

THE POWER OF PRINT:

**MOST CONSUMERS DON'T JUST READ THE PAPER.
THEY TAKE ACTION WITH IT.**

--NAA study results conducted by MORI Research in March/April 2009

Newspaper Readers Take Action:

Three-fourths of all U.S. adults read a newspaper in print or online in the past week. Those 170 million adults do more than read, they are actively engaged with advertising in it.

If you want both reach and engagement, you want newspapers.



Times MEDIA
Connecting customers. Delivering results.

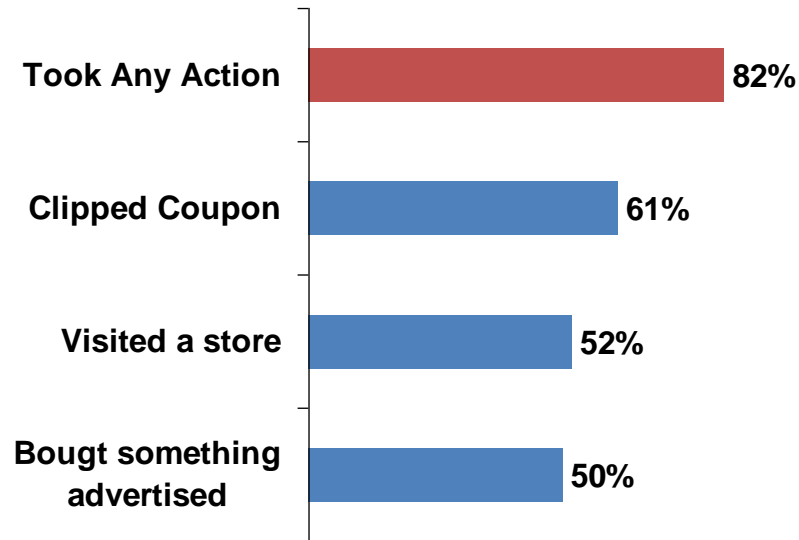
Newspapers are most used media for ads:

- 41% of U.S. adults in 2009 say newspapers are the medium used most to check out ads. More than radio TV, internet, magazines and catalogs combined.



Newspaper Readers Take Action:

- Action U.S. adults in 2009 took as a result of a **print newspaper ad** in the past 30 days:



Print Elicits Online Action:

- 39% of U.S. adults in 2009 followed up a newspaper ad online in some way. 33% went to a site after seeing a print newspaper ad, **21% conducted an online search after seeing a newspaper ad.**

Mid-Summer Savings Mayhem! NEW RATES

- 18-holes Mondays & Tuesdays (INCLUDES CART) = \$29.95
- 18-holes Wednesday-Sunday -\$26.00 golf \$13.00 cart = \$39.00
- Twilight - after 3:30pm (walk or ride) = \$29.95
- Sunday "Sundowner" - after 1:00pm (walk or ride) = \$29.95

◆ **Saturday "Gathering":**
after 1:00 pm groups of 12 to 48 consecutive tee times,
\$29.95 w/cart

◆ **Senior Rate:**
Mon-Fri before noon,
\$26.00 w/FREE cart

◆ **Couples Night:**
Fri & Sat
\$29.95 w/cart (per couple)

◆ **"The More-The Merrier"**
Mondays & Tuesdays foursomes
\$99.00 w/cart (\$24.50 each)

Public Golf, Golf Outings, Casual Dining, Banquets & Weddings

TERRITORY GOLF CLUB
320-258-GOLF
www.territorygc.com

Google™

teameyedoc

Google Search

I'm Feeling Lucky

8 in 10 use preprinted inserts:

- 82% of U.S. adults used a preprinted insert in the past 30 days in 2009.

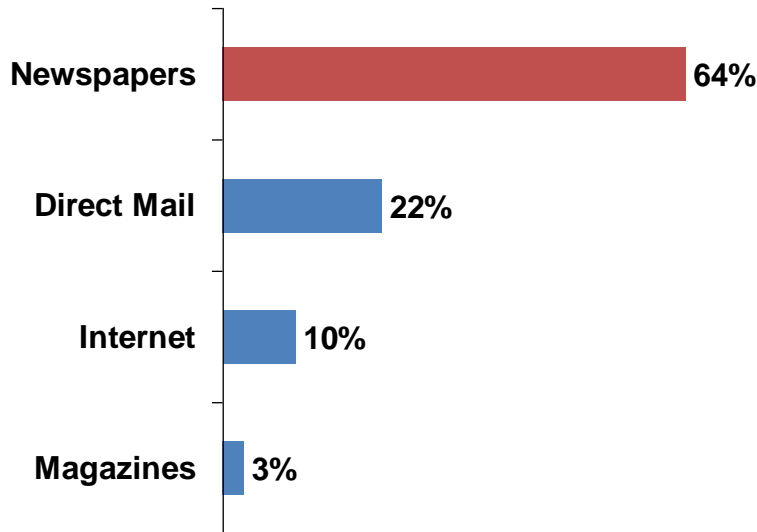
Use of preprinted inserts:



- On average, adults keep inserts 3.8 days.
- 60% of U.S. adults prefer to receive inserts in the newspaper vs. 29% who prefer mail.

