



NEWSPAPERS CANADA

Suite 200 | 890 Yonge Street | Toronto | Ontario | M4W 3P4
www.newspaperscanada.ca | 416-923-3567

Objective: To help advertisers promote their goods and services

Experience: 1752 - To present **The Newspaper** Canada
King of Important Business Dealings

- Write compelling articles and change history
- Take stirring photos
- Provide powerful ad opportunities
- Engage communities
- Connect using print & digital devices
- Work 24/7

Education: A+: Each edition filled with fascinating ads & articles

Interests: News, sports, entertainment, sales & deals, travel, cars, technology , gossip, puzzles and crosswords...

What differentiates
you from the other
1,892,794 applicants?



Tell me,
what
differentiates
you?

Trust



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Global Survey of **Trust in Advertising** 29,000 consumers in 58 countries

“Ads in newspapers, on television and in magazines continue to be among the most trusted forms of advertising.”



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***“Media partners give us credibility
we can’t get on our own.”***

- Kyle Monson, Chief Creative



“Corporations spent lots of money to attract readers to their own websites before realizing it was more effective to integrate with famous media brands.”

- Lewis D’Vorkin, COO **Forbes**[®]

BlackBerry

TO OUR VALUED CUSTOMERS, PARTNERS AND FANS,
 You've no doubt seen the headlines about BlackBerry®. You're
 millions of users who count on BlackBerry every single day.
 We have one important message...

HELL
LEGAL DEPARTMENT

3 BRIMSTONE TERRACE
THE EIGHTH CIRCLE, HELL
0800 666 111

SATAN & SATAN
ASSOCIATES
"THE DEVIL'S ADVOCATES"

20th June 2013

ATTN: Pizza Hut
Auckland, New Zealand

NOTICE TO CEASE, DESIST AND GO SIT IN THE CORNER.

Dear Mr. Hut,

I represent Hell Pizza, New Zealand's foremost purveyors of quality pizzas. I wish to draw your attention to, and demand the removal of, your Google ad that orders people to "Don't Go Hell Pizza" (see fig. 1).

Crimes against grammar aside, this contravenes the Slagging Off Your Opponents In A Desperate Attempt To Gain Customers Act of 1993.

Having once tried your product, I am not surprised to see such tasteless advertising tactics, but perhaps you should leave that to the professionals.

If you're losing customers, I recommend you discover why by going to Hell and sampling their appropriately named pizza, "Envy".

If not, I suggest you go to Hell anyway.

Yours faithfully,

 Mr. D. E. Ville
 Solicitor - Satan & Satan Associates



fig. 1 - Screenshot - 19.06.13.png

porter
flying refined



No noise is good noise.

For over six years, Porter has been proud to call the Toronto waterfront home. But we're not the only ones - alongside us are local residents, businesses, families and communities.

We're thrilled to share our plans for adding new routes across North America, providing more jobs and boosting the local economy. And because we know no one likes a noisy neighbour, we're doing everything we can to make sure we don't disturb your peace.

We're planning to add the quietest commercial jet in production - the Canadian-built Bombardier CS100 - to our fleet on new routes. This whisper jet is, in fact, comparably quiet to the Q400 that we already fly. So the only extra noise we plan on making is singing Toronto's praises even further afield.

Find out more about Porter's plans for change at porterplans.com

porterplans.com

To all those who use
our competitors' products:

Happy Father's Day.



Shhh...
 Introducing the quiet whisper jet.
 Click for details



porter



"I wanted my resume to surprise you and be memorable. It's also available in interpretative dance."

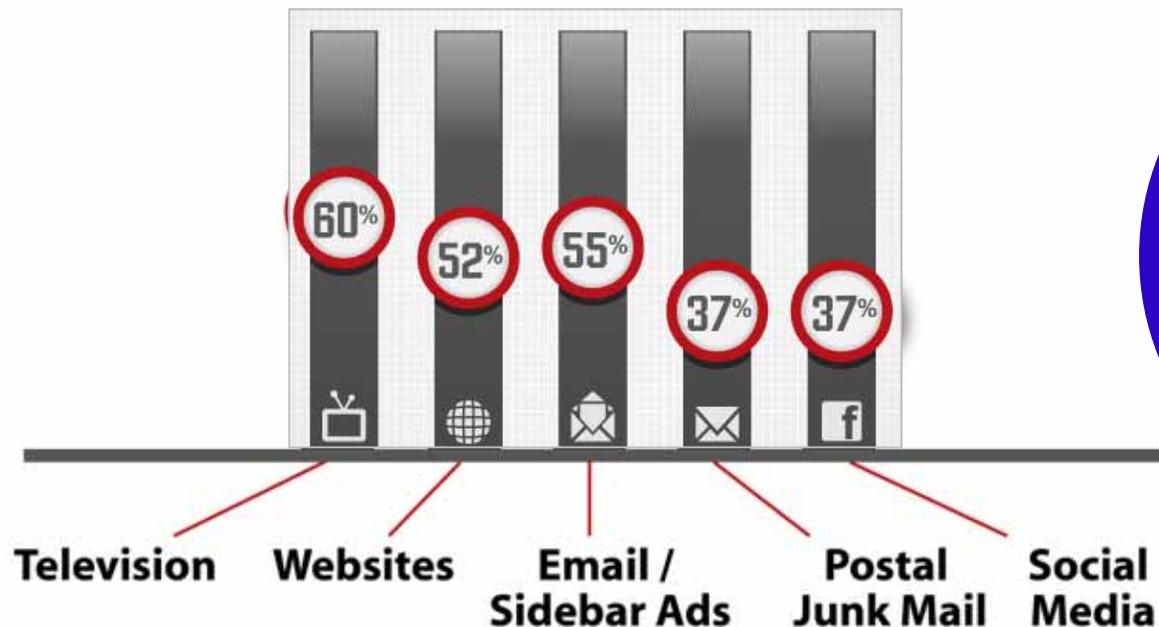
What
would
surprise
me about
you?



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87% are “fed up with bad ads”.
So much so that **19% say bad ads are even getting in the way of them having sex.**

Top Places to see Annoying Ads



Newspaper
ads
not
annoying !

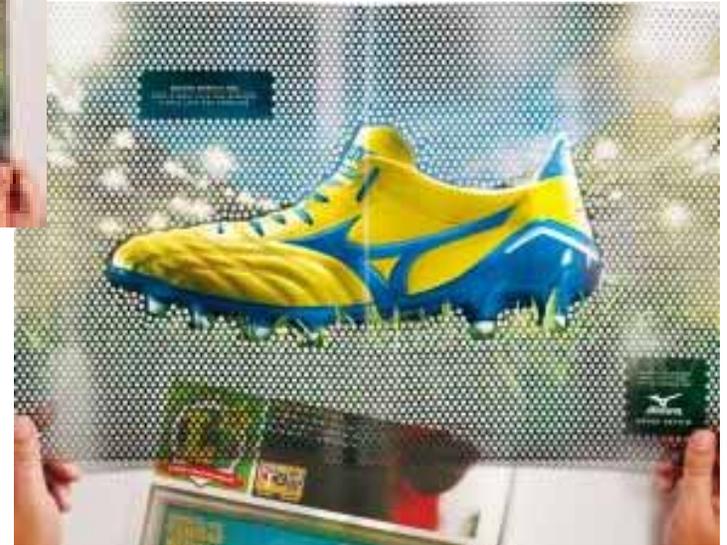
Cleareail
LASER CENTRES
Be clear about your nails

say goodbye to toenail fungus



quick, safe, painless and highly effective - that's the beauty of laser.

1-855-663-8847 for the centre nearest you.
cleareail.ca



Topless.



The Beetle Cabriolet  The Auto.





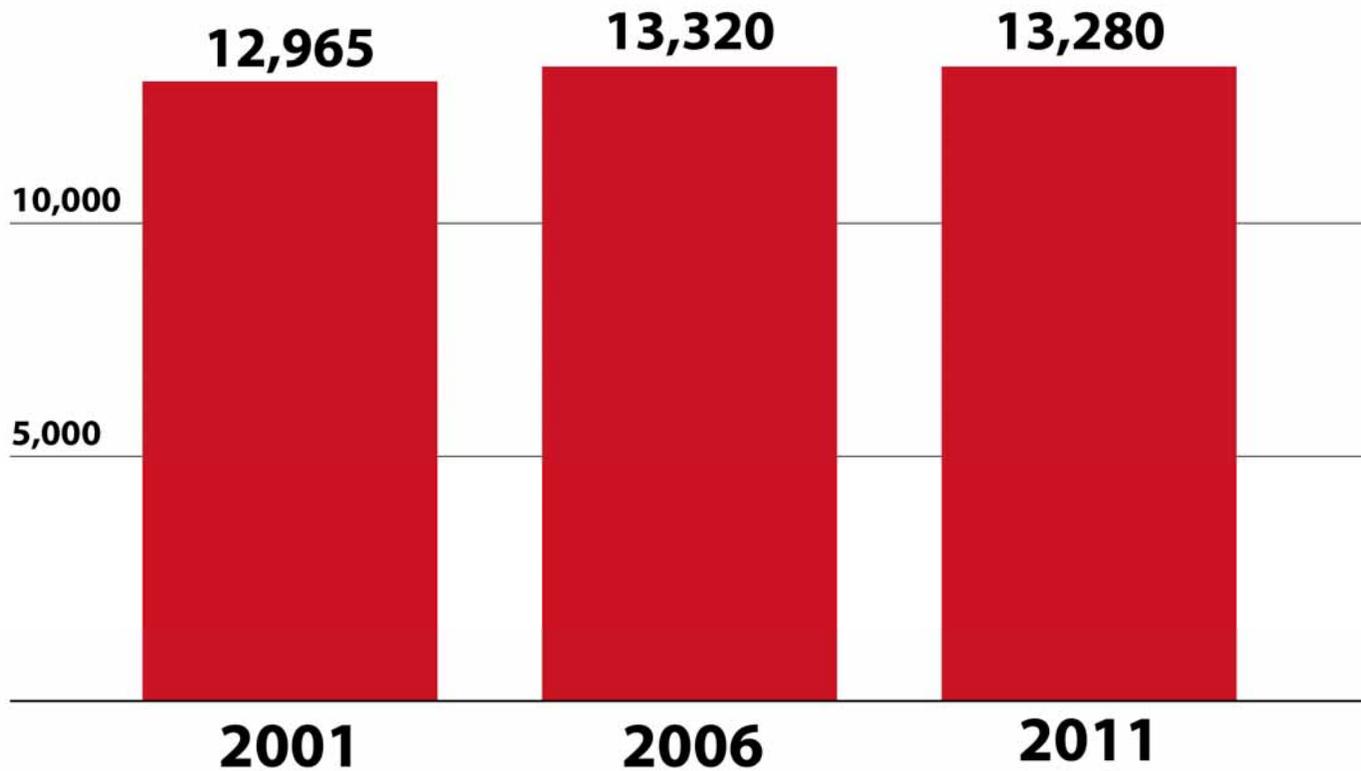

SOMETIMES IT'S NOT EASY TO STOP

GOOD YEAR



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Number of Journalists in Canada Stable

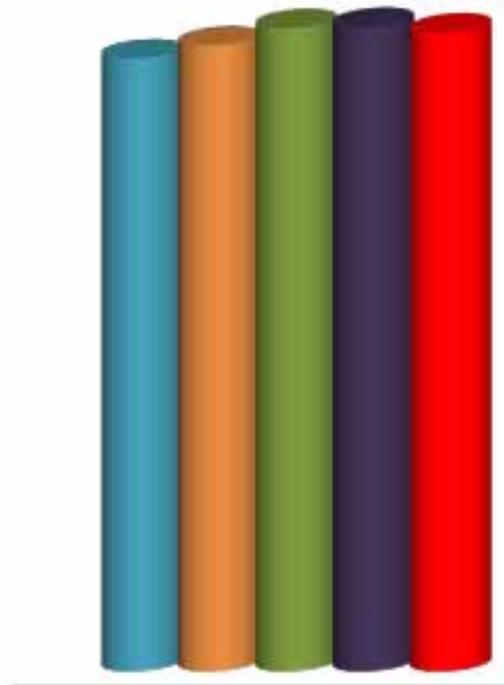


Vancouver Sun, "No fewer journalists today than 10 years ago: statistics Canada", August 19, 2013



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Newspaper Readership Solid & Time Growwwwws



TOP 19 MARKETS

2009	12,765,900
2010	13,036,900
2011	13,398,700
2012	13,425,000
2013	13,308,000

Time Spent reading a newspaper each day

In 2008:

Print: 47 minutes

In 2013:

