can go to the site and find the publications in which they want to advertise, or they can let the site match publications to a desired Zip code or radius.

Lawson said the group's customers include a gym, a local Mexican restaurant chain and jewelry stores. The restaurant chain asked for other services, such as a tri-fold bag insert for its take-out menu, he added.

One restaurant was so impressed with the print-and-deliver program that the newspaper group now prints its menus, too, Lawson said.

The Web site's popularity has translated into a print-and-deliver revenue boom for the newspaper group, Lawson said. In just three months, October through December, revenues surpassed those reported by the company for all of 2006. "The newspaper group's print-and-deliver program department surpassed annual billing by 150 percent," Lawson said. "We expect a fivefold increase in revenues for 2008."

Steps to Success:

For publishers who want to connect with Taradel and explore ways its no risk Print&Deliver program can help:

1. Taradel will meet to discuss their product suite, face to face or via conference call.
2. You can choose from multiple flex packages to best suit the needs of your advertisers.
3. Once contracted, Taradel works with your team to start customization on all customer-facing tools and Web properties.
4. A customized administrative interface is created for your internals.
5. A Taradel-led training session is held for your key employees.
6. Launch the product with Taradel support and presence during the nesting period.