



COUPON REDEMPTION PLAN

Homestead Publishing Co. offers a wide variety of publications and advertising options. The following is a proposal based on **ABC Foods'** desire to increase coupon redemption.

We propose the use of three options to promote coupons.

The first is to run coupons on the front page of our three newspapers: Aegis, Record, and APG News. The total circulation for these publications is approximately to 40,000. The cost is \$2120 to \$2320 depending on color for a regular post-it.

The second option is to insert pre-printed coupons inside the same three papers or in the Weekender. Inserts offer more space to offer a variety of coupons with different redemption dates or products. Inserts are also available based on zip codes and have a minimum of 10,000. The cost for a full run in The Aegis \$1146.60, Record \$163.80, APG News \$286.65 and Weekender \$3883.50

The third option is to run a full color spadia on The Weekender which is mailed to homes in the county. The cost is \$3500 per run.



POST-IT RATES:

(per thousand)	17,000-49,999
If printed post-it provided,	\$30
1 Spot PMS Color	\$53
2 Spot PMS Colors	\$54
3 Spot PMS Colors	\$55
4 Spot PMS Colors	\$56
Full Process Color	\$58
100# Detachable Coupon/Card: add 20%	

insert rates

PER THOUSAND		THE WEEKENDERS	
THE AEGIS, THE RECORD		Total market coverage	
ABC paid circulation - Aegis & Record		distributed by U.S. Postal Service	
APG NEWS Government contract -		Single Sheet (8.5x11)	
APG News		2 page standard (4 tab) 43.15	
Single Sheet (8.5x11)		Full zip codes only.	
2 page standard (4 tab) 40.95			
Full zip codes only.			

CIRCULATION

NORTH BAY		WEST	
ABERDEEN (21001)	8,351	BEL AIR (21014)	13,444
HAVRE DE GRACE (21078)	6,531	FALLSTON (21047)	4,110
PERRYVILLE (21903)	2,775	KINGSVILLE (21087)	1,167
PERRYMAN (21130)	180	TOTAL	18,721
PORT DEPOSIT (21904)	2,393	NORTH COUNTY	
TOTAL	20,230	FOREST HILL (21050)	6,590
SOUTH BAY		JARRETSVILLE (21084)	2,475
BELCAMP (21017)	2,648	STREET (21154)	2,016
EDGEWOOD (21040)	8,977	TOTAL	11,081
JOPPA (21085)	6,318	GRAND TOTAL	
TOTAL	17,943	89,552	
EAST		As of February 21, 2007.	
ABINGDON (21009)	10,390	ADVERTISING DEADLINE:	
BEL AIR (21015)	10,040	Friday Noon	
CHURCHVILLE (21028)	1,147		
TOTAL	21,577		

TO ADVERTISE, contact **BOB BRINK** today **410.838.4409** x166 / **bbrink@theaegis.com**