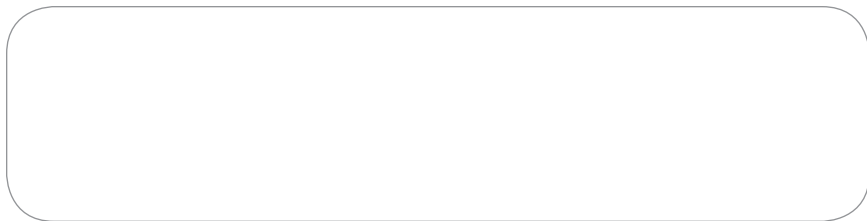


The Metropolitan Press-Journal

12345 Press Ave
Metropolis, US 01234-5678



INSIDE: 7 unique benefits you can get for as little as 39¢ a day



Choose Your Subscription	Monthly Home Delivery Rate	Cost per Day
<input type="checkbox"/> Monday thru Saturday	only \$9.40	only 39¢
<input type="checkbox"/> Monday thru Sunday	only \$13.40	only 48¢

LIMITED-TIME OFFER: Reply before May 31, 2010.

Special Offer Code: ABCD1234

Sample A. Sample
 12345 Busy St
 Hometown, US 98765-4321
 <barcode>

METHOD OF PAYMENT (check one)

- Bill Me
- Check Enclosed (payable to Metropolitan Press-Journal)
- Please charge my credit card:
- AmEx Discover Mastercard Visa

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Credit Card No.

Exp. Date (MM/YY)

Cardholder's Signature

Phone Number

E-mail Address

XYZ987

▲ Detach at perforation and mail top portion in postage-paid envelope provided. ▲

Dear Sample:

Here's a great opportunity that can help you make the most of every day!

Right now, you can get convenient home delivery of the Metropolitan Press-Journal and start enjoying all the great benefits that the Press-Journal brings to you every day—**for as little as 39¢ a day.**

From award-winning news coverage and complete financial reporting to entertainment news and sports coverage, the Press-Journal delivers the information you need, **right to your doorstep.**

Plus you can save money and **stretch your monthly budget** with great coupon offers and sale flyers from many of the area's leading retailers.

Through this special, limited-time offer, you'll **save up to 33%** off the regular newsstand price.

Don't wait! Just call 1-800-987-6543 or mail the Home Delivery Discount Form above today to take advantage of this special, money-saving offer.

Sincerely,

John Q. Media
 Publisher & CEO



Reply before May 31, 2010.

The Metropolitan Press-Journal

Seven ways you'll benefit for as little as 39¢ a day:

- Start with savings:** Take advantage of this special home delivery offer and **SAVE 33% off** the newsstand price.
- Stay you informed about local, national, and world events with **award winning news coverage.**
- Money-saving coupons help you **get the most of every dollar** you spend.
- Business reporting, financial coverage, and consumer tips **help you plan for the future.**
- A fun weekend is easy,** with entertainment news, movie times, restaurant reviews and more.
- From the NFL to NASCAR, the Press-Journal gives you the **complete sports coverage you want** every day.
- Relax. Catch up. Get ahead. **Convenient home delivery** makes it easy to get more out of every day.

DON'T WAIT! CALL 1-800-987-6543 TODAY!

Or visit metropaperurl.com/seven or mail the reply form above today.

Ugait iure molorperit wisisit luptat amet alis eu feugait la adionsecte core magna cor sum nullam vendigna accumsandre modolore ea commollo rtiscing enis nulputpate magna autet ipit etuerci euippissim zzril ut nostrud enim quisqip et ad dignim nissecte dolendit auguerilisim iure et lut nonsenibh euisit ut atummod magna feugiam quis dunt nibh elenisl utat duipsum sandionse facilis nos nullaor ercing et nullaor si. Dolorer aessequat, commy nos ex eu faci euis auguer sim eumsandre tisit venisi. Or sed deliquate ex eu feuisit nibh eu feuis doluptat, quis nulputat volenis doloreet irit autat, consenim dolent volorpero euismod exerillummy. Luptat. Andre magna consequat. Magniam, seniatum alit atue facidunt augait eum zzrit ut ipissim zzril iureet iureet, sit velliquam dolesenim nonulput ute dionsequat inittortie feugiam dolorpercil exer sim iriurero et