3 thesquare). Cover wraps, maybe.

Pub

Name

**NV-RNR** John Murphy

General Manager

Title

## Have you ever sold advertising space on the front cover of 1 your publication? (If not, why?) 1 no (our readers wouldn't appreciate it) CA- CNR Alec Binvon Advertising Manager NO - would only consider doinga strip at the bottom. as some dailies do -1 but it would be relatively expensive. CA-VCR **David Comden Group Publisher** CA-EBC **Connie Jo Cotton** Mgr Accts Sales Mngr **YES WE DO** WE HAVEN'T. WE'VE BEEN ASKED RATES AND BASICALLY PRICED **OURSELVES OUT OF THE MARKET BECAUSE WE REALLY DON'T WANT ADS** ON THE FRONT COVER, BUT IF, JUST IF, SOMEONE IS WILLING TO PAY THE 1 PRICE, WE'LL THROW IT OUT THERE. NO ONE IS WILLING...YET **OR-WIW Jane Smith Advertising Director** VA-CVW Frank Dubec Publisher NY-SNT Bill Brod Publisher/CEO 1 yes, banners mostly 1 No. Standing policy. WA-PNI Jer McGergor General Manager President/Co-founder 1 We have sold cover wraps. NY-THL **Daniel Stedman** No. We've been asked many times, but it's just not an option. While making cover advertising available (that is, right on the page itself) might gain us some business, it also implies that ads inside the paper are less effective. There's also only one position (usually) for one advertiser on the cover of most pubs, so once you've filled it, it had better be worth the NV-RNR **John Murphy** General Manager 1 Not yet. My editorial staff would likely quit en masses. CA-SDC **Kevin Hellman Publisher** NY-THL Associate Publisher **Nick Burry** 1 Yes Sean Hitchcock **Ad Director** 1 yes CT-ADH 1 no, we use that space for editorial exclusively **Hi-HOW Laurie Carlson** Publisher My philosophy is that the cover must be as compelling as possible (see link below) to motivate readers to pick up our damn free paper! So, no room 1 for ads **OH-DCP Paul Noah Publisher** 1 Not on cover, but cover flaps and wrap arounds we do. **CA-SBG** Mary/Tim Sales/Editorial 1 YES! NC-YES **Charles Womack Publisher Advertising Director** 1 No. Editorial has been dead set against it. SC-CCP **Blair Barna** 1 yes - started about a year ago PA-PCP **Nancy Stuski Associate Publisher** 1 have not done front page ads IL-NEC Mike Hartnett **National Sales Executive GA-ASP DANNY CREEL Account Executive** 1 Yes! WI-IST **Chad Hopper Inside Sales Supervisor** 1 Yes 2 Will you/would you? CA- CNR **Alec Binyon Advertising Manager** 2 I would not 2 Perhaps CA-VCR **David Comden Group Publisher YES WE DO** CA-EBC **Connie Jo Cotton** Mgr Accts Sales Mngr YES, BUT AT A HIGH COST - IF WE ARE GOING TO BE WHORES, WE'LL AT **2 LEAST BE HIGH PRICED WHORES.** OR-WIW Jane Smith **Advertising Director** VA-CVW **Frank Dubec Publisher** 2 yes, banners mostly **NY-SNT** Bill Brod Publisher/CEO 2 Not likely, but it's something we've discussed. WA-PNI Jer McGergor General Manager President/Co-founder **Daniel Stedman** NY-THL Not on the page. A wrap, maybe (like last week's SF Weekly). It would 2 have to be at a premium, e.g., double the back cover rate. **NV-RNR** John Murphy General Manager 2 maybe CA-SDC **Kevin Hellman Publisher** 2 Cover Wraps NY-THL **Nick Burry Associate Publisher** We were hesitant and discussed it from time to time over a few years. We began doing Ad Notes on the cover, and saw that people were willing to spend good money for cover placement. We have cover strips almost 50% 2 of the time now. CT-ADH Sean Hitchcock **Ad Director** if the price was right and the ad was no bigger than a 1/8 strip across the 2 bottom. Hi-HOW **Laurie Carlson** Duhlicher 2 No chance. OH-DCP **Paul Noah Publisher** YES - for the right price we will do a cover strip at bottom. CA-SBG Mary/Tim Sales/Editorial 2 WE DO and Love TO! NC-YES **Charles Womack Publisher** 2 Probably not a display ad on cover, but a sticky note has been discussed. SC-CCP **Advertising Director Blair Barna** 2 yes - current PA-PCP **Nancy Stuski Associate Publisher** We have participated in pitches for post-its, spadeas, bellybands but have 2 not had any come through. IL-NEC **Mike Hartnett National Sales Executive GA-ASP DANNY CREEL Account Executive** 2 Yes and Yes! WI-IST **Chad Hopper Inside Sales Supervisor** What kind? (cover wraps, sticky notes, peel-backs, regular 3 modular display ads) 3 if forced, I would only do sticky ntes **Advertising Manager** CA- CNR **Alec Binvon** 3 all of the above CA-VCR **David Comden Group Publisher** 3 sticky note CA-EBC **Connie Jo Cotton Mgr Accts Sales Mngr** 3 WRAPS (SPADEAS) STICKY NOTES, NO MODULAR ADS OR PEEL BACKS OR-WIW Jane Smith Advertising Director 3 Bottom banner style (display ad) VA-CVW Frank Dubec **Publisher** NY-SNT Publisher/CEO 3 banners Bill Brod 3 Probably a regular modular ad size if we went that route. WA-PNI Jer McGergor General Manager 3 All NY-THL **Daniel Stedman** President/Co-founder Sticky notes only if they did not cover edit/content (I've given this a lot of thought since we have the ability to do these in the SN&R...I'd take asquare the size of the sticky in the 'sidebar' part of the cover and place it there...perhaps with another message from the same advertiser printed in

