

The AMHERST CITIZEN

AMHERST, NEW HAMPSHIRE'S COMMUNITY NEWSPAPER • P.O. Box 291, AMHERST, NH 03031 • 603-672-9444 • FX: 603-672-8153 • WWW.AMHERSTCITIZEN.COM

Dear Advertiser:

Since its introduction in September 1992, **THE AMHERST CITIZEN** has been a remarkable success story.

By providing more news and information about Amherst town events, local business, schools, sports, health & fitness, plus featuring one of New Hampshire's best arts & entertainment sections, **THE AMHERST CITIZEN** has become a major contender as wider circulated daily and weekly newspapers continue to lose market share. Our approach to community news reporting is presented in an attractive, easy-reading and award-winning format, setting a standard for others to follow. Our effective direct mail, saturation delivery system has broken typical rules for distribution. Readers only have to go to their mailbox to pick up their copy of the latest **CITIZEN**, or log on to the paper's website to read an exact replica on their computer screen.

Businesses and municipalities have recognized this effectiveness for delivery. For over six years, the Amherst School District contracted with **THE CITIZEN** to help set up, print, and distribute their 16-page Annual Report to every taxpayer in Amherst and Mont Vernon. Recently, Walpole Woodworkers in Massachusetts, Hampshire Hills in Milford, and Spinal Corrective Center in Amherst have placed multiple inserts in **THE AMHERST CITIZEN**.

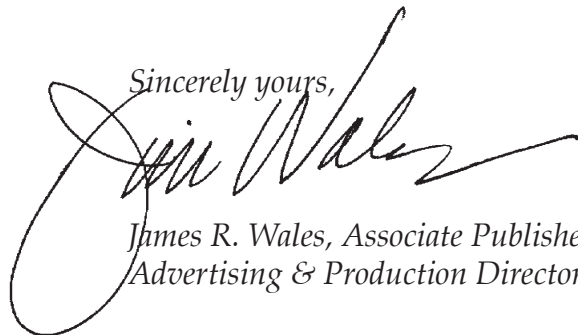
In July 1998, **THE CITIZEN** introduced a redesigned, four-color cover. In May 2000, **THE CITIZEN** converted to a standard/broadsheet newspaper size offering more content and more color. Since then, color advertisements have become an effective technique for attracting customers. Ever since its inception, **THE AMHERST CITIZEN** has been produced electronically, a first in New England!

The paper's website (www.amherstcitizen.com) was launched in March 2001, just in time to announce voting results for Amherst and Mont Vernon receiving over 10,000 hits within two days after the vote was tallied!

Our rate structure is simple, easy to understand and one of the most competitive in the region. We offer 100% saturation to a growing and dynamic market that's important to your business! From display advertising to publicity opportunities and effective direct mail penetration, **THE AMHERST CITIZEN** offers your business the best marketing value in the region.

Please allow us to help with your next marketing campaign designed to appeal to Amherst, Mont Vernon and surrounding communities.

Sincerely yours,



James R. Wales, Associate Publisher
Advertising & Production Director