Print: 53 minutes

Website: 33 minutes

App: 33 minutes

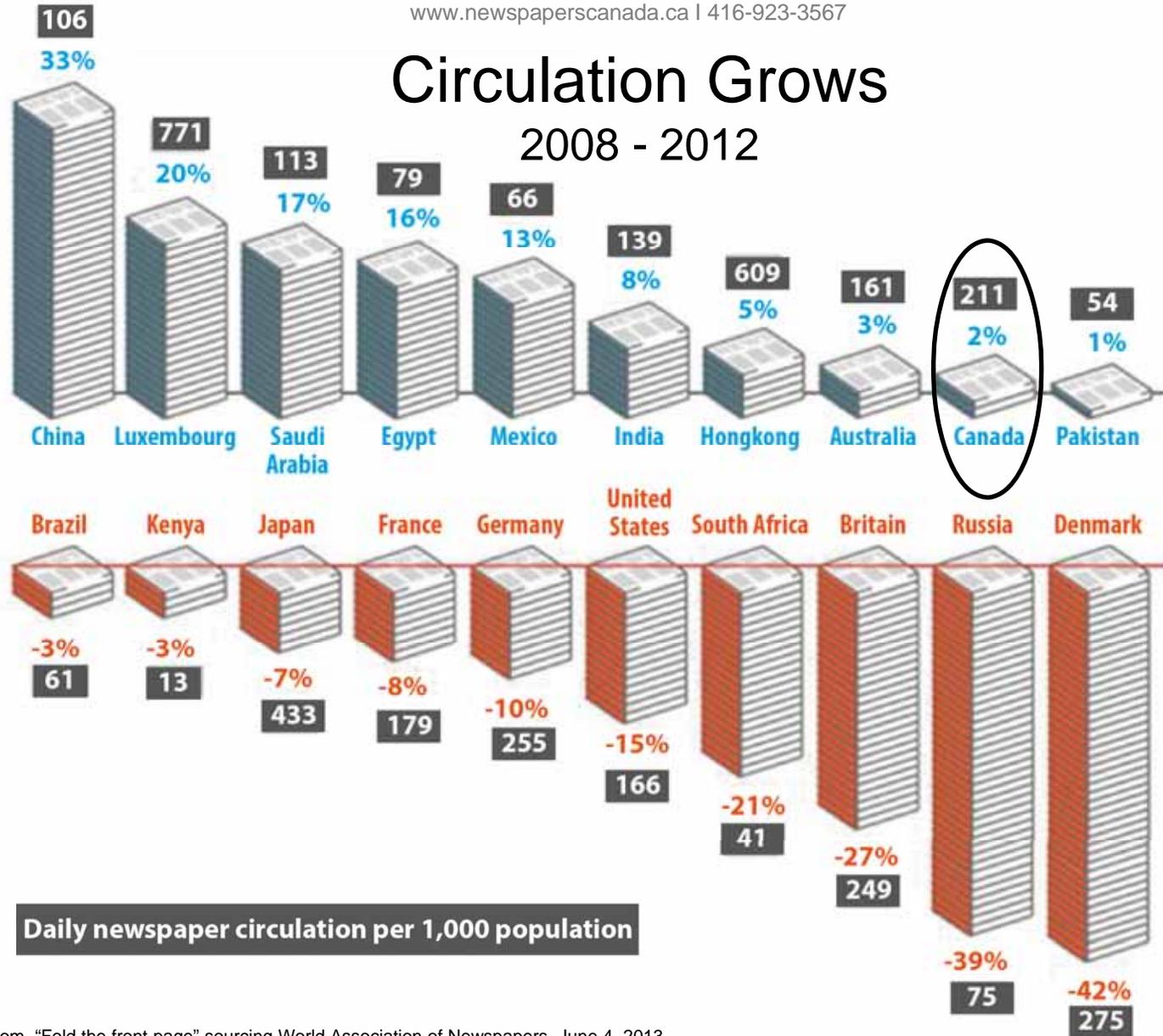
NADbank weekly print + digital readership 2013; Time spent: NADbank CMAs including Toronto, Montreal, Vancouver, Calgary, Ottawa, Quebec City



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Circulation Grows

2008 - 2012

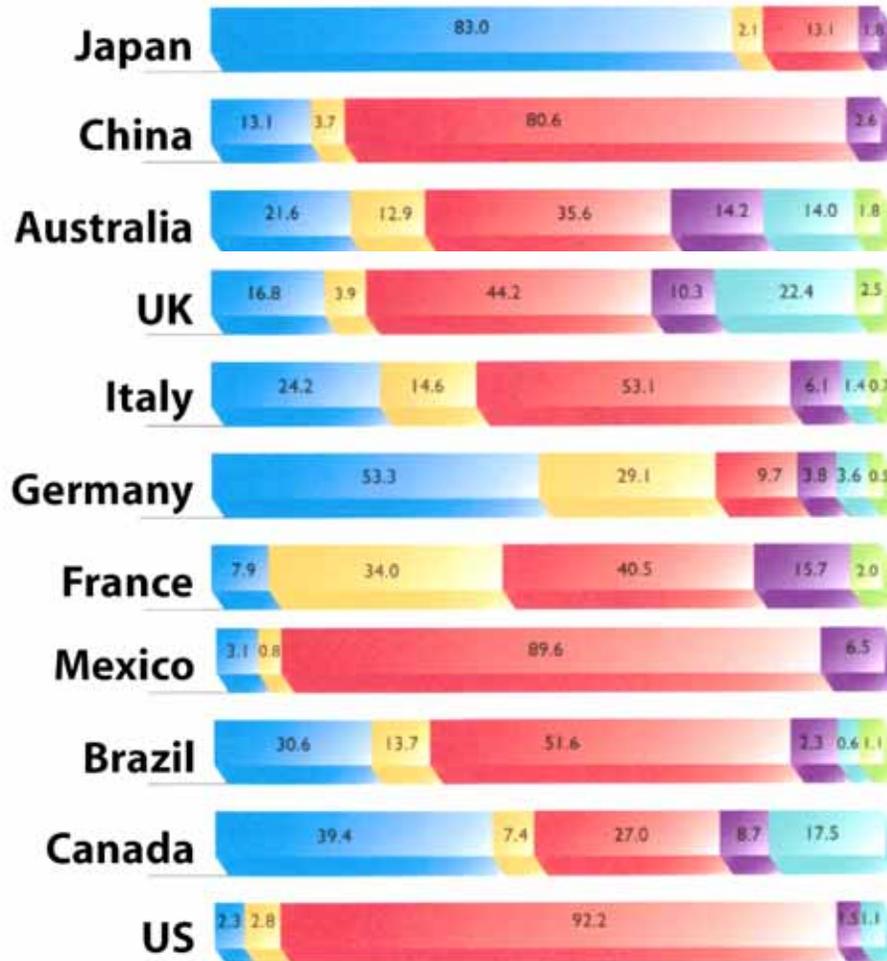


Daily newspaper circulation per 1,000 population



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Newspaper Ad Revenues Strong in Canada



Nielsen Share of Ad Spend - Traditional Media

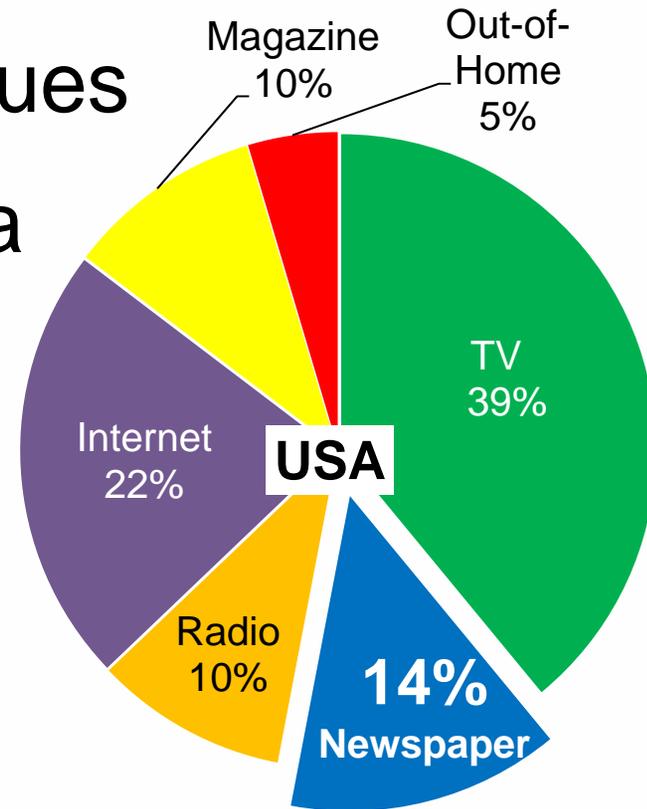
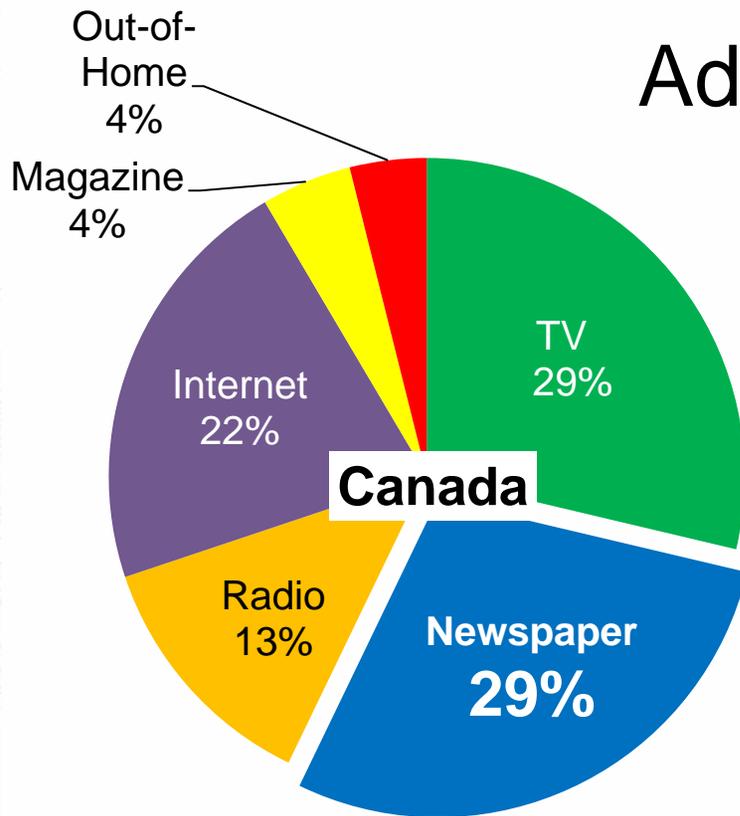
- Newspapers
- Magazines
- TV
- Radio
- Outdoor
- Other



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Ad Revenues

Canada vs. USA



Growth

vs. year ago +4%

vs. 2005 -3%

-7%

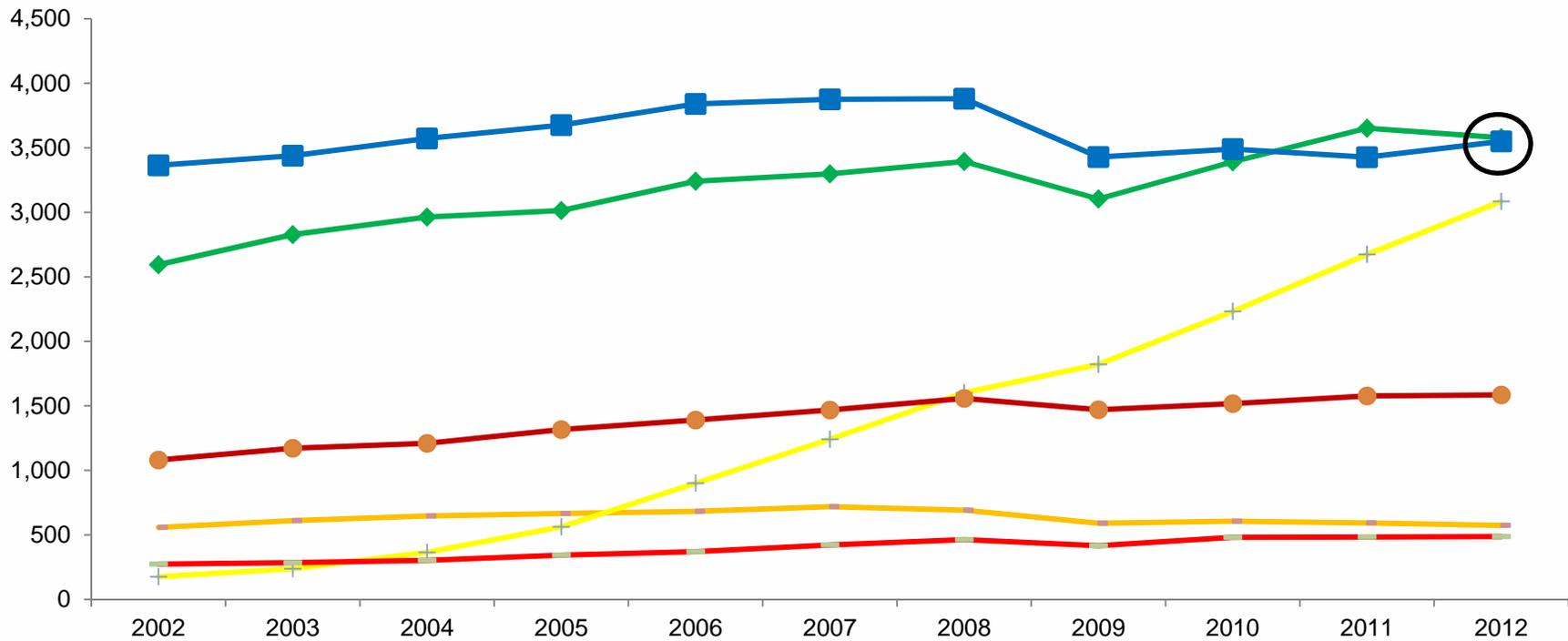
-55%

TVB Canada 2013 (Internet included in TV and newspaper and removed from Internet);
 PricewaterhouseCoopers 2013; MediaDaily News, "Newspapers Ad Revs Drop Again", April 8, 2013

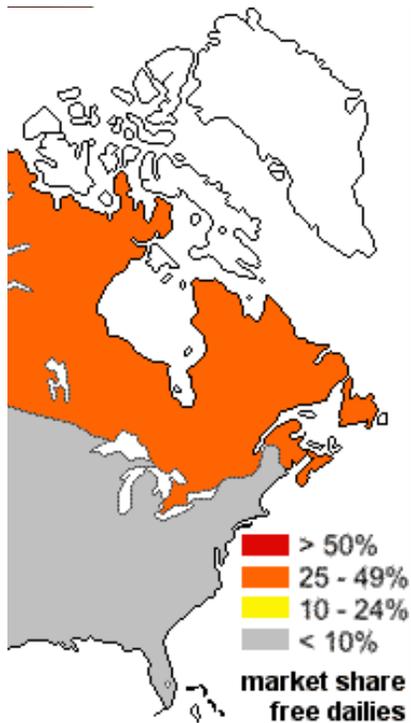


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Ad Revenues in Canada



- Newspapers
- Television
- Internet
- Radio
- Magazines
- Out-of-Home



	<u>Canada</u>	<u>USA</u>
Education/Literacy/Skills	#2 /16	#11 /16
Voter turnout	61%	53.6%
Newspaper market	7.5=6+1or2	1.5=1+1?
Free Dailies	16	26
Readership - week	77%	67%
- day	50%	42%
18-34s readership - week	75%	57%
- day	40%	28%
Do Not Call List	Calls	No calls
Flyers (look)	75%	60%



Do you
have an
asset – a
special
skill?

Flyers



“Vicious, intelligent and ruthless?
Certainly. But I think my biggest
asset is that I’m a survivor!”



