

Slide into the front seat of your customers' favorite Periodicals and get noticed!

Leap directly into your customers' hands through the Ride-Along program, one of the most creative, cost-effective and high-impact marketing mediums available today. Only the U.S. Postal Service® offers a special low rate for the inclusion of a single, high-impact advertisement, such as a product sample or multimedia CD, with major Periodical subscriptions, like magazines, newspapers and more.

Burst through the clutter and deliver a unique brand experience.

Why compete for your customers' attention when you can seize it? Ride-Along advertisements deliver a memorable message that can't be missed.

- **Grab your customers' attention.** Your Ride-Along piece will be one of the first things your customers see as they open their mailboxes.
- **Make your message stand out.** Send a product sample, a multimedia piece and much more.



impact

- **Enhance the value of your message.** Your customers will associate the high esteem they hold for their Periodical subscriptions with your Ride-Along piece.
- **Get personal.** Customize specific Ride-Along messages by industry or subscriber interests.
- **Pinpoint your market.** The Ride-Along program allows you to target right down to the individual subscriber level.
- **Market regionally.** Select specific geographic locations to reach specific customers with the appropriate message.
- **Execute extensive testing.** Targeting flexibility allows you to test various market demographics and psychographics so you can perfect your advertising message.
- **Emphasize your message.** Use a Ride-Along piece to reinforce your print advertising within the host Periodical.

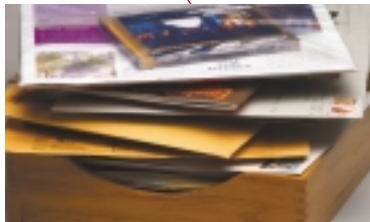
Stand out and get results with the Ride-Along program.

The Ride-Along program makes it easy for you to achieve maximum impact for your advertising dollars.

- **Get noticed first.** Postal Service™ standards allow only one Ride-Along piece at the Ride-Along rate per Periodical, so your advertisement takes the front seat.
- **Add new dimension to your message.** Here's your chance to turn flat print advertising into something more tangible. Include anything from multimedia CDs to catalogs to product samples.
- **Send just about anything.** The options are countless, as long as the Ride-Along piece weighs less than 3.3 oz., meets Postal Service Standard Mail™ criteria and does not cover the publication title or customer address.

"One of the best ways to involve readers is through 'interactivity'—that is, eliciting some sort of physical action from the reader. Our data suggests that such interaction, all other things being equal, often earns above-average readership scores, and in a number of cases, the scores have been extraordinary!"

Donna Kavanagh
Account Director
Roper ASW

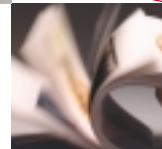


Don't miss your chance to ride in the front seat straight to your target!

Currently, many of the nation's leading Periodicals offer the Ride-Along program as part of their standard rate card for print advertisers. To find out how you can supplement your next advertisement with a Ride-Along piece, contact the advertising representative for the publication of your choice.

"The creation of the Ride-Along rate has allowed us and our advertisers the expanded flexibility to include unique material in our Periodicals. Previously these advertisers had to pay Standard Mail rates which made most of them refrain from giving us business."

Howard Schwartz
Executive Director,
Distribution Sourcing and Postal Affairs
Advance Magazine Group



Q. Can I send product samples as Ride-Along pieces?

A. Yes. Samples are a great way to encourage customer interaction with your product. Be it high-impact multimedia software, like a CD-ROM or diskette, or samples of skin care products, cosmetics, food or catalogs, you are enhancing the customers' likelihood to see, try and ultimately buy your product.

Q. How is the Ride-Along piece attached?

A. You can attach a Ride-Along piece to the outside of a publication, insert it within the publication or enclose it within a polyvinyl bag that contains the Ride-Along piece and the publication.

Q. Can I use a Ride-Along piece with international publications?

A. No. The Ride-Along program is restricted to mail delivered within the United States.