

Daily Chronicle

August 12th 2008

Dear valued customer

Re: Advertising rates for the NEW Chronicle.

We wish to advise of the up-coming changes to the DAILY CHRONICLE in Levin.

As from September 1st 2008 the Daily Chronicle will cease to publish as a daily newspaper, and revert to a bi-weekly community newspaper, delivered FREE to 15,000+ letterboxes every Wednesday and Saturday, and be titled the Chronicle.

In an innovative move, the Daily Chronicle last year made it's Wednesday edition free and increased the paid circulation of 2500 copies to 15,000 free copies.

In announcing the decision, APN Publishing Chief Executive Martin Simons said advertisers had opted to support the wider-circulating publication, and the move to bi-weekly would meet market needs. The newspaper will focus on community issues, but will still carry national and international news provided by the New Zealand Press Association and other international news agencies.

So as you can see there are a few changes that will occur, but please be assured you will see receive the same efficient, reliable service you have become accustomed to from the staff in Levin.

This new venture will guarantee all our customer's advertising will be more effective in reaching their target audience, with a great community newspaper being delivered to 15,000+ letterboxes in the Horowhenua region every Wednesday and Saturday.

Please be assured ALL of your bookings up to the date of this letter will be honoured at the rate/s specified, we will be in touch regarding the bookings for the days which we will no longer be publishing to offer an alternative.

For future bookings please use the new rate card attached.

If you have any further questions or inquires, I would be more than happy to answer them, please feel free to contact me at any time.

I thank you for your support of our newspaper and look forward to an exciting time ahead with the new publications.

Kind Regards

Bevin Sanson
Advertising Director
Daily Chronicle.