

# Courier<sup>®</sup> Full Coverage

## How it works:

Courier Full Coverage is a program that provides access to the online edition for your print edition subscribers. **For literally pennies per reader each month, all of your print subscribers can have access to the online edition!**

- Courier Full Coverage works using your current print subscribers account number as their username and their last name as their password.
- There is no need to contact subscribers individually to announce this program.
- Simply use the announcement ad provided by Courier or design an ad of your own.

## Costs:

The price is based on your circulation, average page count, and frequency. Contact us and we will provide you with the exact cost to start your program.

## The Benefits to Your Paper:

- Subscribers can access your newspaper anywhere, anytime.
- Subscribers can search the last 90 days of your newspaper.
- Events that prevent your print edition from being distributed are less detrimental due to your readers having another method of access.
- Courier Full Coverage adds value to your print edition and will help you maintain or even increase circulation.

## Newspaper Responsibilities:

- Fill out the Courier Full Coverage application provided.
- E-mail ColorMax an Excel spreadsheet that includes the subscribers' account number, first and last names, and phone number.
- Administrate additions and cancellations. Details will be provided on how to easily administrate this program using the Courier interface.

## Important Requirements!

- To take part in this program your annual online edition subscription price must be at least 10% less than the annual print edition subscription cost. Why? It is not beneficial for you or us if a person chooses the print subscription but intends to use only the online edition. If the print price including the online edition is less than just the online, it would not make sense for a person to just buy the online edition. This leads to you having to print and mail the print edition all over the country which defeats the solution of the online edition to avoid rising postal rates.
- Courier Full Coverage works as a supplementary way to access the newspaper. If a subscriber cancels or puts a hold on their paper for a period of time, this eliminates their access to the online edition as well. Simply put, if the print edition is not being delivered the online must be cancelled at the same time.