	If we did anything, it would likely be sticky notes, or a modular display. I			
	don't think we would attempt a cover wrap.	CA-SDC	<b>Kevin Hellman</b>	Publisher
3	Cover Wraps	NY-THL	Nick Burry	Associate Publisher
	Only modular strip ads though- we don't offer any variation from the one			
	size.Ad Notes aren't cheap to produce, and interfere with the cover image, so it made sense to do a strip across the bottom, make more profit and have			
	cleaner covers. We still do Ad Notes, but only for specific clients. We also try			
3	our best to avoid cover strip ads and Ad Notes on the same issue.	CT-ADH	Sean Hitchcock	Ad Director
	I'm not sure we can do cover wraps, need to check with our printer. display			
	ads we could do , see above	Hi-HOW	Laurie Carlson	Publisher
3	Cover wraps very possible.  Cover flaps and wrap arounds Fractional display ad - strip ad at bottom of	OH-DCP	Paul Noah	Publisher
3	page	CA-SBG	Mary/Tim	Sales/Editorial
3	. •	NC-YES	<b>Charles Womack</b>	
3	Sticky Note.	SC-CCP	Blair Barna	Advertising Director
2	strip ad (2" deep by full width), top right corner peel back position (have	DA DCD	Name Charles	Accordate Dublishes
3	offered circle or burst and do accept sticky notes) We would generally look at any reasonable idea and give it proper	PA-PCP	Nancy Stuski	Associate Publisher
3	consideration.	IL-NEC	Mike Hartnett	National Sales Executive
	Cover Wrap, Reg Modular Displays, Sticky Notes	GA-ASP	DANNY CREEL	Account Executive
3	Sticky Notes	WI-IST	Chad Hopper	Inside Sales Supervisor
	NAME			
	What would it take? "What's it going to take to get your ad			
	on my cover today?" Forcing	CA- CND	Aloc Pinyon	Advertising Manager
	if an ad, at least \$750 for a 2" strip across the bottom.	CA-VCR	Alec Binyon David Comden	Advertising Manager Group Publisher
	been doing tsticky notes for years	CA-EBC	Connie Jo Cotton	
	\$10K	<b>OR-WIW</b>	Jane Smith	Advertising Director
	If it's good enough for WSJ, then it's good enough for us. INNOVATE			
4		VA-CVW	Frank Dubec	Publisher
4	beyond banners, not willing to turn the cover into an ad, it is our branding mechanism	NY-SNT	Bill Brod	Publisher/CEO
	I don't know.	WA-PNI		General Manager
4	About \$8,000	NY-THL	<b>Daniel Stedman</b>	President/Co-founder
4	Double the back cover rate (depending on our production costs).	NV-RNR	John Murphy	General Manager
	Again, this is a discussion with editorial. And if we overcome that, it would			
4	probably take a significant amount of money, on top of a full page glossy	CA-SDC	Kevin Hellman	Publisher
4	rate.	NY-THL	Nick Burry	Associate Publisher
	\$2,000- \$3,800	CT-ADH	Sean Hitchcock	Ad Director
	It would also involve a commitment to fequency, not just a one time ad	Hi-HOW	<b>Laurie Carlson</b>	Publisher
	A lot of F*cking money.	OH-DCP	Paul Noah	Publisher
4	What is always takes: \$\$\$\$\$\$\$\$	CA-SBG	Mary/Tim	Sales/Editorial
	We have sold an actual sticker/peel back for \$2500 and made an ad on the			
	front page that LOOKED LIKE a sticker for \$2000. We have just sold our first			
	front page that LOOKED LIKE a sticker for \$2000. We have just sold our first cover wrap. which is entire front page, back page and inside front and back			
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pricting, but again for us its more about a solid backbone of core desis sold that we can be augment. We offer front page add at the full page rate and the rate for sticky notes to a uniformatic (does not include printing). We have also created a combour insert rate (does not include printing). We have also created a combour insert rate (does not include printing). We have also created a combour insert rate (does not include printing). We have also created a combour insert rate (does not include printing). We have also created a combour insert rate (does not include printing). We have also created a combour insert rate (does not have a support of the pricing - their control page and at full page on 2.  5 premium the fair Market Value of that type of exposure. It would also to be based on Frequency.  5 be based on Frequency.  5 be based on Frequency.  5 produced/printed by our printer  1 fry our have run ad so on the front cover, what kind of reaction did you get? From the advertiser? From your of readers? (From your editorial department?)  6 c and a cover and have run advertisers love it. Edit hates it. Bith. All the printing is a cover and printing in the printing is a cover and have run to date.  6 c and a cover ads have run to date.  6 c and a cover ads have run to date.  6 c and a cover ads have run to date.  6 c and a cover ads have run to date.  6 c and a cover ads have run to date.  6 c and a cover ads have run to date.  6 c and a cover ads have run to date.  6 c and a cover ads have run to date.  6 c and a cover ads have run to date.  6 c and a cover run adders, given the right message. Edit dept is a cover run adders, given the right message. Edit dept is a cover run adders, given the right message. Edit of the printing run adders and provided in the one have reparable to the printing run adders and provided run adders and provided run and provided run adders and provided run adders and provided run an	Because our daily already offers it, we'd need to be somewhat competitive with their			
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