

# Make revenue stick!

## Introducing AFL Sticky Notes Sample/Actual Size

Repositionable Notes have been proven to significantly increase response rates. Now you can use AFL to place Sticky Notes on your front page. Sticky Notes provide you with:

- New revenue opportunities
- Improved customer satisfaction
- Positive differentiation for your brand



Is your printer helping you grow revenue?

## AFL does

AFL is focused on providing quality products, exceptional service, and innovative solutions to help customers grow their business.

### Why do Sticky Notes work?

Sticky Notes deliver high visibility, readership, and response to deliver results. According to NewsNotes®, a provider of repositionable notes, a national study found that repositionable notes deliver results:

- 78 percent increased readership\*
- 39 percent increased ad recognition\*
- 45 percent increased response rate\*

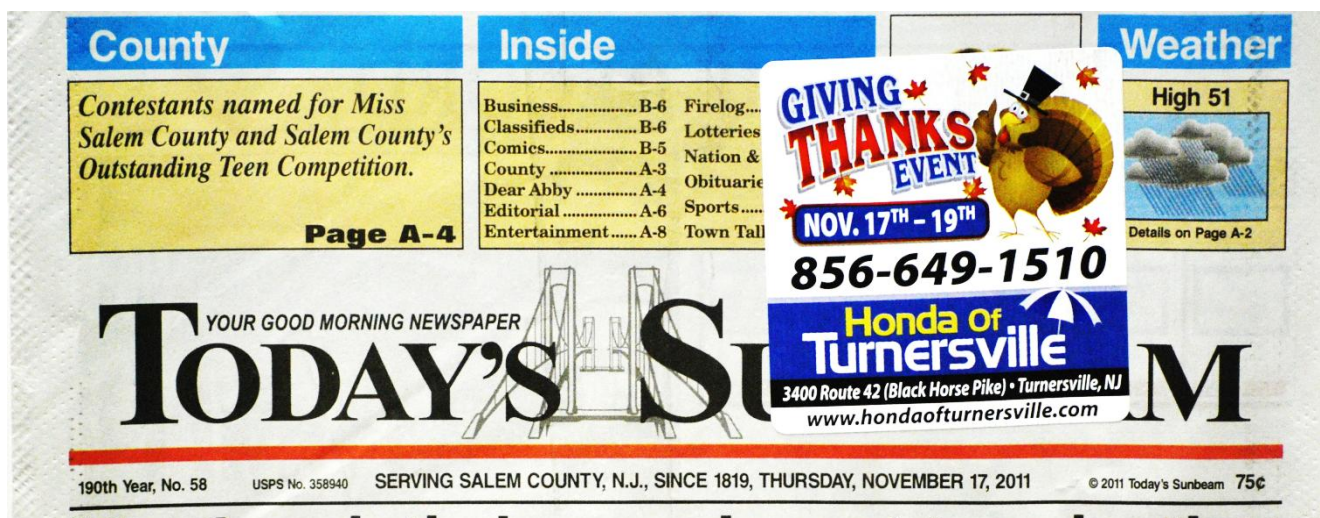
Ask us about Sticky Notes and our other programs which have made AFL a leading provider of web printing, finishing, and circulation services for newspapers, niche publications in the Mid-Atlantic Region

Call us. We'll show you how to grow your business  
**(856) 566-1270**



**Our Focus: Your Success**

# AFL Sticky Notes: focused on your success



## Delivering versatility, convenience, value

Our Sticky Notes help grab reader's attention from the moment they see your newspaper. And by partnering with one of the largest retailers of repositionable notes, AFL offers product versatility, convenience, and value.

### Versatility

- 3x3 impact size
- Special shapes and colors available
- Other options: Scratch off message, sequential numbers/bar codes, metallic reflections

### Convenience

Sticky Notes easily peel away from the newspaper and are repositionable to virtually any surface. That keeps the message in front of the reader to use as a promotion, special offer, special event, branding, call to action or any high-impact advertising program.

### Value

One price per thousand, regardless of quantity, for application only.

### Other info

14 day advance notice required; 5 percent overage required; back must be full glue  
Contact your sales rep for design specs and print charges.

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