

THE POWER OF THE CARD PACK FOR NEWSPAPERS

The following was written by Schmidt customer David Dakin and appeared in the July/August 2007 issue of *Newspaper Marketing*. David is the Display Advertising Director at the Fresno Bee. In this article, David is describing the Postcard Power Pack, which Schmidt produces for the Fresno Bee.

Postcard Power Pack, by David Dakin

The Postcard Power Pack is an upscale cooperative postcard package delivered to select subscribers of The Fresno Bee. For about 4 cents per household, advertisers can have a two-sided, four-color postcard delivered to 50,000 upscale households. The cellophane wrapped package is delivered under the rubber band on the front of The Fresno (Calif.) Bee for maximum exposure.

Our first publication of the Postcard Power Pack ran on April 28th, 2007. We have two more scheduled for 2007 – July and October. Fourteen advertisers participated in the first issue. We expect this to grow as the response generated has been very good.

This idea came about from seeing several cooperative direct mail publications come into our market. While our Direct Marketing division works with individual businesses on direct mail campaigns, we did not have a cooperative program in place. The Postcard Power Pack idea originally started out as a cooperative mail package, but we soon realized that using our newspaper distribution gave our clients better results and gave us a competitive advantage with better profitability.

Compared to our mailed competition, we offered a larger postcard format (6" x 4.25") and we offered 4-color on the front and back. On a cost per household basis we were more affordable, charging four cents per household compared to five-six cents per household.

Our cost to pay the carriers was about a third of what it would cost to mail the same package. The carriers would put the package under the rubber band of the newspaper and then insert the newspaper inside a clear poly bag to ensure that everything would stay together.

Since this cooperative program was designed to target affluent homeowners, we selected subscribers in our top nine income zip codes. Seventy-five percent of the subscribers in these zip codes are homeowners with median income of \$65,000.

In upcoming publications we will offer two zoning options for advertisers that pull from a smaller geographic area, Eastern zone (five zip codes) and Western zone (four zip codes). Each zone reaches approximately 25,000 homes and will be priced at five cents per household.

