

**The Atlanta
Journal-Constitution**

P.O. Box 4689, Atlanta, GA 30302-4689



SUBSCRIBER SURVEY REQUEST ENCLOSED



The Atlanta Journal-Constitution

Credible. Compelling. Complete.

PREFERRED SUBSCRIBER SURVEY OFFER

Customer Name: Sample A. Sample

Reply before July 15, 2019 to save 47% off the newsstand price!

Offer Code: ABC123

*****AUTO** 3-DIGIT 123
Sample Sample
12345 Main Street #987
Atlanta, GA 30213-2068
<barcode>

Subscription Type	Term	Newsstand Rate	Your Savings	Your Special Offer Price
7 days a week	26 weeks	\$5.00 per week	47%	Only \$2.65 per week (plus tax)

METHOD OF PAYMENT

(Total cost \$68.99 plus tax* for 26 weeks):

*Rate with tax: 6%-\$73.13, 7%-\$73.82, 8%-\$74.51.

☐ AmEx ☐ Discover ☐ MasterCard ☐ Visa
☐ Bill Me ☐ Check Enclosed (payable to AJC; please include appropriate sales tax)

CARD NO. EXP. DATE (MM/YY)

CARDHOLDER'S SIGNATURE

PHONE NUMBER REQUIRED

EMAIL

FOR IMMEDIATE ACTION, CALL 404-526-7988 TODAY!

Sample A Sample:

The Subscription Department is currently conducting an important survey of newspaper readers in our community. We value your opinion and would like to request your participation in this survey as a former subscriber of The Atlanta Journal-Constitution.

As a reward for your participation, the Subscription Department has arranged for you to renew your subscription with special savings of 47% off the regular newsstand rate. To subscribe, simply complete the survey below, fill out the top portion of this form and return in the postage-paid envelope provided. Or, for immediate action call 404-526-7988 today!

Thank you for your assistance with this important survey project.

1. When you were a subscriber, how often did you read the award-winning coverage offered by The Atlanta Journal-Constitution? (check one)

☐ Every day

☐ Three or more days per week

☐ Once or twice a week

☐ Less than once a week

2. Which of the following are most important to when selecting news sources? (mark all that apply)

☐ Award-winning reporting

☐ World news coverage

☐ Coverage of national news and events

☐ In-depth local news and information

3. How important to you is the full coverage of business, investment, and economic news provided by The Atlanta Journal Constitution? (check one)

☐ Very important

☐ Somewhat important

☐ Not important

4. Are you aware that The Atlanta Journal-Constitution provides sales inserts from your local stores, plus an average of \$200 in coupons each week? (check one)

☐ Yes

☐ No

5. Each day, The Journal-Constitution provides complete local and national sports coverage. Which sports coverage interests you? (mark all that apply)

☐ Braves/MLB

☐ Falcons/NFL

☐ Hawks/NBA

☐ Thrashers/NHL

☐ NASCAR/motorsports

☐ College football and/or basketbal

☐ Other

6. How important to you is The Atlanta Journal Constitution's complete coverage of local and national politics? (check one)

☐ Very important

☐ Somewhat important

☐ Not important

7. Every week, The Journal-Constitution provides great coverage of entertainment and the arts. Which entertainment news and coverage interests you the most? (mark all that apply)

☐ Entertainment news

☐ Movie reviews and show times

☐ Restaurant reviews

☐ Fine arts

☐ Music and nightlife

☐ Other

TAKE ADVANTAGE OF THIS LIMITED-TIME SURVEY OFFER TODAY

ONLINE: Go to www.ajc.com/smartchoice

PHONE: Call 404-526-7988 (mention offer code ABC123)

MAIL: Detach at perforation and return top portion in the postage-paid envelope provided.

The Atlanta Journal-Constitution

Credible. Compelling. Complete.

OFFICE USE ONLY		