Coupons:

- Method by which 2009 U.S. adults prefer to receive **coupons**:



Tiller shooting prompts PETA campaign

Group says it aims to generate discussion about vegetarianism

WICHITA, Kan. — A national animal rights group plans to erect billboards in Wichita urging people on both sides of the abortion debate to register.

One version of the billboard says, "Pro-Life? Go Vegetarian."

Law." The other says, "Pro-Chief's Choice Vegetarian."

Lawrence Raj, campaign manager for People for the Ethical Treatment of Animals, said the billboards were prompted by the recent shooting death of abortion doctor George Tiller, who was killed May 31 in a church.

"The discussion of the value of life is front and center right

now in the public conversation," Raj said.

"We think we would be irresponsible if we don't talk about how we're all partly responsible for the deaths of every time we sit down to a meal that includes meat," Raj said.

News of the group plans in Wichita drew fierce response from many in the community.

PETA has been criticized for the size and content of the campaign, including a 2003 "Holocaust on Your Plate" exhibit, which displayed images of the Holocaust with images of factory farming

would be posted.

"The Virginia-based group opposes eating animals or using any animal byproducts. It also opposes animal testing, hunting, fishing and factory farming."

News of the group plans in Wichita drew fierce response from many in the community.

"While you have to go out to the family and friends of George Tiller, we are hoping that these billboards will make those who are rightly shocked by his murder sit up and realize that behind closed doors, millions of animals are suffering every day, and that we as individuals can help to reduce the amount of violence and suffering in the world," he said.

Chinese company purchases Hummer

Business will keep production in U.S.

BEIJING (AP) — Hummer owners are an unusual breed, but a little-known Chinese company's surprise purchase of the American maker of off-roading, military-style SUVs is an indicator even by their standards.

Wichuan Tsinghong Heavy Industrial Machinery Co., which said Tuesday it is buying the General Motors Corp. unit, is four years old and has just 4,200 employees. It makes vehicles, but they are cement mixers and tow trucks, not passenger cars.

"Tsinghong is based in China's mountainous southwest, far from the east coast heart of China's auto industry."

"I had never heard of this company," said Yale Zhang, a veteran auto industry analyst for CSM Worldwide in Shanghai.

Tsinghong, which is keeping production of the Hummer in the United States, will face daunting hurdles in retooling the vehicle, known in China as "The Mc or Kaidi."

Sourcing gas prices have battered sales of the toy vehicles, which rear along on overpriced tires and can weigh up to 6,000 pounds.

And there is the image factor. Hummers are based on U.S. military vehicles that gained fame during the 1991 Gulf War — a link that fresh their macho appeal.

It is unclear whether buyers who love that off-road-roading looks and ability to drive over boulders will be as gung-ho if their maker is from communist China.

Shanghai entrepreneur Jun Jiu, who rents his bus status as one of China's top handful of Hummer owners, had mixed feelings when he learned the procedure of his beloved H1 model had been sold to a Chinese company.

"I think all Hummer owners in China will think their cars are devalued," said Jun, who bought the H1 through a specialty importer last year for \$130,000.

"From the point of view of supporting Chinese products, we are very glad a Chinese company is capable of buying the brand," he said. "From a selfish point of view, I don't really want this to happen."

Tsinghong plans to invest more in research and development to bring more fuel-efficient Hummers to the U.S. market, CEO Yang Yi said in a statement Tuesday.

Yang said Hummer's headquarters and operations will remain in the U.S. and the company will continue to be led by its existing management.

START SHOPPING! WE'RE GIVING YOU

\$70 BONUS DOLLARS

TO USE FOR DAD, GRADS, YOURSELF OR YOUR HOME. PLUS, STOREWIDE SAVINGS & VALUES THURS., JUNE 4-SUN, JUNE 7

ALL-DAY SAVINGS PASS

OR TAKE AN EXTRA 15% OR 10% OFF WHEN YOU USE YOUR MACY'S CARD OR PASS

the magic of macy's

macy.com

Non-cashable savings are subject to each approval receipt valid for the day prior to approval and the next day. Excludes certain items, certain brand merchandise and gift cards or franchise merchandise and floor covering. The new amount savings is limited to \$100, applicable most qualify for introduction approval to receive extra savings. Excludes certain items. See store for details.

SALE PRICES SUBJECT TO 40% OFF DISCOUNTS. SEE STORE FOR MORE DETAILS AND HOURS. BY THE WAY, WE'RE OPEN.

Open a Macy's Account for extra 20% savings on the 2nd year with auto-renewal. Excludes applicable items.