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BrandSpark: 102,980 Canadians surveyed



- **90%** read **printed** flyers regularly
- **26%** regularly read **digital** flyers
- Among those who read **both** formats, **7 in 10** preferred **printed flyers**



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“Flyers still work and they still really impact retail, and it’s a bit counterintuitive given the growth of digital media...flyers are an absolute driver of people shopping.”

- Robert Levy, President 
(Canadian Shopper Study)

ADVERTISEMENT FEATURE

SPREAD THE WARMTH
Lynda Bellingham and Age UK are helping older people this winter

Touch the orange marked-out areas to raise the temperature of our cover

ageuk
Empowering older life

SPREAD THE WARMTH
Lynda Bellingham and Age UK are helping older people this winter

Touch the orange marked-out areas to raise the temperature of our cover

ageuk
Empowering older life

Fanta LIKE A BURST OF SUNSHINE
through a cool wisp of wind,
IT'S SWEET AND TANGY, SURPRISING AND JUICY.
IT LOOKS LIKE A SPARKLING JACKET THAT YOU CAN'T WAIT TO USE.
AND HOW DOES IT FEEL AT EVERY TURN? Like an instant whiff of a fresh bouquet of flowers in spring!
With a quick, sharp jolt of tart and a sudden burst of sugary-citrusy-sweetness,
IT LEAVES YOUR TASTE BUDS FEELING SO PLEASANTLY.
THEN, IT CURLS DECIDUOUSLY AROUND YOUR TASTE BUDS,
TANTALIZING YOUR IMAGINATION & TIPPED HAPPY DOWN YOUR TONGUE.
ARE YOU STILL WITH US? GREAT! CAUSE WE WOULD LIKE YOU TO TRY FANTA'S NEW TASTE, DELICIOUSLY ORANGE. YES, RIGHT NOW!

JUST TEAR OFF A PIECE OF THIS PAGE
POP IN YOUR MOUTH
& ENJOY A FANTA BY TASTING THIS AD!

Always a delicious presence at the top of the class. The only other mobile phone cover, apart from your own, that's making you smile.

NIVEA 30
EXTREME
SUN PROTECTION

LOLLAPALOOZA
O MELHOR DO FESTIVAL

Coloque seu
CELULAR
AQUI
E ESCUTE
o que estamos
falando

PUT YOUR MOBILE HERE

BRIAN
SHOW
UNUSUAL



"Instead of my resume, I've printed out my daily horoscope for the past year. You'll see that I'm an ideas person who's destined for great things."

Where
do you
get new
ideas?
Provide
examples



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Top two idea sources for household shopping trips are newspapers and flyers.



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Almost Half of “Non-Readers” are Newspaper Users Third of “Non-Readers” looking for Ad Info

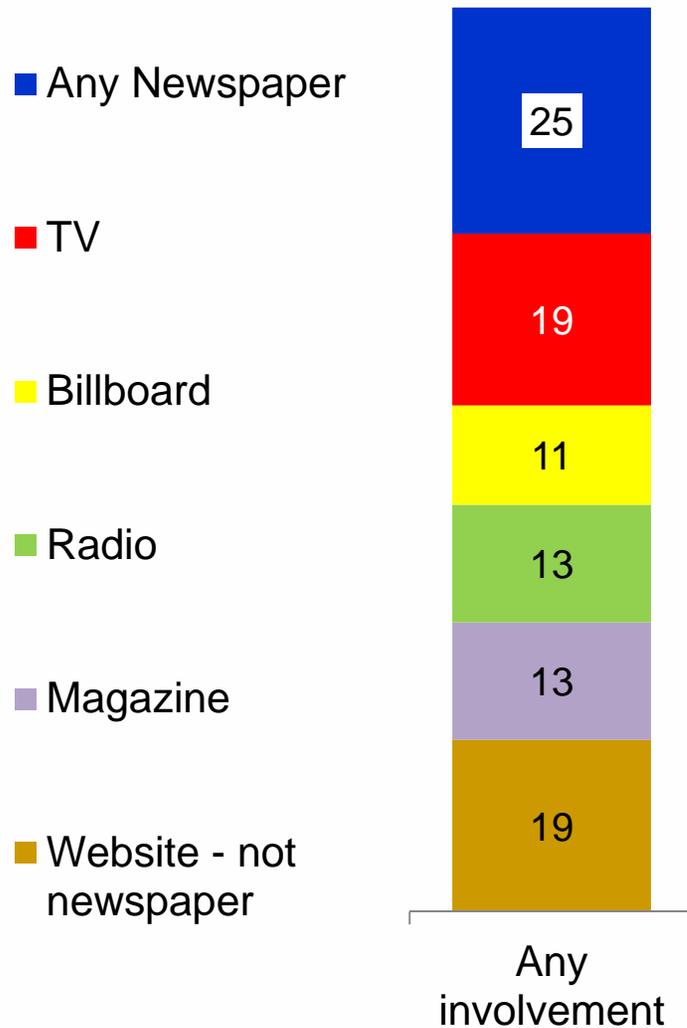
Non-Reader Use of Print in Past Week	
Net Any Listed	42%
Net Advertising Related	33%
Looked at a flyer	24%
Check for sales	21%
Clip coupons	8%
Check your horoscope	7%
Check weather reports	7%
Compare prices for an item you were looking to buy	7%
Check a classified ad	6%
Check movie listings or entertainment options	4%

Source: Totum Research;
Canadians 18+; Did not read or
look into a newspaper in the
past week; November 2013



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Media used to Make Purchase Decisions



For purchase decisions, newspapers are the #1 source!

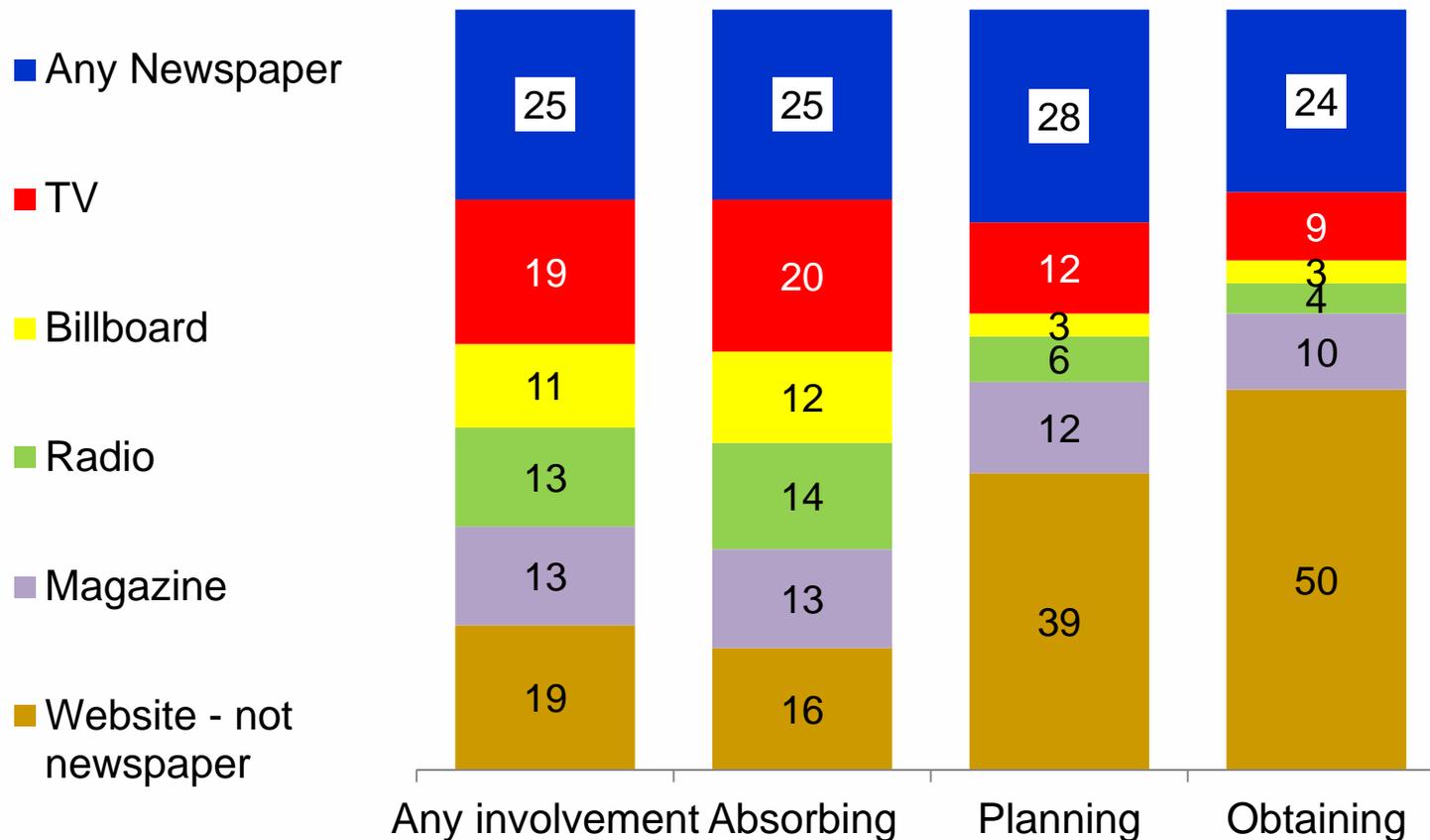
Totum Research; Canadians 18+, August 2013
(Any Involvement: Use media to help make a purchase decision)



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Newspapers Influence is Strong at All Stages

Media used to Make Purchase Decisions: Across Purchase Funnel

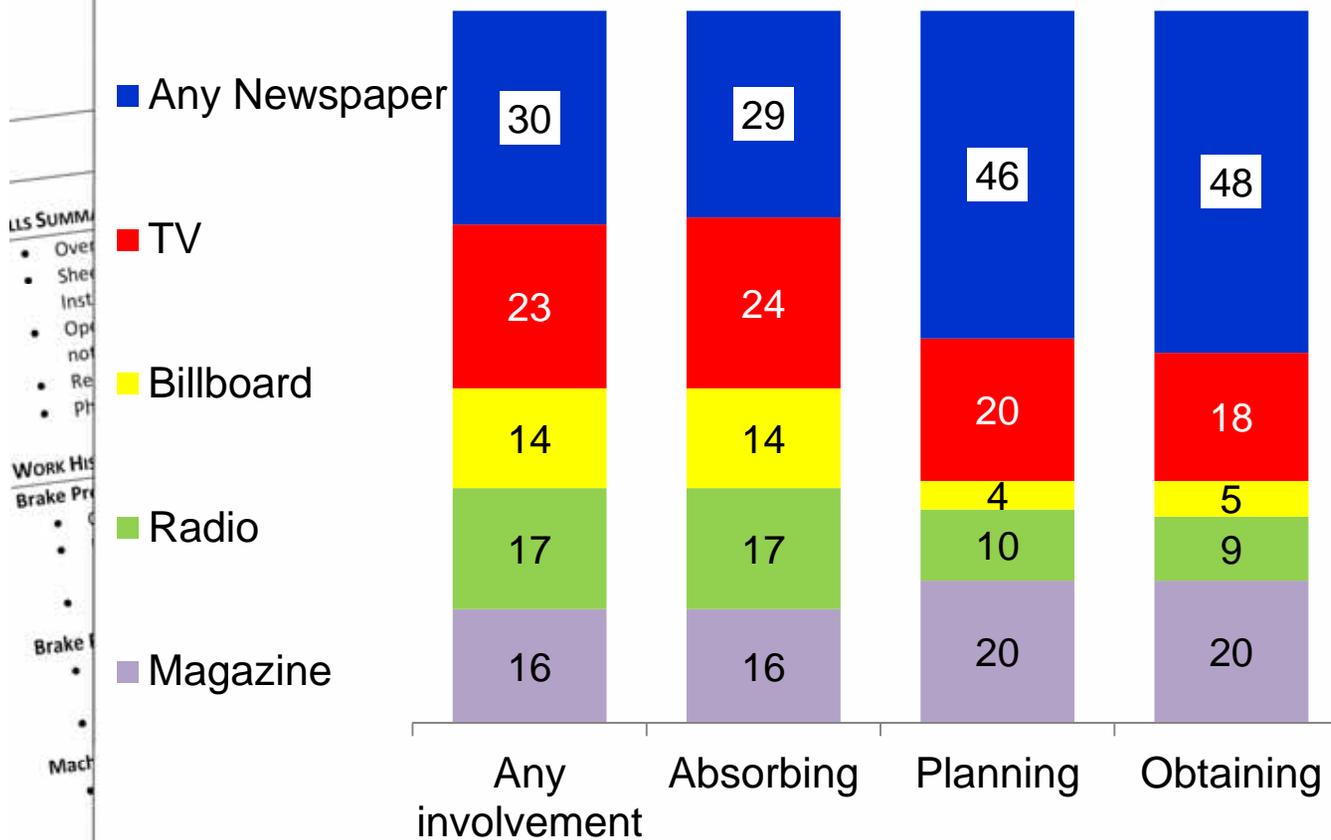


Totum Research; Canadians 18+, August 2013 (*Any involvement* - Use media to help make a purchase decision; *Absorbing* - Occasionally see or hear information about suppliers/brands in media; *Planning* - Use media to research suppliers/brands; *Obtaining* - Ready to purchase and use media to decide where to go & which brand to buy)



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Media used to Make Purchase Decisions Traditional Media



