

INTERLINK HELPS YOU

FIND YOUR NEW SUBSCRIBERS





WHAT JOBS CAN INTERLINK DO FOR YOU?

As a busy publisher, day-to-day operations keep you focused on getting your paper out the door. Whether the job is managing circulation, providing the best mail routing, processing renewals, or growing circulation through sampling, we can help.

Interlink has been a trusted partner for over 30 years, and we see the next 30 years filled with opportunities to help you get your circulation jobs done worry-free.

Managing subscriptions and providing the best possible mail sortation are what Interlink is known for, but we know publishers need more. Our feature-rich program also is designed to support your efforts in growing circulation.

With Interlink skillfully handling the circulation jobs you need done, you're free to concentrate on doing what you do best—telling your community's story.



MANAGE AND GROW YOUR CIRCULATION WITH SMART SAMPLING™

We believe your software should not only manage your circulation, but also help you grow it as well. That's why our Smart Sampling™ tool is a built-in feature available to all Interlink Circulation customers.

Subscriptions have always been a newspaper's most reliable source of revenue, and today, are the largest scale opportunity for growing immediate and recurring revenue.

Smart Sampling™ recognizes the growth potential in every market by identifying non-subscribers in your primary ZIP codes so you can directly market to them without disrupting delivery quality for current subscribers. Traditional bulk saturation sampling simply can't do that. You tell your community's story better than anyone, and Smart Sampling makes it easy and inexpensive to help non-subscribers catch the habit your subscribers love.

HOW SMART SAMPLING™ IS DIFFERENT

Traditional sampling by saturating your area with simplified addressed papers to both non-subscribers and your current subscribers once or twice a year probably isn't cutting it for you.

THERE'S A BETTER WAY.

Interlink Circulation's built-in Smart Sampling™, combined with purchased

USPS-certified addresses, lets you easily target non-subscribers along specific postal routes. That means non-subscribers can receive special offers and inserts with their sample papers while your subscribers continue to receive their usual labeled papers. Your sampling will be more focused and more effective.

| | TRADITIONAL SAMPLING | Smart Sampling™ |
|--|----------------------|-----------------|
|  Total market coverage | ✓ | ✓ |
|  No disruption to current subscribers | | ✓ |
|  Mail to residential addresses only | | ✓ |
|  Maintain subscriber names on labels | | ✓ |
|  Special offers delivered to non-subscribers only | | ✓ |
|  Mail more sample papers at in-county rates | | ✓ |
|  No need for additional inserts from advertisers | | ✓ |

PUTTING SMART SAMPLING™ TO WORK

For publishers, subscriptions always have been a newspaper's most reliable source of revenue and are the largest scale opportunity for growing recurring revenue.

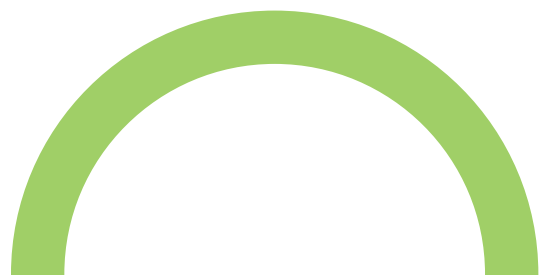
Interlink's Smart Sampling™ tool targets this growth potential in every market by identifying non-subscribers in your primary ZIP codes so you can directly market to them without disrupting delivery quality for current subscribers.

