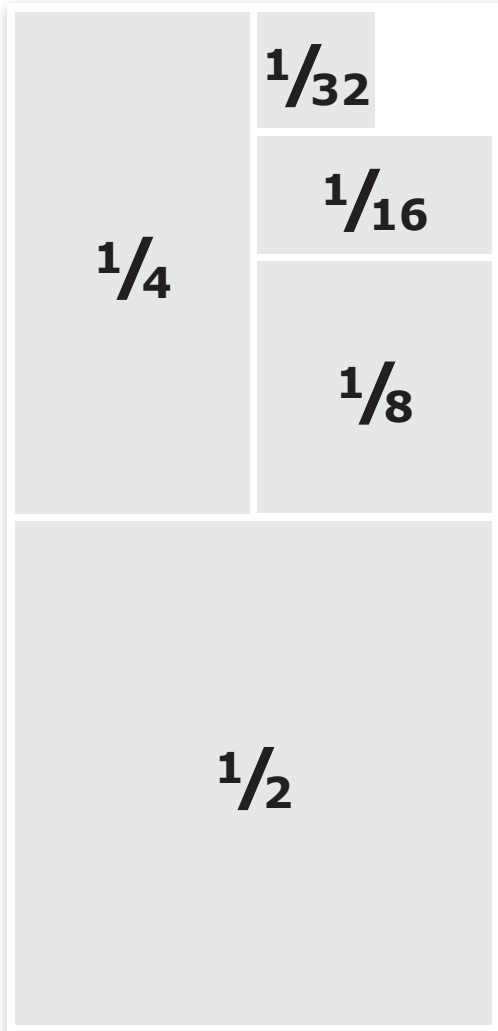


Henninger Helpful Hint



Sizing it up

During the past couple of years or so, some newspapers have experimented with modular ad sizes.

Leonard Woolsey, Publisher of the Times-Georgian in Carrollton, Ga., developed his modular ad plan as a way to win back smaller advertisers.

“People were telling us their ads didn’t work, that they were too expensive and that they couldn’t afford to sign an annual contract.”

But the plan is only for certain accounts. Woolsey uses it only to bring back lost advertisers or reach out to new businesses.

If you want to know more, you can reach Woolsey at (770) 834-6631 or email publisher@times-georgian.com.



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is filled with so many good ideas. You’ll find yourself asking: “Why didn’t I think of that?”

Kevin Slimp, Director
Institute of Newspaper Technology

You can check preview pages at www.henningerconsulting.com

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