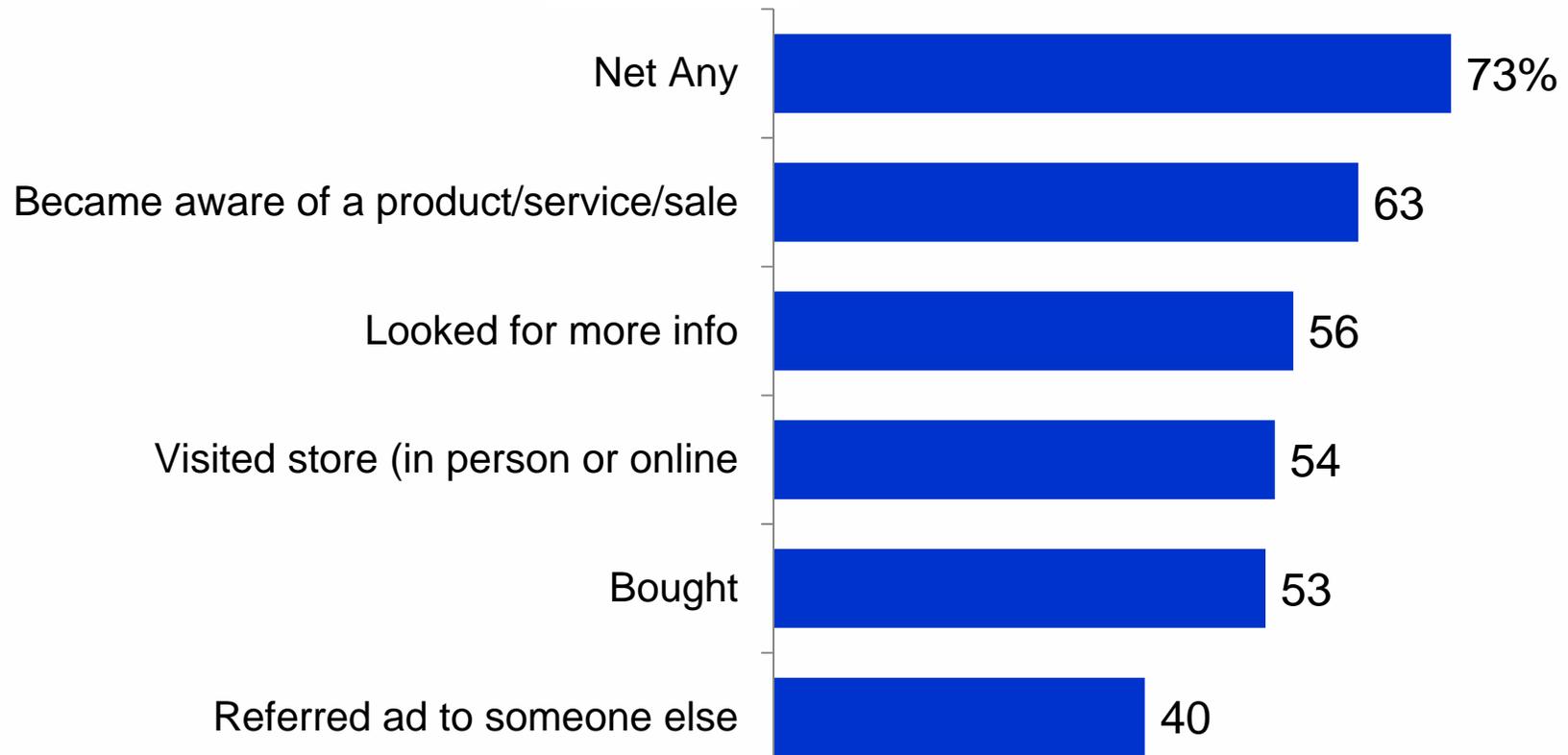
Newspaper
influences
 purchase
 decisions more
 than other
 traditional
 media.
Newspapers
 grow in
importance
 closer to
obtaining

Totum Research; Canadians 18+, August 2013 (*Any involvement* - Use media to help make a purchase decision; *Absorbing* - Occasionally see or hear information about suppliers/brands in media; *Planning* - Use media to research suppliers/brands; *Obtaining* - Ready to purchase and use media to decide where to go & which brand to buy)



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73% of Canadians Take Action after seeing a Newspaper Ad





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Brand: Dienes Lingerie (Empreinte bra)

Situation: Never advertised

Results: Purchasers! Traffic ↑
Asked for bra by name. Ad in hand.



TO SEE WHAT HAPPENS IF YOU
DON'T PROTECT YOUR SKIN EVERY DAY,
HOLD THIS PAGE UP TO THE SUN.



TO SEE WHAT HAPPENS IF YOU
DON'T PROTECT YOUR SKIN EVERY DAY,
HOLD THIS PAGE UP TO THE SUN.

TO SEE WHAT HAPPENS IF YOU
DON'T PROTECT YOUR SKIN EVERY DAY,
HOLD THIS PAGE UP TO THE SUN.

Brand: SunSense (SPF + ingredients to prevent wrinkles)

Plan: Launch in newspapers: 1-3 times/week for 4 weeks

Results: "It was a frenzy!" Sold a year's worth in 3 weeks



What
are
your
strengths?

Engaging

Any other strengths?

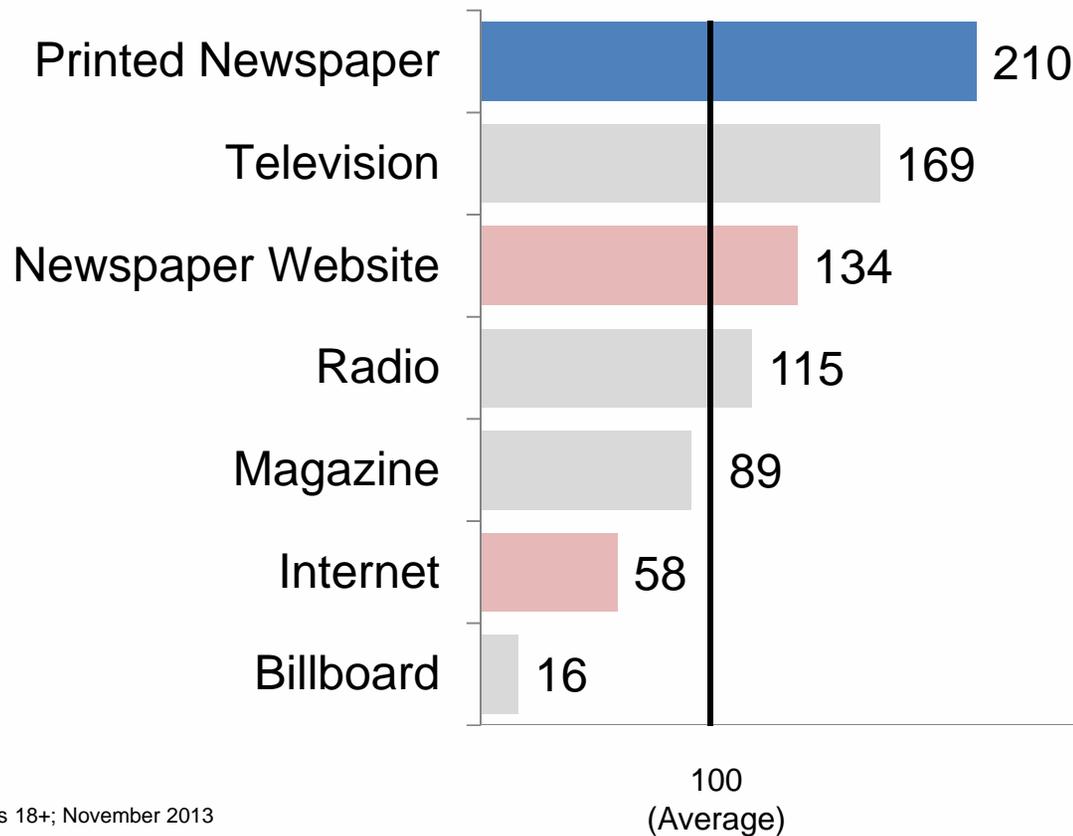


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Canadians surveyed on 11 metrics **for media engagement**, including trust & ethics, how connected media makes people feel, the value or inspiration it adds to life, and the effectiveness of ads

Media Engagement Index



Index based on the percentages rating each characteristic 7-10 on a 10-point scale compared to the average for all media tested.



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Canadians surveyed on 4 metrics **for advertising engagement**, including noticing the ad content, getting useful information from it, and being influenced to purchase by the advertising

Ad Engagement	Index
Printed Newspapers	477
Newspaper Website	139
Magazine	129
Television	119
Billboard	26
Radio	10
Internet	-1

Index based on the percentages agreeing with each metric compared to the average for all media tested.



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Media Rating: Usually Notice Advertising	Index
Printed Newspapers	213
Television	194
Newspaper Website	179
Magazine	129
Radio	88
Billboard	82
Internet	39

Index based on percentage agreeing they usually notice the ads in the medium compared with the average for all media tested.



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Media Rating: Likely to Purchase	Index
Printed Newspapers	246
Television	203
Magazine	137
Newspaper Website	91
Radio	63
Internet	43
Billboard	29

Index based on percentage agreeing “the ads in the medium make me more likely to purchase” compared with the average for all media tested.



Engage the Front Page



Integrate



Supermodel Gazelle took a serious fall last night after overhearing a fashion blogger remark that a 2013 Jetta is now just \$168 a month. "My knees just went weak," she told reporters.

Engage the Senses

Smell



Touch



Sight

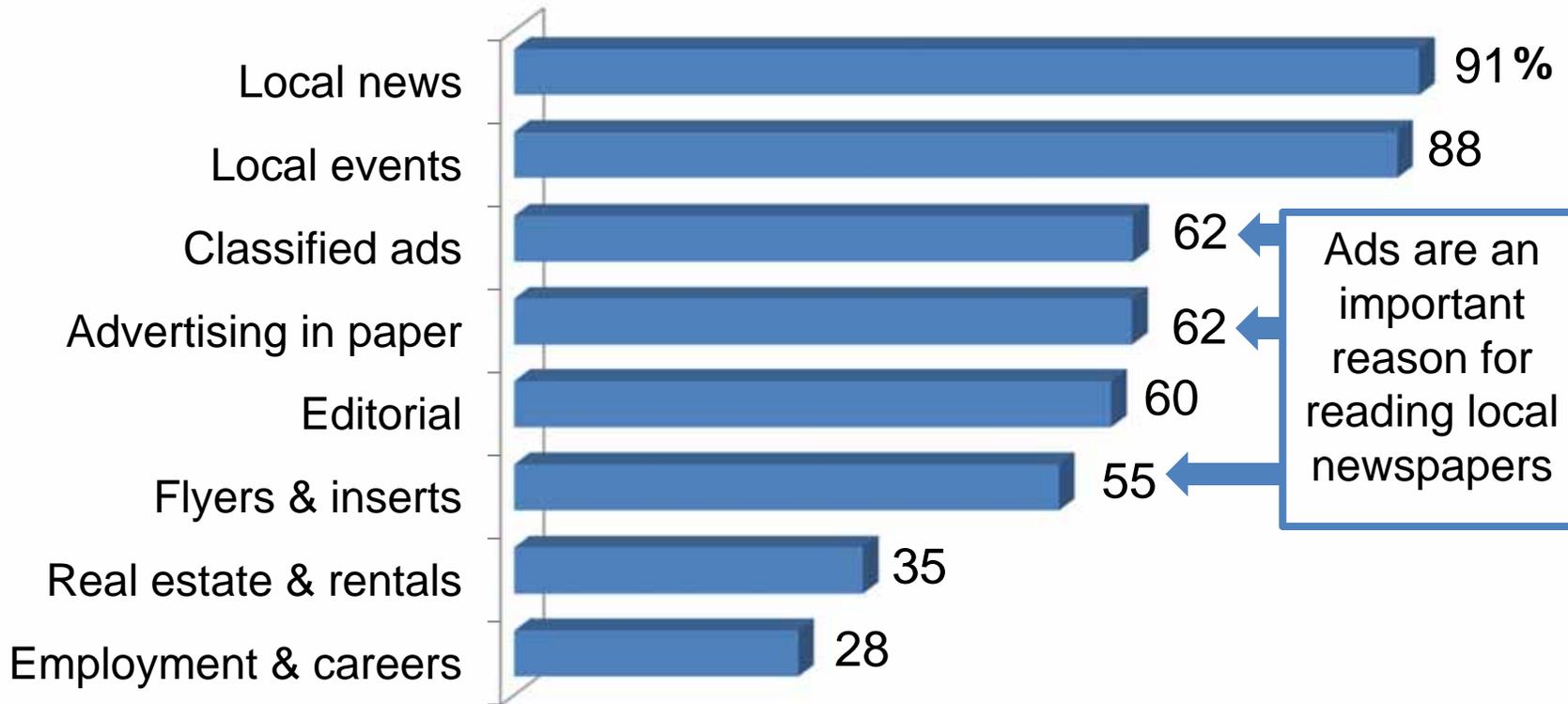




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Engage Locally

Reasons for Reading Local Newspapers



SWAIN & ASSOCIATES
 CHARTERED ACCOUNTANTS INC.

ABERDEEN ROAD
 You are invited to visit us at our new office, 121 Aberdeen Road

WHAT'S HAPPENING
in Westlock
 is sponsored by: **Just add Sobeys**

EVERY MONDAY-FRIDAY in June, July & August there will be samples of medical scrubs on display for sale at the Westlock Health Care Gift Shop from 10:00 am - 4:00 pm.

EVERY MONDAY Elks Bingo every Monday night, doors open 5:30 pm, Bingo 7:00 pm at the Westlock Memorial Hall. Contact Billie 780-307-2388.

Hawaii en temps et lieu

nouveau clump crusher mascara by lashblast!

AUCUN GRUMEAU...
 MEME APRES 30 APPLICATIONS!

CONGRATULATIONS!
 George Brownridge
 for pleasing 15 women
 for an entire day!
 We were all exhausted and
 very satisfied and we
 look forward to next year...
 We all thank you!