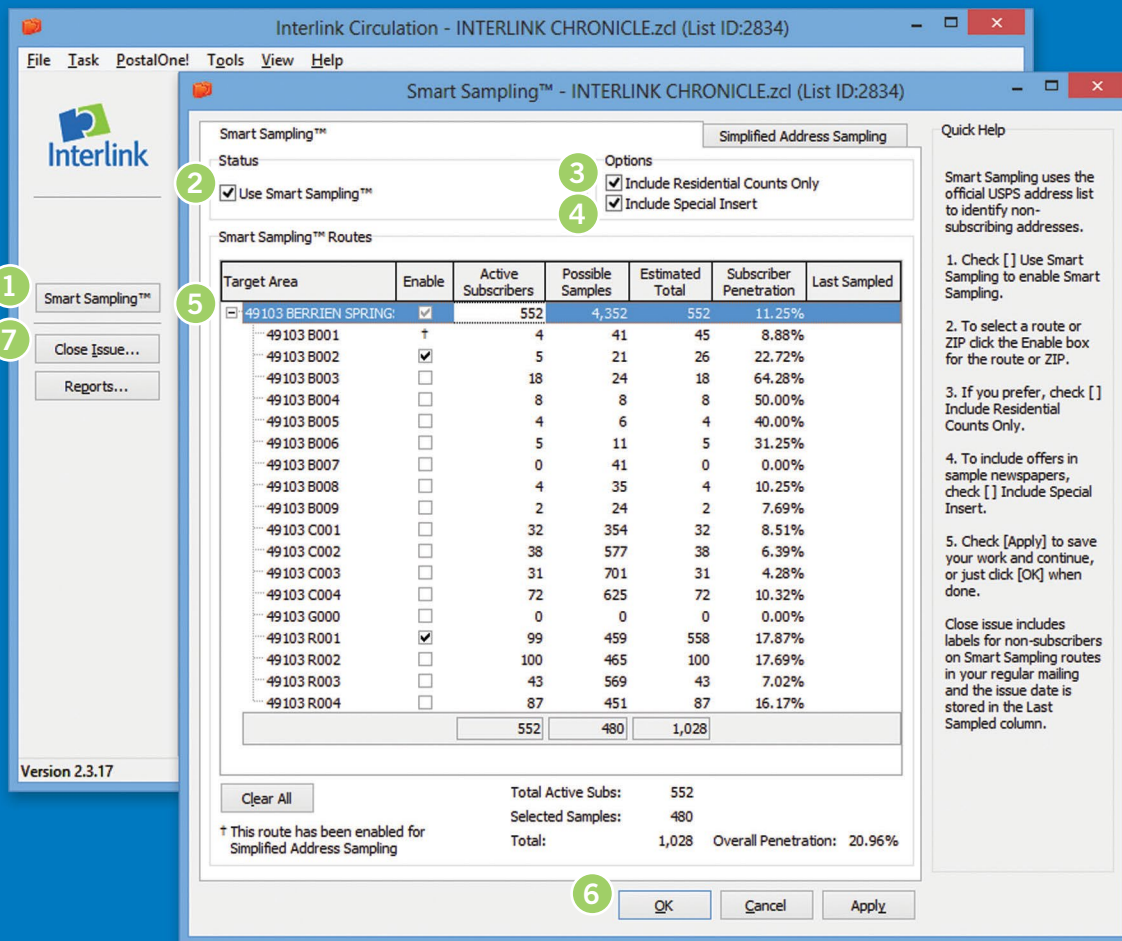
SMART SAMPLING™ WITH USPS-CERTIFIED ADDRESSES* IS EASY.

- 1 After the purchased addresses are attached to your list, click the 'Smart Sampling™' button on the left side of the open Interlink Circulation screen.
 - 2 Check the 'Use Smart Sampling™' box to enable Smart Sampling.
 - 3 If you want to only sample residential addresses, check 'Include Residential Counts Only'.
 - 4 If you plan to include a special offer or promotional insert in your sample newspapers, select 'Include Special Insert' as this will separate your sample subscribers from your paid subscribers.
 - 5 To sample specific routes within a given ZIP code:
 - a. Click the '+' sign next to the ZIP code if necessary to expand the selection and display the individual routes available.
 - b. Check the box(es) for each route you want to sample.Once all desired routes have been selected, view the 'Selected Samples' total at the bottom of the screen to confirm it meets your expectations.
 - 6 When setup is complete, click the OK button at the bottom of the dialog box.
 - 7 When ready, 'Close Issue' as normal.
- Once Close Issue has been completed, please print your Statistics Report before you print labels to confirm the mailed copies number has increased as expected.

Until you change your Smart Sampling™ selections, subsequent issues will automatically include sampled copies.

*CDS (Computerized Delivery Sequence) lists are official USPS address lists of active and inactive addresses managed within each ZIP Code. CDS address lists allow you to distinguish between residential and business addresses so you target the addresses and routes you want.





For information on address lists or pricing for your ZIP codes, contact Interlink at 888-473-3103.

To view the number of possible addresses in your primary ZIP code(s), try our online delivery statistics tool. Simply enter the ZIP code, select 'CDS', and click 'Search now!' to view all possible routes and addresses.

www.ilsw.com/delivery-statistics

SMART SAMPLING™ AT WORK FOR YOU

SEQUOYAH COUNTY TIMES INCREASING
SUBSCRIBERS WITH SMART SAMPLING™!

Jeff Mayo, Associate Publisher and General Manager of Sequoyah County Times (OK), knows increasing his subscriber base is an integral part of growing his multiple publications. With the help of Interlink Circulation's Smart Sampling™ tool, Jeff along with Regina, his Circulation Manager, have created an ongoing plan to successfully grow their paid subscription base.

"We are very pleased with Interlink's Smart Sampling™, and it definitely has resulted in increased subscribers for our paper, every time we sample," Regina said.

