



FAQs

Q. Why are Neighborhood Post and Florida Pennysaver merging?

A. It just makes sense to combine these editorial and advertising products!

- Readers love Neighborhood Post and more than 8 in 10 welcome news about what's happening right in their own neighborhoods.
- Florida Pennysaver readers are among the most loyal of all, using the coupons, taking advantage of the good deals and patronizing the services advertised.
- Most important: The new products will deliver an audience of more than a half million local consumers each week, 1-1/2 times more than either weekly product delivered alone.

Q. How does this change benefit advertisers?

A. Advertisers will get more bang for the buck:

- 87% of local consumers regularly read advertising in daily newspapers and weekly shoppers.
- More than 2/3 of these readers decide where to shop nearly 6 in 10 make purchases as a result of the advertising they read.
- More than half consider newspapers, and weekly shoppers the most useful source of advertising.
- The choice of distribution methods allows you to target your audience, increases your exposure and adds shelf life to your ad.

Q. How are copies distributed?

A. A three-pronged system will offer advertisers more ways to reach readers.

- Delivered to subscribers and single copy readers in The Palm Beach Post on Thursday in Palm Beach County and the Treasure Coast.
- Florida Pennysaver will be available on Friday FREE in racks in select Publix locations in Palm Beach, Martin and St. Lucie counties, giving it (and your ad) a longer shelf life.
- Florida Pennysaver will be mailed to select homes on the following Tuesday.

Q. How many zones will the new product have?

A. Five zones: Treasure Coast, North, West, Central and South.

(continued on reverse...)

FAQs (continued)

Q. Will deadlines change?

A. Yes. The deadline is extended to Monday at 10 a.m., offering you more time to prepare your ad.

Q. What about coupon expiration dates?

A. Since issues will be distributed first on Thursday, placed in select Publix locations on Friday and delivered via mail on Tuesday, expiration dates must be extended to include the Tuesday delivery.

Q. Where will my ad fall in the Neighborhood Post version if I buy a full-color cover ad in the Florida Pennysaver standalone version?

A. Your ad will be placed in the first-available color spot in the Florida Pennysaver portion of the Neighborhood Post.



Neighborhood Post/Florida Pennysaver Delivery Schedule

Thursday	Friday	Saturday	Sunday	Monday	Tuesday	Wednesday
Post Subscribers Post Single Copy Sales	Pennysaver available in select Publix for free	No delivery	No delivery	No delivery	Pennysaver mailed to select zip codes in partnership with RedPlum™	No delivery

Contact your Neighborhood Post/
Florida Pennysaver Sales Representative
to Advertise Today.
(561) 820-4300

The Palm Beach Post
PalmBeachPost.com