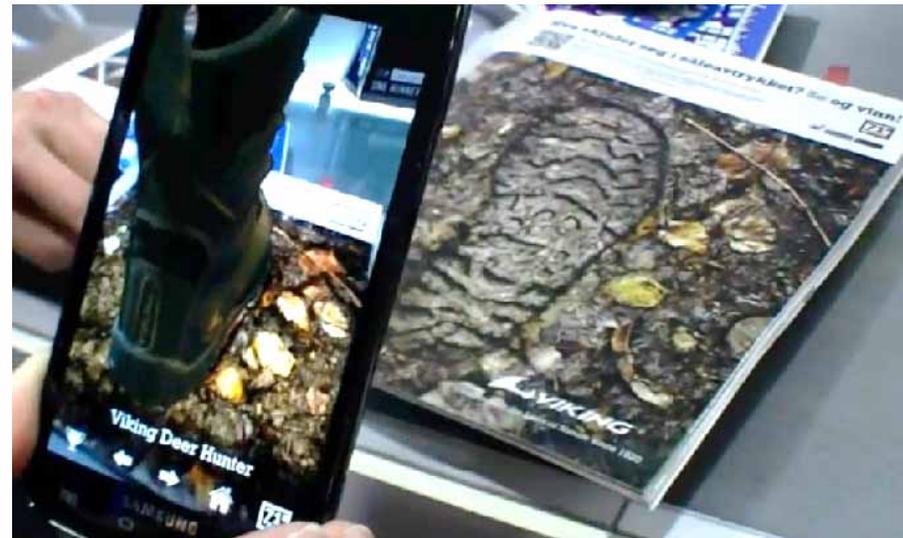
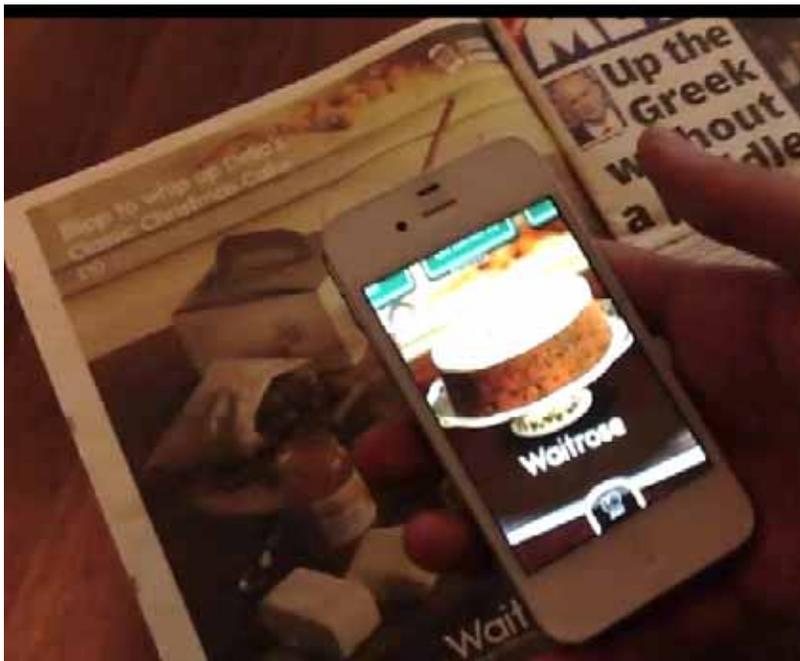




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Augmented Reality



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997 - 19t
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94 - 199
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Carl Jung listed 12 archetypes,
which one are you?





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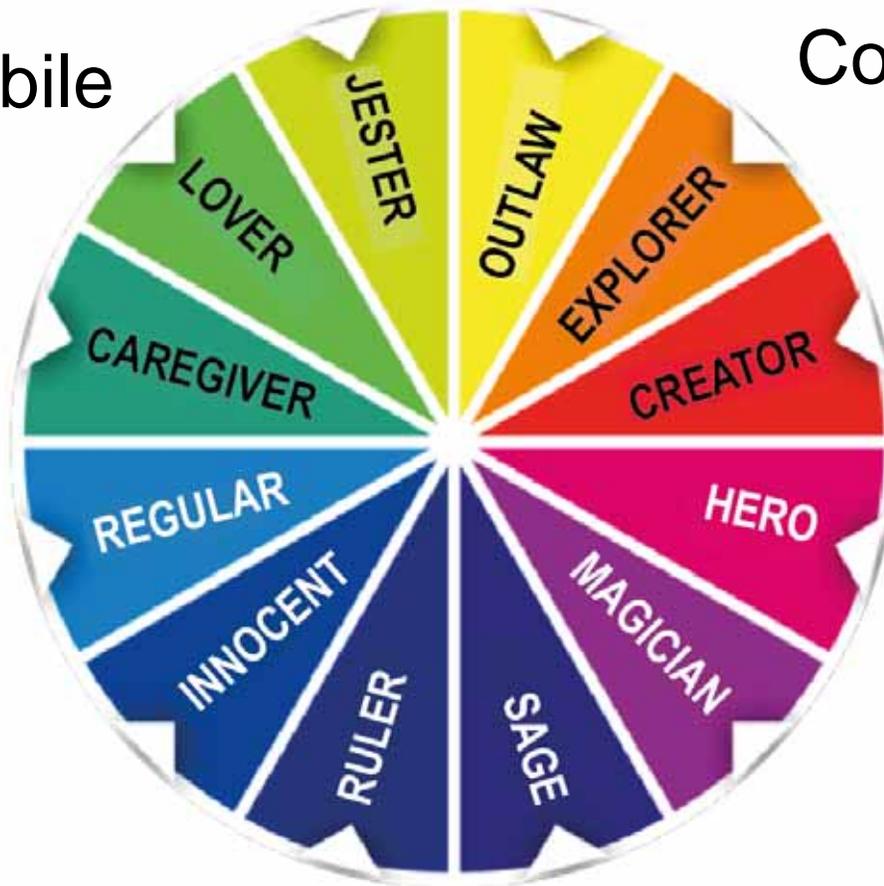
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Gaming console
Tablet

Tablet

Computer

Mobile



TV

Newspaper

Newsmedia Users:

- Lover**
- Sage**
- Explorer**
- Outlaw**



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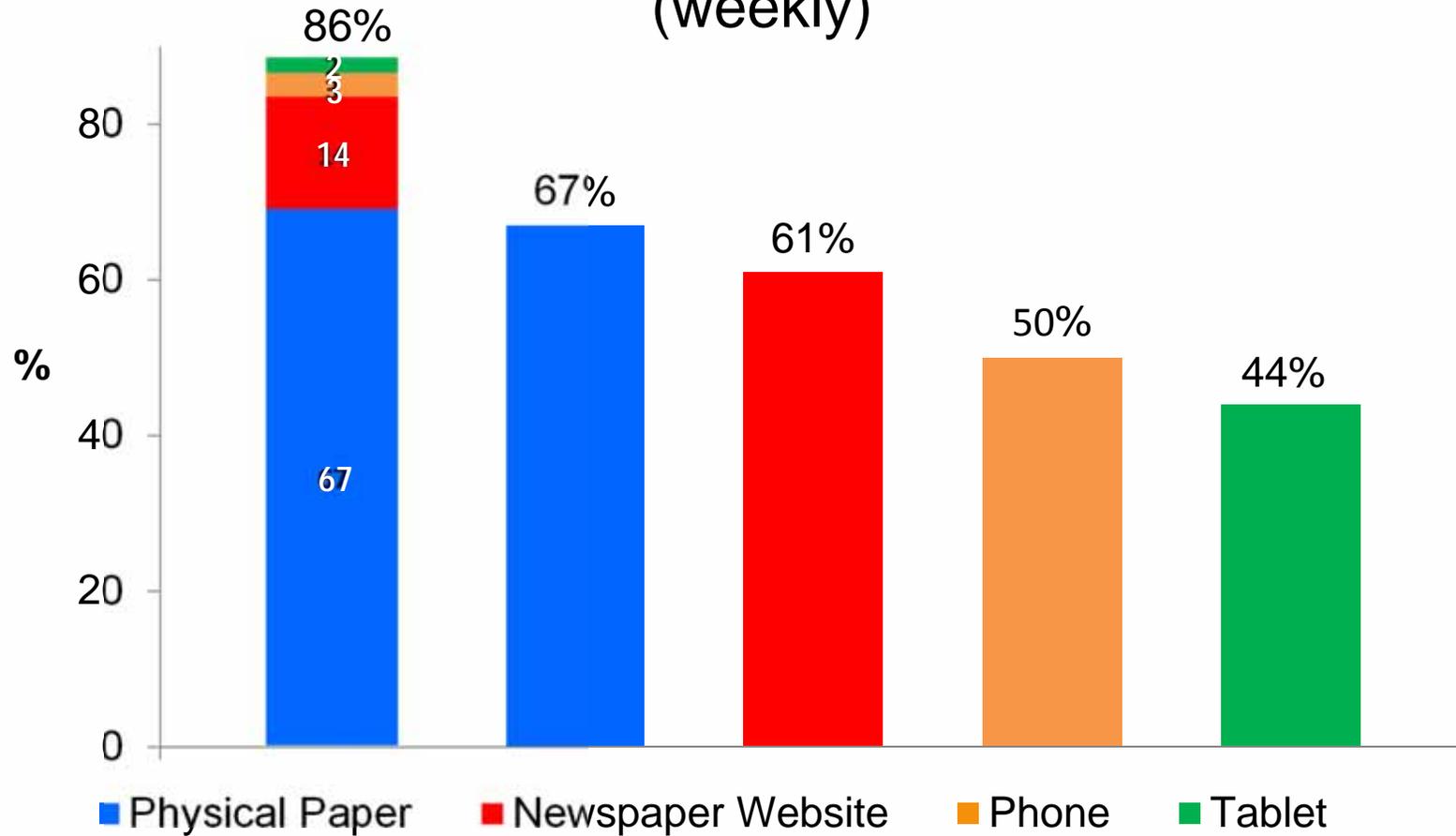
*“Relatively high education and high income ...
precisely those whom advertisers most wish to reach.”*

-National Post Columnist on Power of Newspaper Media



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Newspaper Readership Across Devices (weekly)

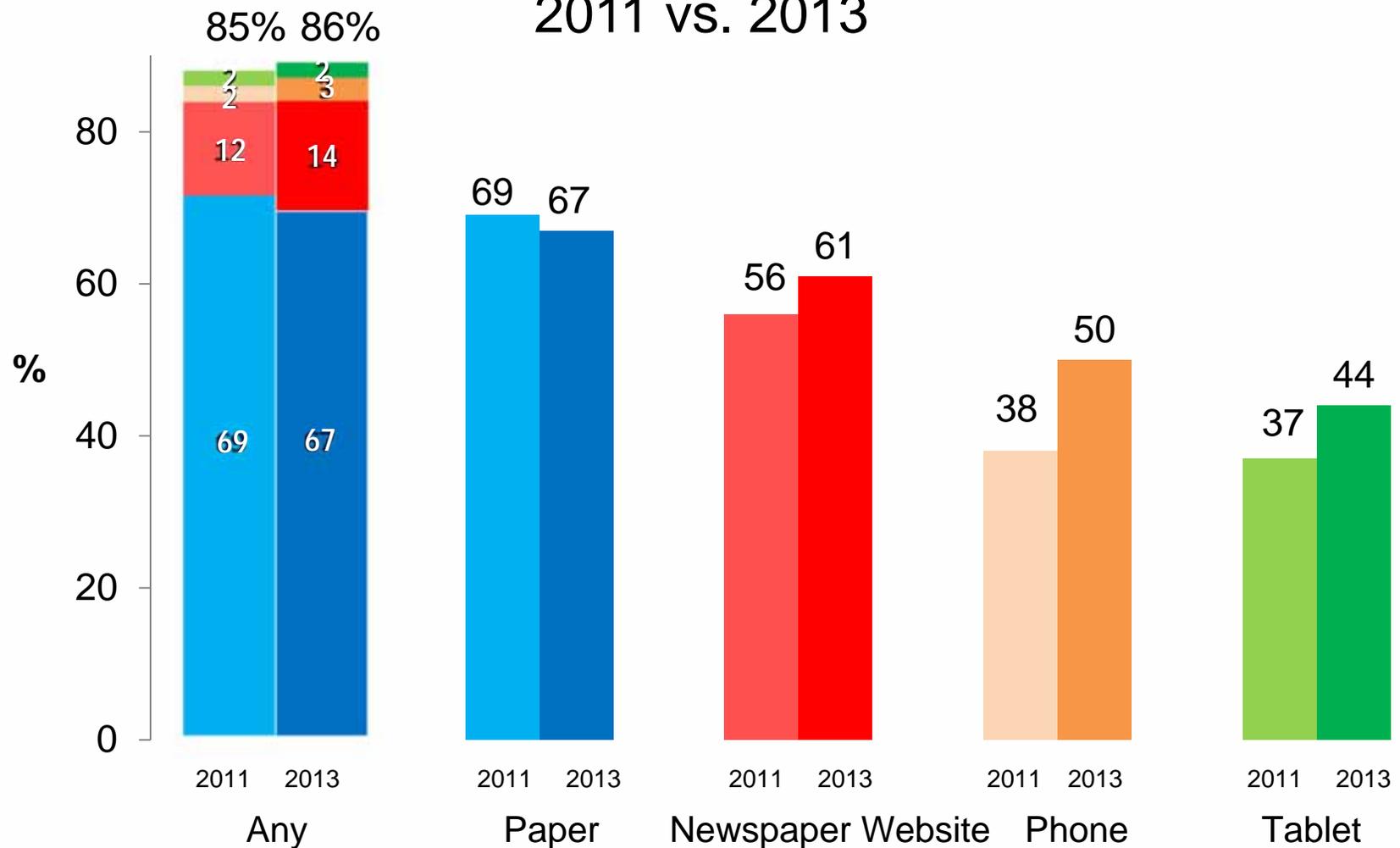


Totum Research; Canadians 18+, any weekday, November 2013



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Newspaper Readership Across Devices 2011 vs. 2013

