

# Courier<sup>®</sup> *Ad Audit*

## **How it works:**

Courier Ad Audit is designed to eliminate the time you spend on tear sheets and money spent on postage to send the tear sheets. For an affordable monthly fee we will provide you with a username and password for advertiser access. There is no longer a need to spend time paging through the paper looking for the specific ad to clip and mail.

- Your advertiser will enter the provided username and password and view their ad in the current edition of the paper.
- The password will expire at the end of each month ensuring that only current advertisers have access to view the paper.
- Ongoing monthly advertisers can be provided up front with the passwords for an entire year.
- Advertisers can use the search feature to type in their name and find their ads or search for their code, if one is used.

## **Costs:**

The price is based on your circulation and frequency. Add up the cost of your current tear sheet system; staff time, office supplies, postage, etc. Then contact us for the monthly fee for your paper. Compare and make the most of your money.

## **The Benefits to Your Paper:**

- One username and password for all your advertisers, it is quick and easy!
- Advertisers have immediate knowledge of ad being published
- Saves your staff time and saves you money.

## **Newspaper Responsibilities:**

- Fill out the Courier Ad Audit application.
- Send username and password to advertisers.