

Town Money Saver Inserts



Stand out with individual inserts.

- EFFECTIVE
- AFFORDABLE
- CONVENIENT
- TARGETED



Town Money Saver®

Local advertising made easy.



11"x17"
Offset Bi-fold

Your message is important. Give it the attention it deserves.

"We just finished our sales promotion, and we did a [9"x10"] for that. The sales team said 75 percent of the sales came from the [insert], so we were very happy with that."

Gina Justice
Marketing Director,
Sawmill Athletic Club



Make a statement with your own separate piece that inserts into and mails with the Town Money Saver magazine. We can print your insert with a number of size and folding options or insert your own preprinted piece¹ (up to 11"x11"). Then, we target the areas where you want them to go.

Accurately target new and existing customers. *Details on back page*

Take your promotion to the next level.

Inserts are great for many purposes:

- Seasonal Sales
- Limited-Time Offers
- Restaurant Menus
- New Customer Promotions
- Real Estate Listings
- Membership Specials
- Auto Listings
- Grand Openings



Several great options to suit your needs.



STANDARD

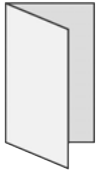
8.5"x11"



FOLDING OPTIONS



Flat



Bi-Fold



Tri-Fold



JUMBO

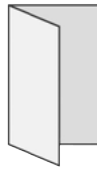
11"x17"



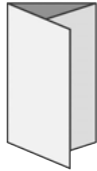
FOLDING OPTIONS



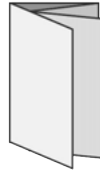
Bi-Fold



Offset
Bi-Fold



Tri-Fold



Double
Parallel



SQUARE

11"x11"



FOLDING OPTIONS



Flat

INSERTED POSTCARDS

5"x9" | 6.125"x9" | 5"x11.5" | 9"x10"



Printed on premium 100-pound card stock with UV coating on the front

All of Town Money Saver's postcard sizes are available to insert into the magazine as well. The weight and gloss of postcards make them stand out among other standard inserts. The 9"x10" and 5"x11.5" sizes also stick out of the magazine when mailing to grab immediate attention.

Reach *your* target customers.

Town Money Saver's targeting options allow your inserts to focus on the areas that are best for your business.



BASIC TARGETING

- Insert your piece into **every magazine** in the market where it mails.²



SMART TARGETING

- Target your distribution by selecting **specific mail carrier routes** within a market.
- **Choose the quantity** to print and the carrier routes to target.³
- **Demographic information**, such as home value and household income, can be provided to pinpoint the right customers for your business.

 **Mail Carrier Routes** are made up of the homes and businesses to which a single USPS mail carrier delivers.

 Mail to everyone...



1. Ask your TMS representative for details about when and where to ship your preprinted inserts. Size and paper restrictions may apply.
2. You may print quantities lower than market circulation (see #3) and have them randomly distributed within the market or within specific zip codes.
3. Minimum print order of 10,000 pieces required (5,000 for postcards). These can be distributed all at once or inventoried and distributed over multiple months.

 or target by route.