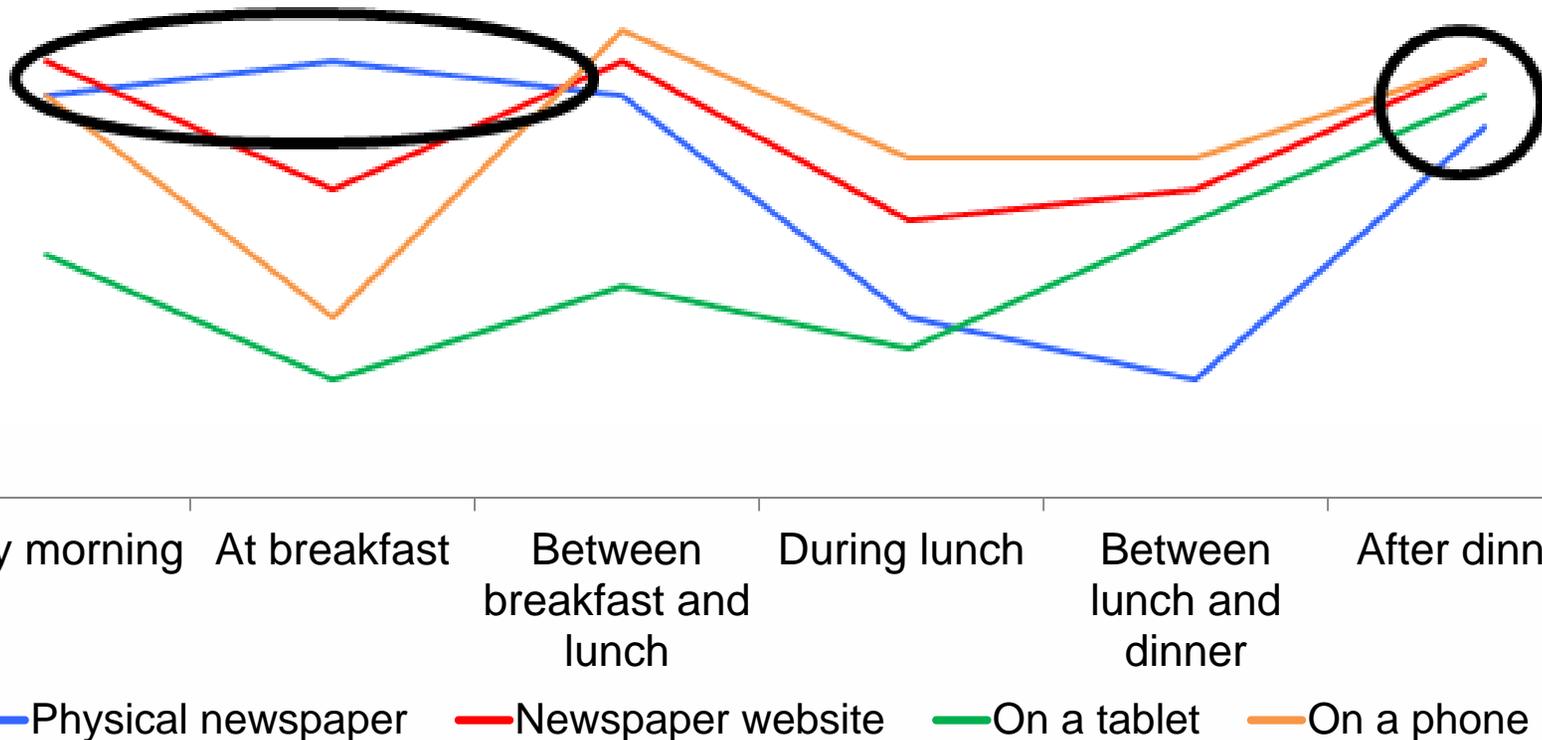


Totum Research; Canadians 18+, any weekday, November 2013 and December 2011



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Newspaper Readership by Time of Day

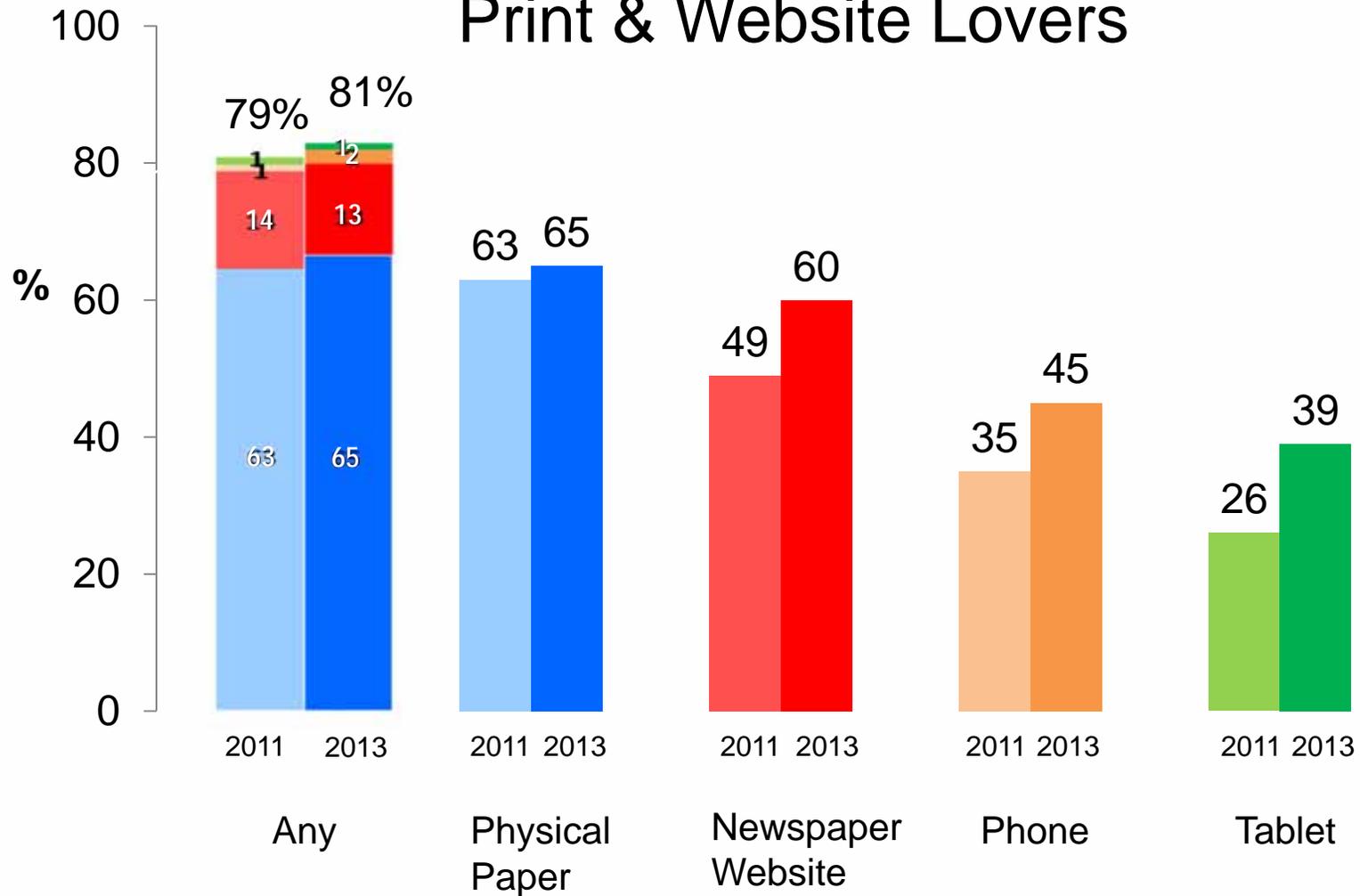




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Boomers (45-65) Print & Website Lovers

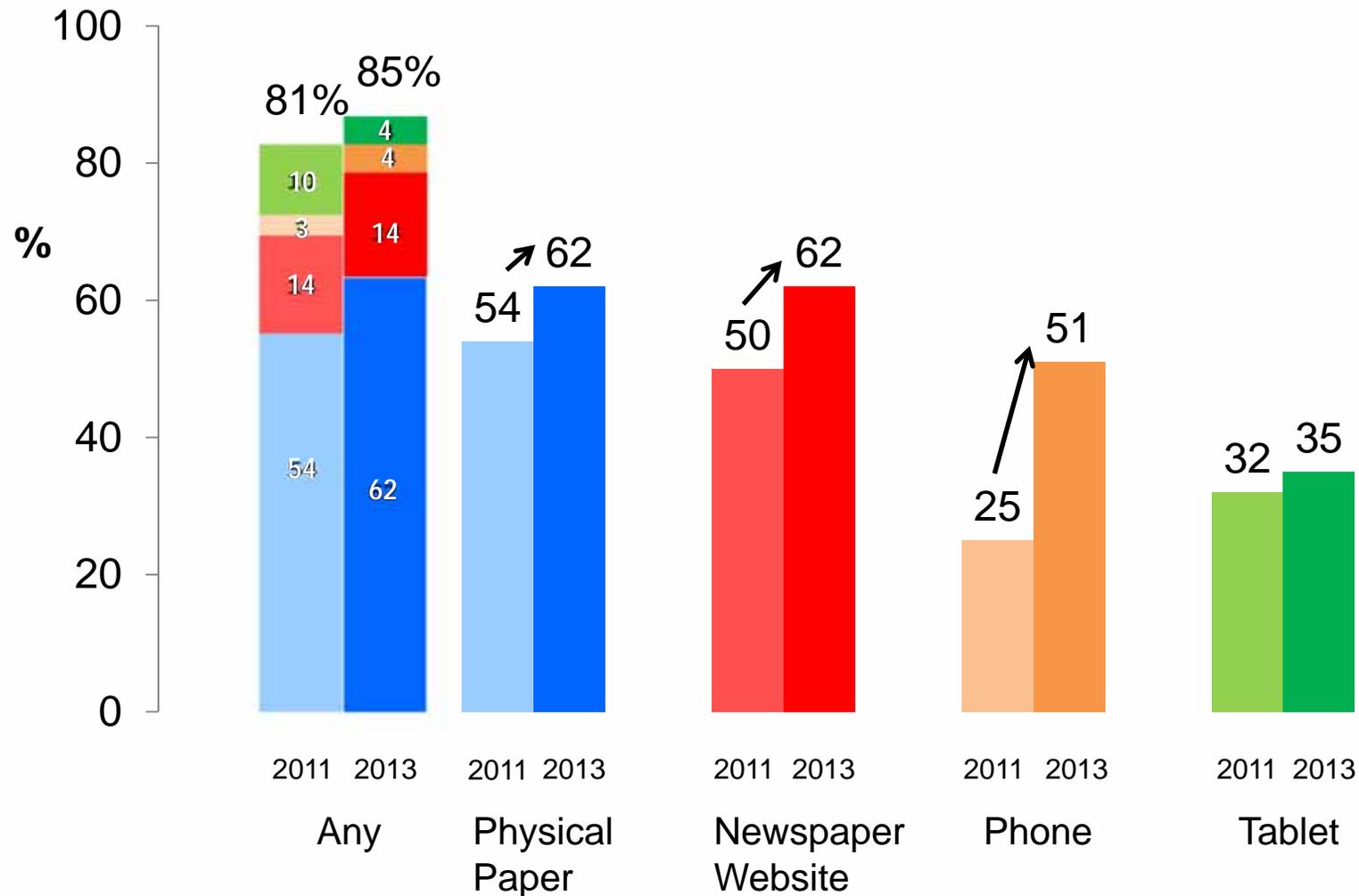


Totum Research: Canadians aged 45-64, any weekday, December 2011 and November 2013



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Moms – Morning & NightHERS

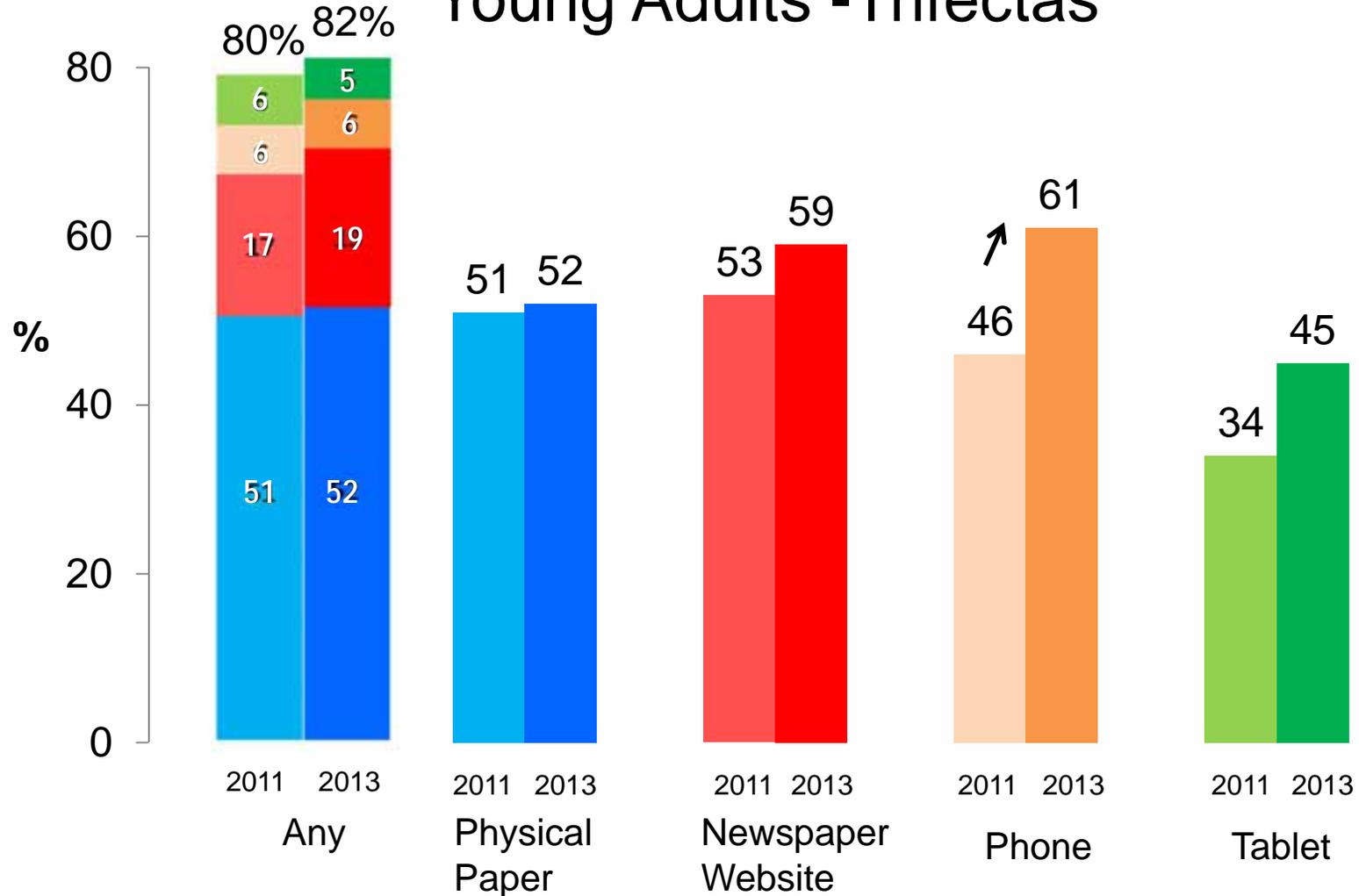


Totum Research: Mothers of children under 18, any weekday, December 2011 and November 2013



