

Mail INSERTS

GET THE KNOWLEDGE: Post-it notes

Post-It Notes are our newest insert option. They can be used to draw attention to a page, or can be utilised as a cost-effective direct-response execution.

Post-It Notes can be used to complement a page advertisement in any of our supplements, or as an eye-catching execution on the TV pages of Weekend and Live. They will enable you to drive call to action; they are purposefully retainable; and are available nationally, regionally or locally. The creative possibilities are endless.

Benefits:

- low entry point – print & media inclusive
- targeted
- responsive
- retainable
- intrusive (in a good way)
- eye-catching
- used to highlight page
- vast creative opportunities

Points to note:

Minimum run is 50,000 copies

Please work to a 4-week deadline

This execution works on a print & media cost, with Mail Newspapers printing and inserting your supplied artwork.

Post-it notes can run in:

Daily Mail Weekend – Page ad/TV Site

The Mail on Sunday You Magazine – Page ad

The Mail on Sunday Live magazine – Page ad/TV Site

Targeting opportunities (maps attached)

Nationally

Regionally by TV ISBA Regions

Locally by Wholesaler Targeting

