

## The LANG Direct Difference.

This flexible preprint delivery program enables you to control precisely who receives your message. The innovative delivery combination utilizes LANG paid newspaper subscribers and California Independent Postal Systems (C.I.P.S.), to achieve total market coverage.

### With LANG Direct you can...

- Achieve potential saturation coverage of up to 5.8 million Southern California households.
- Enable custom distribution of inserts to your choice of geographies and consumers across the LANG Market and L.A. DMA.
- Leverage the over 548,000 paid newspaper subscribers of the Los Angeles Newspaper Group.
- Utilize the audited, hand-placed, front door delivery of C.I.P.S. to reach non-subscriber households.
- Capitalize on the high consumer appeal of newspaper inserts. Advertising inserts are the **#1** media consumers look to when first making buying decisions.

Newspaper is the preferred preprint delivery format of consumers and LANG's alternate delivery plastic bag package has **proven 17% more effective** than direct mail for reaching consumers.

# LANG Direct offers five key advantages when compared to other saturation delivery programs.

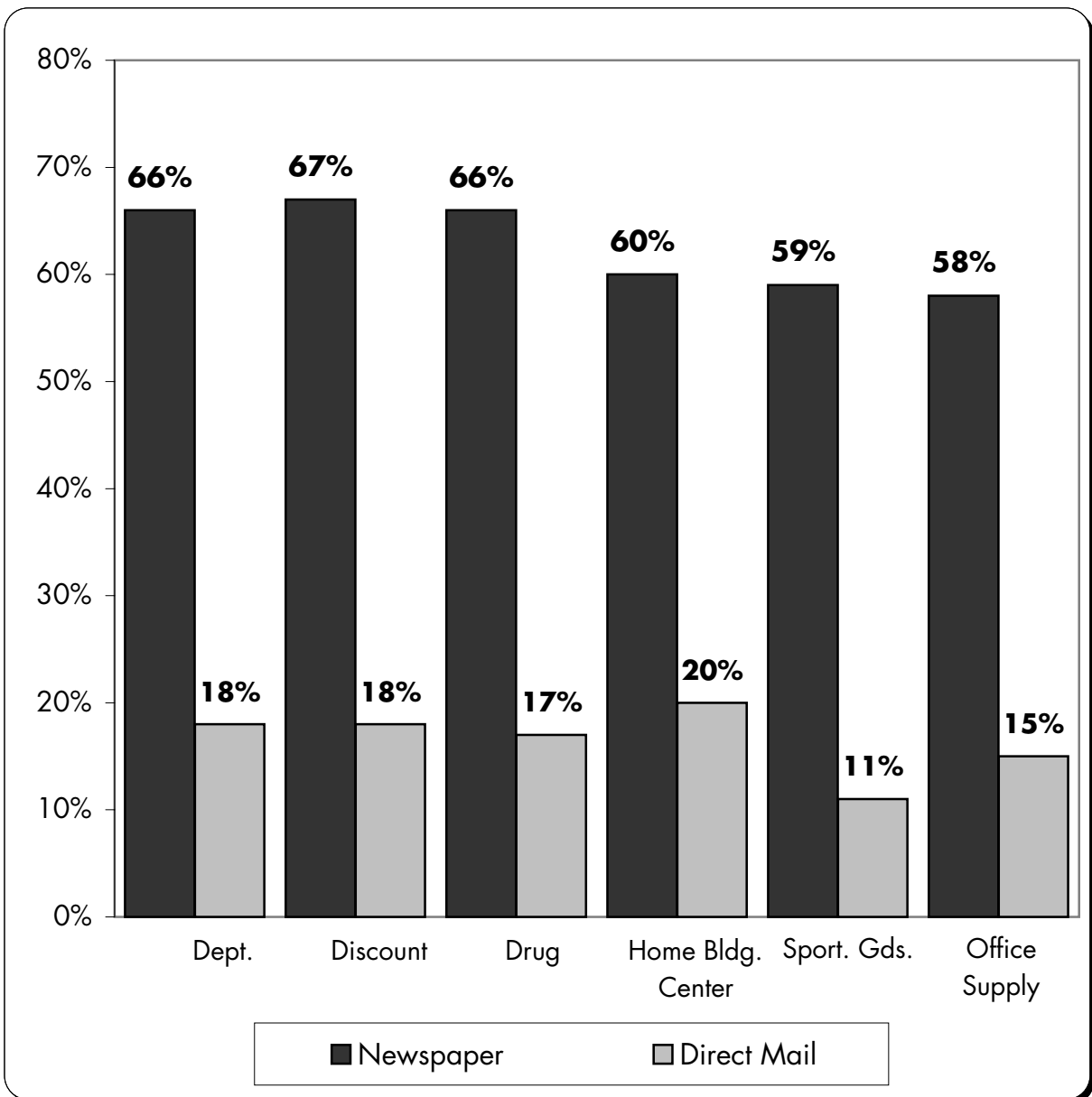
1. **Confirmed audience.** Reaches an audience of over 548,000 paid subscribers who value the content of LANG newspapers.

**70% of adults report checking weekday or Sunday newspaper inserts in the past month to help plan shopping or make a purchasing decision.**

2. **More effective reach.** Audited, front door plastic bag delivery is a proven 17% more effective than direct mail to reach non-subscriber households.
3. **Custom distribution.** Pick only the ZIP Codes and level of household coverage you need. Utilizing paid newspaper subscribers and C.I.P.S., the largest alternative delivery system in America, LANG Direct can easily deliver your message to targeted locations within the L.A. DMA.
4. **Recognizable Packaging.** Your message avoids being perceived as "junk mail" while it rides-along with other popular, well-known retailers.
5. **Convenience.** Delivery available any day of the week... 7 days a week!

# LANG Direct capitalizes on consumers' reliance on newspapers when making purchasing decisions.

**Ad Source Most Likely to Check When Considering Purchase**



# LANG Direct's plastic bag and newspaper home delivery both offer comparable demographics and opportunities for retailers.

