

The Clarion-Ledger

clarionledger.com REAL MISSISSIPPI

July 17, 2009

Jones Household
Or Current Resident
████████████████████
Columbus, MS 39702

Dear Friend,

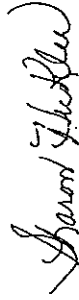
I was sorry to hear that your local newspaper in Columbus had changed its format to that of a weekly advertiser. I know how important it is to receive your daily news and I know it is a valued part of many people's morning. We would like the opportunity to service that need.

Subscribe to The Clarion Ledger today, and we will reduce your monthly payment by \$2.00 for the first year. To show that we value you as a part of our family, we will also send you a certificate for a two-night three-day Hotel Get Away at select locations around the country when you prepay the first three months.

You will only pay \$20.00 a month for Monday – Sunday delivery while continuing to enjoy your morning news from Mississippi's only state newspaper.

Please complete and return the slip below to subscribe. We look forward to hearing from you.

Sincerely,



Sharon Heckler
Circulation Operations Manager

Sh Heckler@theclarionledger.com

- Bill me \$20.00 per month for Monday – Sunday delivery.
 Prepay 3 months (\$60.00 total) and receive your free hotel stay.

Name: _____ Apt. #: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ E-Mail: _____

Enclose check or money order, or complete Credit / Bank card information:

CREDIT CARD NUMBER _____

EXP. DATE (MM/YY) _____

NAME ON CARD _____

AUTHORIZATION SIGNATURE _____

Available to households that have not subscribed in the past 30 days. Rates available in the Metro Jackson area where delivery is available. After the promotional period ends, any subscription will continue on the payment method I've selected at the regular published monthly rate unless I notify The Clarion-Ledger. EZ-Pay deduction or charge will be automatically taken on the fifth day of every month or if the fifth falls on a weekend or a holiday on the next business day. The Thanksgiving Day edition is delivered with every subscription delivery frequency and will be charged the newsstand rate of \$1.75 which will be reflected in the November billed amount. If at any time you decide to cancel your subscription, you may contact us at 1-877-450-5343 and the full amount of any balance over \$2.00 will be returned.

Please allow 6 - 8 weeks for delivery of gift.

Promo Code: M - H1, Rate Code SS

Prepay: CRT H1

The Clarion-Ledger

clarionledger.com REAL MISSISSIPPI

July 22, 2009

NAME
ADDRESS
CITY, STATE ZIP CODE

Dear Friend,

We recently sent you a letter offering a special rate if you subscribed to *The Clarion-Ledger*. In this letter, we incorrectly stated that your local newspaper was changing its format to that of a weekly advertiser. We were made aware that this is not the case and would like to apologize for any confusion or inconvenience this error may have caused.

We would also like to remind you that the offer we made is still available and we would be happy to add you to our family of readers. Subscribe now and we will reduce your monthly payment by \$2 for the first year – prepay for the first three months and we will also send you a certificate good for a two-night, three-day Hotel Get Away at select locations around the country.

To subscribe, simply give us a call at 877-850-5343 and mention offer code H1.

Sincerely,



Sharon Heckler
Circulation Operations Manager