Interlink's Smart Sampling™ tool simplifies the sampling process for Sequoyah County Times by easily identifying non-subscribers. Several days prior to sampling a route, non-subscribers are mailed an eye-catching

postcard letting them know they've been chosen to receive the award-winning newspaper for the next four weeks. During the third week of sampling, non-subscribers receive a letter letting them know the following week will be their last week to receive the newspaper for free, and they are invited to become paid subscribers of the paper they've come to enjoy.

Smart Sampling™ is designed to make the sampling process easy by providing a systematic approach to targeting non-subscribers for growth opportunity, while not disrupting service to current subscribers. Jeff and Regina have found integrating Smart Sampling™ into their everyday business process to be a successful plan for growing their paid subscription base.



◀ A postcard mailed to non-subscribers

SMART SAMPLING™ IS FLEXIBLE AND EASY

We know you have limited time and resources to dedicate to deciding the best way to sample. Smart Sampling™ can easily be integrated into your existing processes. Not sure where to start? Let us help you get started by offering several options you can easily incorporate into your current operations.

| OPTION | OPTION | OPTION |
|---|---|---|
| 1 | 2 | 3 |
| <ol style="list-style-type: none">1. Select route(s) to sample2. Sample the designated routes for a recommended 4-6 weeks' time period3. During the last week of the sampling period, mail non-subscribers an invitation to subscribe to the paper they've come to enjoy4. Select next route(s) to sample and repeat process5. Continue sampling for time periods that work best for your operations. | <ol style="list-style-type: none">1. Select route(s) to sample2. Send postcard a few days in advance of sampling to notify non-subscribers of upcoming paper delivery3. Sample the designated routes for a recommended 4-6 weeks' time period4. The week prior to the last delivery, include an insert informing non-subscribers the following week will be the last sample paper they receive, and include an invitation for them to become a subscriber.5. Repeat process with next selected route(s)6. Continue sampling for time periods that work best for your operations. | <ol style="list-style-type: none">1. Select route(s) to sample2. Sample the designated routes for a recommended 4-6 weeks' time period3. The last week of the sample period, insert a subscription offer in the paper they've come to enjoy4. Repeat process with next selected route(s)5. Continue sampling for time periods that work best for your operations. |

The flexibility of Smart Sampling lets you combine any of these recommendations to fit within your publication's existing processes or create an entirely different schedule specific to your publication and your needs.

NOW IS THE TIME TO FIND YOUR FUTURE SUBSCRIBERS

YOUR SMART SAMPLING™ BEGINS HERE

Interlink has made it easy for you to see at a glance the total possible addresses within your primary market. Visit our website at www.ilsw.com/delivery-statistics, enter a ZIP code in which you are interested, and select the 'CDS' option to find the total number of addresses available in a given ZIP code.

Delivery Statistics

| State | Zip code | CDS class | Possible business | Possible residential | Possible general | Total possible |
|--------|----------|-----------|-------------------|----------------------|------------------|----------------|
| MI | 49103 | G | 0 | 0 | 1 | 1 |
| MI | 49103 | RR/HC | 54 | 2272 | 0 | 2326 |
| MI | 49103 | PO BOX | 135 | 249 | 0 | 384 |
| MI | 49103 | CITY RES | 177 | 2496 | 0 | 2673 |
| Totals | | | 366 | 5017 | 1 | 5384 |


Search Delivery Statistics

☒ CDS ☐ Detailed

For a more detailed view of specific routes within each postal grouping, simply enter the ZIP code and select 'Detailed'. Official USPS addresses may be purchased for a ZIP code(s), or you may select a specific postal grouping of addresses to purchase—Rural Routes, PO Boxes, or City addresses*.

Please call 888-473-3103 to learn more about Smart Sampling and obtain pricing information specific to your publication.

* Individual routes within each of the postal groupings (Rural Routes, PO Boxes, and City) may not be purchased separately.



We started using Smart Sampling™ a little over a year ago. It has been an excellent tool to target new subscribers. We sample one route for a month and have generated approximately 6-15 new subscribers a month. Interlink has made Smart Sampling™ easy to use and it allows us to insert a special promotional flyer just for the area we are targeting. I would recommend Interlink and Smart Sampling™ to any newspaper.

Brenda Bingham

The Bowie News, Inc.
Bowie, Texas

We are very pleased with Interlink's Smart Sampling™, and it definitely has resulted in increased subscribers for our paper, every time we sample.

Regina Southerland

Sequoyah County Times
Sallisaw, Oklahoma



CALL: (888) 473-3103
WRITE: sales@ilsw.com
VISIT: www.ilsw.com/smart-sampling