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Young Adults - Trifectas



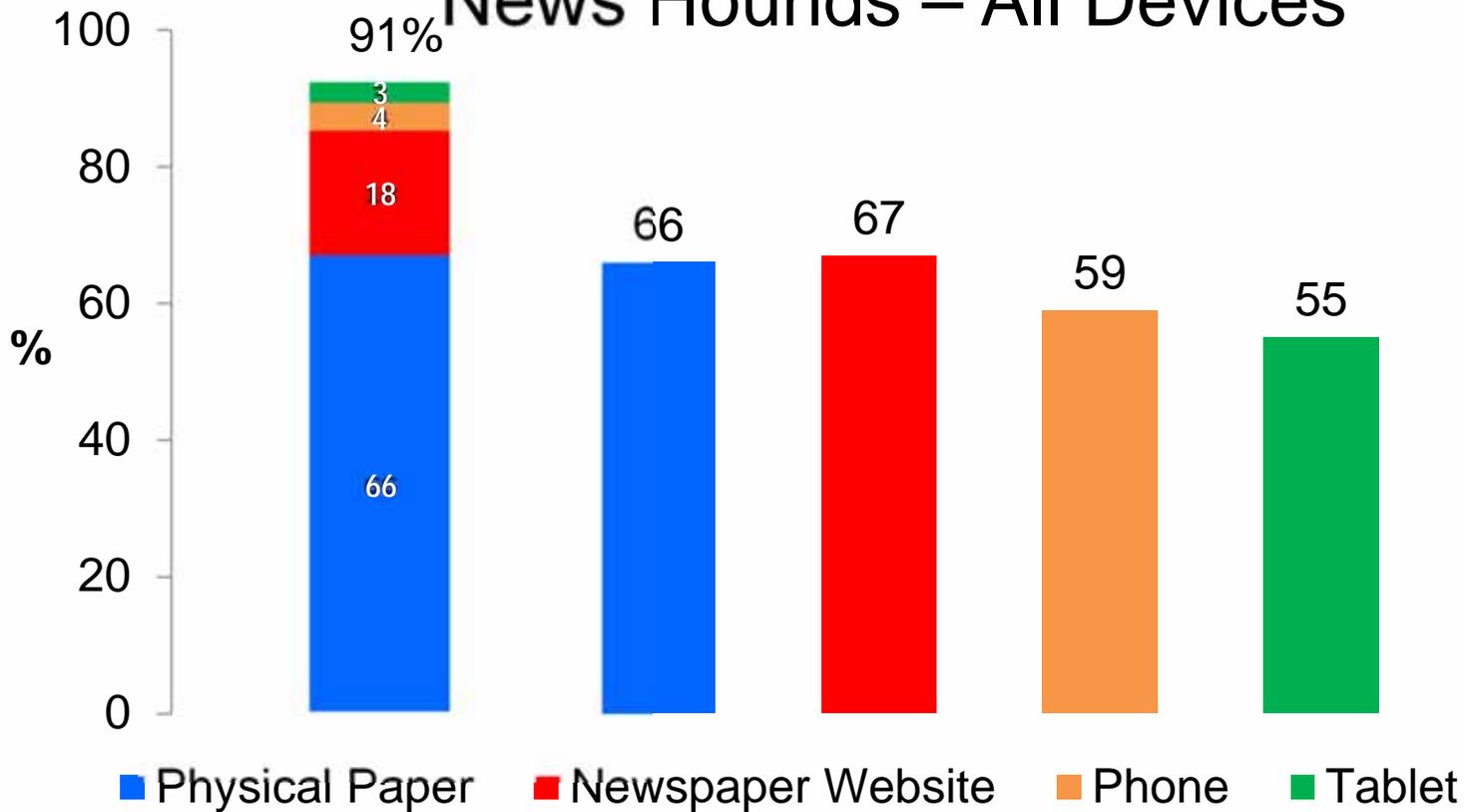
Totum Research; Canadians 18-34, any weekday, December 2011 and November 2013



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Influencers

News Hounds – All Devices



Totum Research; Canadians agree with 3 or more out of 5 influence statements, weekday, November 2013



"I can influence others. I spent 18 years telling my parents what to do."

Do you
influence
others,
provide
examples



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“Your most valuable consumer today is not necessarily the one who makes the most individual purchases, but rather the one that provides you with the greatest social value in terms of advocating to others and persuading them to become a customer, too.”

- Ed Keller, CEO

KellerFay GROUP

Word of Mouth Research & Consulting





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“Klout is not clout
[online influence score]

...Influencers are
information hounds

...these people are more
heavily represented in the
audiences for print media,
and online publishers,
more so than in the
audiences of Facebook and
Twitter...target influencers
through the media they
use”

- “How Influence Works”,
Admap

Percentage of People Giving Advice and Recommendations

	Influencer	Public
Food/Dining	77%	36%
Retail/Apparel	61	25
Media/Entertainment	59	26
Beverages	56	24
Technology	55	26
Sports/Hobbies	52	21
Personal Care/Beauty	50	21
Health/Healthcare	48	22
Household Products	46	19
Automotive	41	19
Public Affairs/Politics	41	18
The Home	40	16
Telecommunications	40	15
Children’s Products	37	18
Financial Services	37	17
Travel Services	31	12



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Influencer

- Newsmedia reader!
- Reads 7.3 times a day (30% >average)
(Print 2, Online 3, Tablet 1, Phone 1)
- 1/3 = 25-34 and 1/3 = 45-54
- ♂ & ♀ Employed, Higher income

Print newspaper reader:

Half refer an ad to someone else

33% more
than average

Newspaper website reader:

Half refer an ad to someone else

50% more
than average

Reader of newspaper (print+site)

7 in 10 refer an ad to someone else

38% more
than average

Chinese father hires virtual hitman to 'kill' son in online games - so he will get a job

By BECKY EVANS, updated at 9:29 on 8 January 2013



Are
you
digitally
savvy?



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How internet users
discover new products:



Newspapers,
TV and magazines
are the top three media



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Digital newspaper readers
have “trigger eagerness”.
62% state they feel need to
interact with ads;
they like to click through.



Inma.org, “Digital newspaper: same advertising impact and so much more”, March 26, 2013;
gigaom, “Viewers recall ads best when they watch them on tablets: Study”, Aug. 23, 2013

Community More Community

Halifax



Taking to the ice
When Julie found that put up a flag at looking for a few men and women interested in playing co-ed hockey, she had no idea she was going to...
[Read More](#)

Dartmouth



A campaign to save 'a magic little gazebo'
Growing up in Dartmouth was a summer tradition for Sam Bourgeois. "Life was simple," she said. "We used to spend endless summers..."
[Read More](#)

Bedford & Sackville



Let there be lights
Whether you see bright lights, wreaths, classic ornaments or festive reindeer to decorate your home and yard for the holidays, the Sackville...
[Read More](#)

Herald Coupons

Universal Faucet Systems \$300⁰⁰ off
Any Tub and Wall Combo

Herald Coupons



Amazon

24 de junho de 2013 - 17:00 | Manaus - AM - Amazon registra maior enchente de sua história

Amazonas registra maior enchente de sua história
O Rio Negro está 20,78 m acima do nível do mar. O dia 22 municipalities do Estado foram atingidas

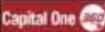




The New York Times



Tuesday, April 2, 2013 Last Update: 9:41 AM ET



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Experts say the first 150-year-old has already been born.

If you were 150 years old today, here are some of the iconic headlines you would have seen.

1987

1863 1870 1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 2000 2010 2013

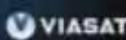
See the front cover on the day you were born.



00:03:40

LIVERPOOL

MANCHESTER CITY



THE NEW SEASON STARTS AUGUST 17

SPORT BLADET

PSG tar sommarlov med mycket silt reda ut

Premier! Bonusspelan

Video: Bot över ryska

Ladda ned nya fotbollsappen - nu helt gratis!



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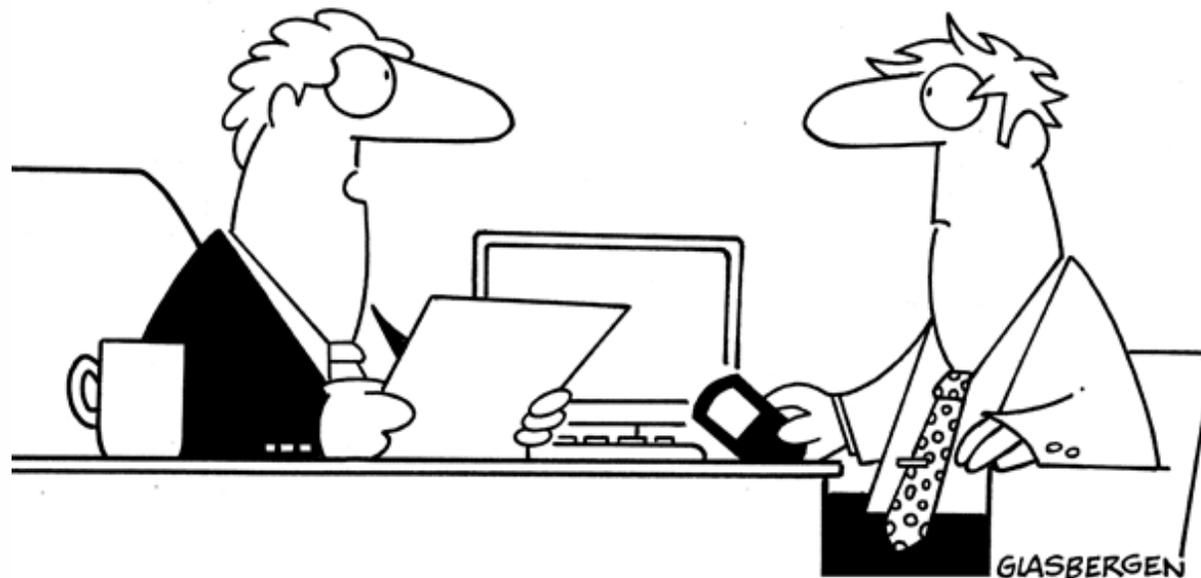
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What experience do you have with mobile devices?



"Your smartphone is overqualified."

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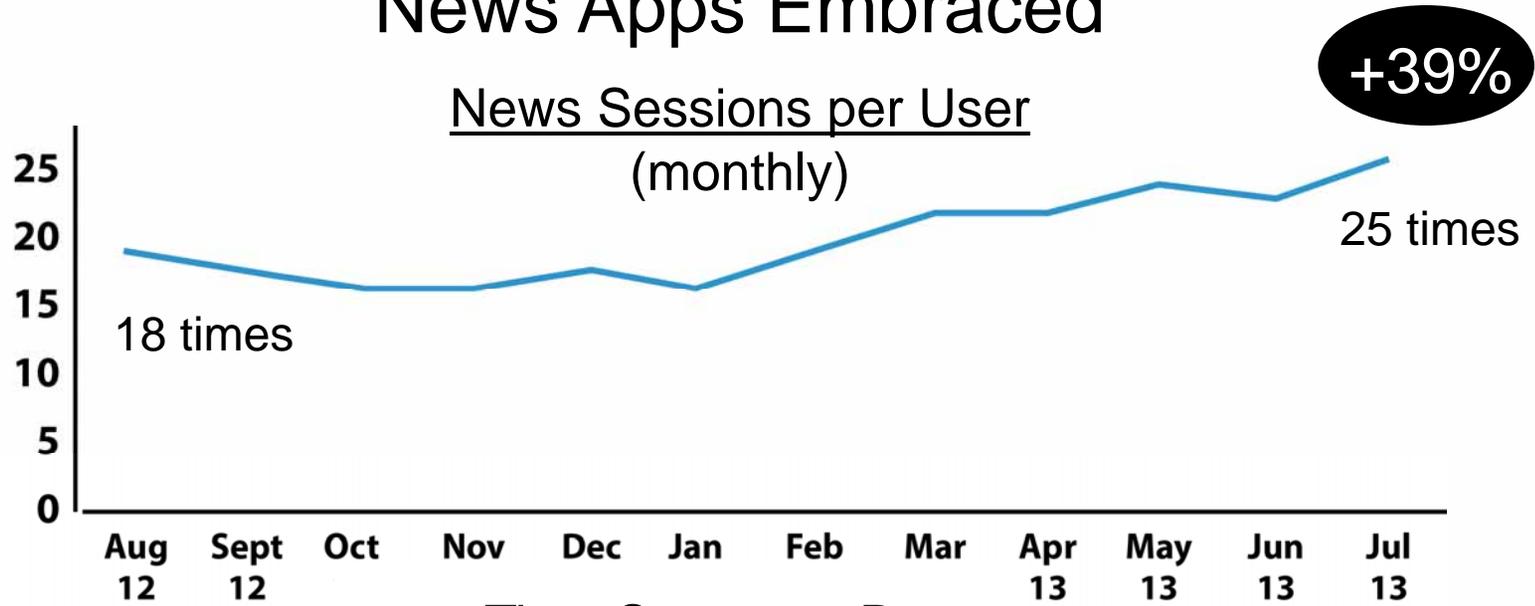
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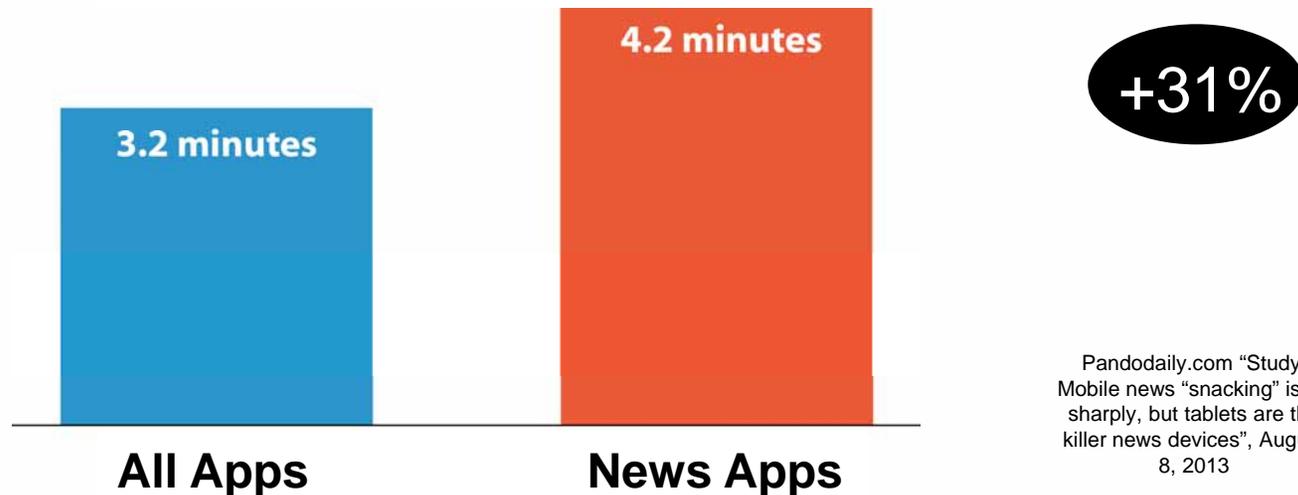
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News Apps Embraced

News Sessions per User (monthly)



Time Spent per Day



Pandodaily.com "Study: Mobile news "snacking" is up sharply, but tablets are the killer news devices", August 8, 2013



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Mobile phone newspapers readers
check newspapers (sites, apps or emails)
four times a day!



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INSEAD



University of Pittsburgh

50 mobile ads targeting over
40,000 consumers

*“Ads work not by providing new
information but **reminding**
consumers of information or product
knowledge that they already know.”*



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Cube



Slide



Shake It



Interactive Sound "Nuance"



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Tablet newspaper readers
check newspapers (websites or apps)
four times a day!



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Reading Newspaper on Tablet

- Nine out of 10 enjoy the tablet edition
- Two-thirds read almost every page
- Tablet ad impact just as powerful as print
- Video ad recall is 27% higher on tablets vs TV



Inma.org, "Digital newspaper: same advertising impact and so much more", March 26, 2013;
gigaom, "Viewers recall ads best when they watch them on tablets: Study", Aug. 23, 2013



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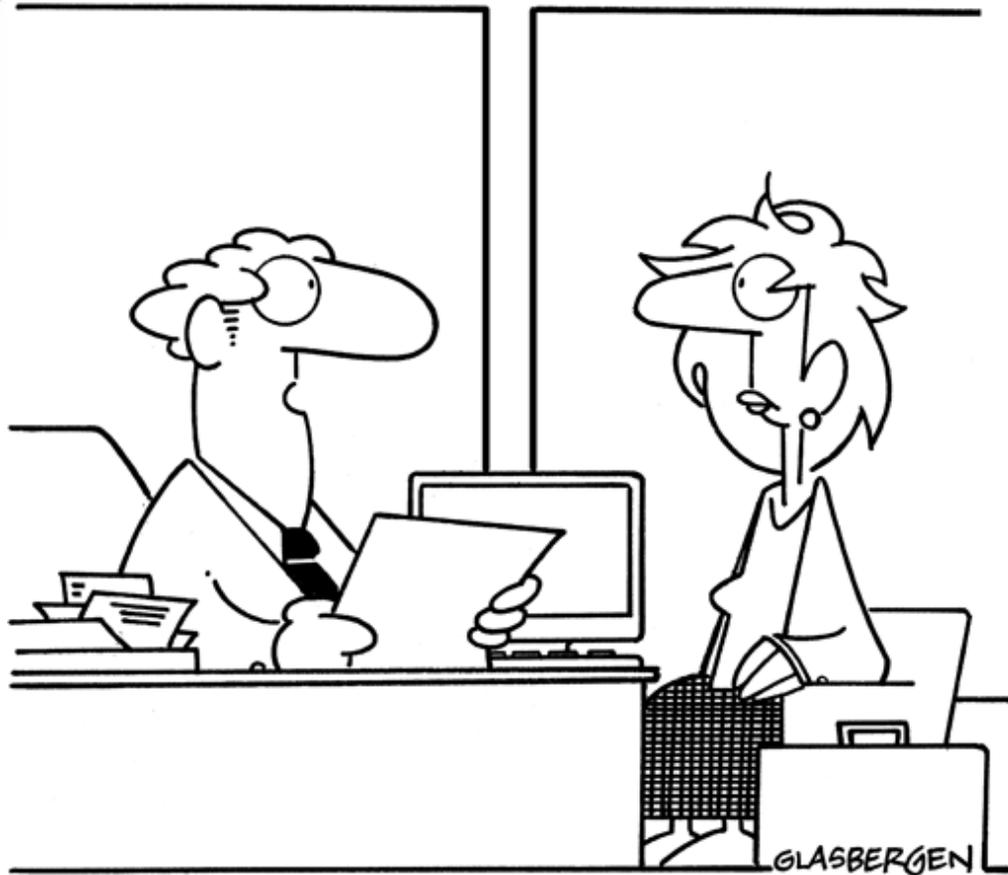
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"Right now we're only hiring twins.
One for the office and a
back-up copy for the cloud."

Tell me
about
your
multimedia
capabilities?



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Research finds newspaper readers across devices are more aware of the ads, and have better brand recall.

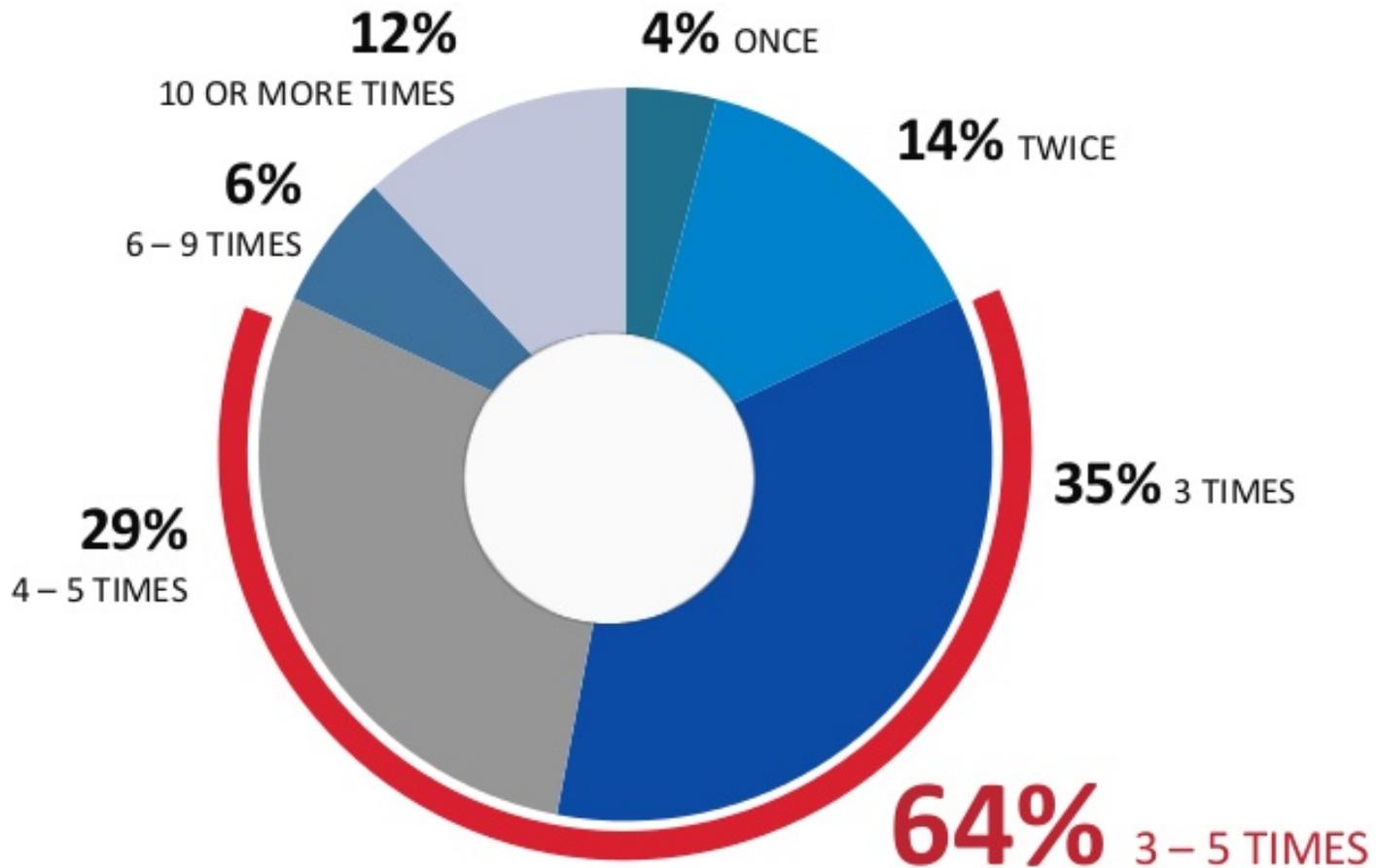
Multiple interactions with an ad across platforms makes ad effectiveness grow.

Inma.org, "Digital newspaper: same advertising impact and so much more", March 26, 2013;
gigaom, "Viewers recall ads best when they watch them on tablets: Study", Aug. 23, 2013



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Two-thirds need to hear company information 3-5 times to believe the messages



Edelman trustbarometer, Annual Global Study, 2013

Magazine: 44 pages



:Ideas

Newspaper Ads – Cover + Internal

Email





:Drive Purchase



ourt on Tuesday strengthened the power of the ommission to block hospital mergers, issuing an d limit the ability of public hospital authorities to y from federal antitrust laws.

pears to Soybean (13)

on Overall Donations (13)

when they join forces with other health care providers d accountable care organizations, as called for in the law.

FACEBOOK

TWITTER

GOOGLE+

SAVE

E-MAIL

SHARE

PRINT

REPRINTS

MIA WASIKOWSKA

What's Popular Now

China's Army Is Seen as Tied to Hacking Against U.S.



Long Prison Terms Eyed as Contributing to Poverty



Dramatization: hidden body oil and sweat on cotton t-shirt after work out.



"I think this is going to limit one of the lines of defense that the A.C.O.'s will have," said David Dranove, professor of health industry management at the Kellogg School of Management at Northwestern University.

Various hospitals are merging now, often arguing that combining broadens the range of services and makes them more efficient. But consolidation can also increase the hospitals' leverage with insurance companies, leading to higher prices.

In the Georgia case, the F.T.C. had tried to block the acquisition of HCA Holdings' Palmyra Medical Center by Phoebe Putney Memorial Hospital, which is owned by the Hospital Authority of Albany-Dougherty County.

States are generally exempt from federal antitrust laws, and that immunity can extend to local governments. Both the Federal District Court in Georgia and the Court of Appeals for the 11th Circuit ruled that the Albany deal was exempt because it was under the auspices of the county hospital authority.

But the Supreme Court said that local governments qualify for antitrust immunity only when they are acting pursuant to a clearly articulated state policy to limit competition.



The 1,000 words.

Is a picture really worth a 1,000 words? And if so, wouldn't it be helpful to see the proof once in a while?

An article or a 100 million of them's not as helpful with saving the planet. It's crucial to promote the use of images in advertisements.

Standard: an amazing picture can tell us the most interesting story about any product that anyone has ever seen. It's not just a picture. It's a story.

The picture: a picture is a picture, because only the picture has the substance to see. It's not about the text. It's about the picture. It's about the picture. It's about the picture.

But really, even the most amazing and exciting picture should only tell the story. It's not about the picture. It's about the picture. It's about the picture.

So, there's a picture of a car. It's a picture of a car.

That's why we're making a case for style and substance. Taking the opportunity to put our words where our pictures can't go.

The style. In our picture of the car, it's a picture of a car. It's a picture of a car. It's a picture of a car. It's a picture of a car.

It's not just a picture. It's a picture of a car. It's a picture of a car. It's a picture of a car. It's a picture of a car.

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The picture.



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The Province

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School photo mends a mom's broken heart
A happy sequel ...

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HOCKEY
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Come talk it over with thousands of fans.



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What are you doing
during the lockout?

- Focusing on other sports
- Travelling
- Hurtin' real bad inside

Newspaper mobile

HOCKEY **Lock/Out**

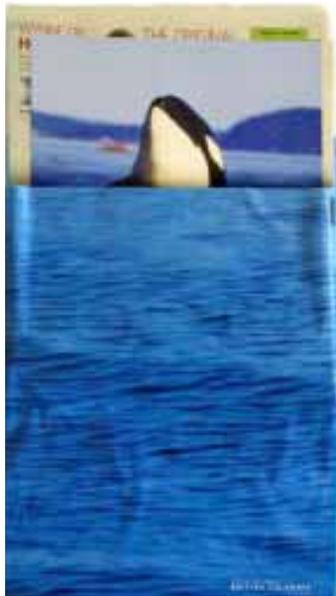
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Delight

MEET OUR
LOCAL GIANTS.

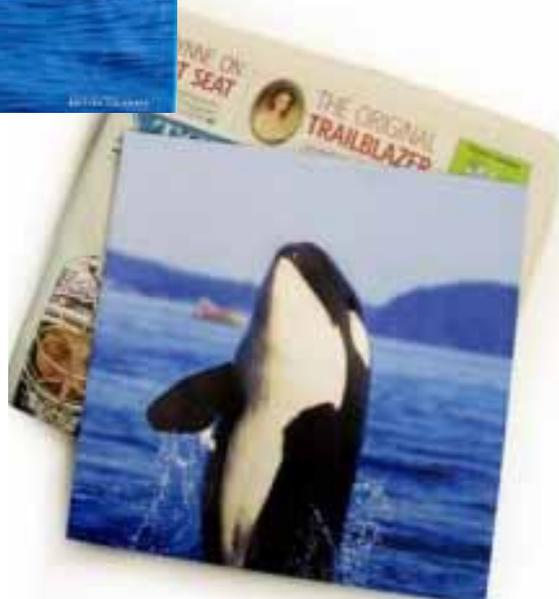


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Do you have any
employers references?

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“Quality news has become, if not sexy, suddenly attractive to smart digital money...I can not think of a time of greater optimism or potential.”

– David Carr, Reporter,
The New York Times



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Jeff Bezos, Founder of Amazon

- Personally bought The Washington Post

Pierre M. Omidyar, Founder of eBay

- Backing journalist Greenwald in news site

Chris Hughes, Co-Founder of Facebook

- Bought The New Republic

Lauren Powell, Widow of Steve Jobs

- Invested in Ozy Media, a news start-up

Warren Buffett, Billionaire (#4) Investor

- Owns 29 newspapers



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See pullout in today's paper

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plantbottle

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(in order from most effective to least)

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- Write compelling... change history



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