



Direct Mail Marketing Opportunity

Identified Opportunity

Newspaper Subscription Services, LP ("NSS") administers a unique network of 200+ local newspapers across the United States. As a means of leveraging this network, NSS has begun a pay-for-performance direct mail marketing program. This NSS initiative will combine the synergies of regular 1,000,000+ piece mail runs across regionally-grouped newspapers with the expertise of the NSS direct marketing team led by Evan Mecak, NSS Vice-President, Sales & Marketing and John Marcano NSS Director of Sales and Marketing (Direct Mail). Using our proprietary data model, NSS can optimize your newspaper's current direct mail marketing by supplementing your existing campaigns and/or improve on your current methodology where warranted.

Corporate Overview

NSS is the newspaper industry leader in pay-for-performance marketing. We provide local newspapers with a single point of contact for innovative, non-traditional sources of new subscription circulation. Founded in 2001, NSS has spent the last 5 years focused exclusively on generating new subscriptions for the newspaper industry. NSS currently markets to potential subscribers through a variety of channels, including online, through new-mover inserts and at point-of-sale purchases. Customers can interact with NSS at any time, either via one of our Web sites such as www.DiscountedNewspapers.com or via our 24-hr, 7-day call centers.

The Direct Mail Team

John Marcano has over 20 years experience in circulation management. He began his career in Detroit at the Free Press as well as serving as Circulation Manager at the Times in Shreveport, Circulation Director at the Palladium-Item in Richmond, Indiana, Regional Circulation Director in Wausau Wisconsin and Circulation and Single Copy management at The Dispatch in Columbus, Ohio. John has front line experience with subscriber acquisition and retention. John has participated in both Gannett and The American Press Institute's Circulation Executive Training programs. John joined the NSS Team in March of 2009.

Direct Mail Experience

Evan Mecak has over 12 years experience running direct mail programs for both Gannett's Reno Gazette-Journal and Hearst Corporation's San Francisco Chronicle. After joining Gannett in 1993, Evan was an early adopter of newspaper database marketing. He first became responsible for running a program in 1996 at the Reno Gazette-Journal as part of a Gannett beta-test site program for database marketing. It was in this arena where Evan first studied various approaches to market segmentation and loyalty coding.

Joining the San Francisco Chronicle in 1999, Evan was charged with creating a direct mail program that would achieve both efficiency and high sales volumes to off-set declining sales in telemarketing. He created a program that produced more than 100,000 new, individually paid home delivery orders over a five year period spanning 1999 to 2004, generating as many as 25,000 subscriptions in a single year. While running the San Francisco Chronicle program Evan mailed over 100 creative packages and conducted extensive testing to optimize success rates and to continually beat control packages. His newspaper direct mail portfolio is one of the largest of any newspaper professional.

Evan has been recognized by both the INMA and the NAA for his work in database marketing, and prior to joining NSS in 2006, Evan served as a board member for the NAA representing database marketing professionals. Evan has also given numerous presentations on direct mail and database marketing for the INMA, the NAA and the Astech Database Roundtable.

NSS Pay-for-Performance Direct Mail

John and Evan lead the NSS team of direct marketing experts to manage every aspect of direct mail order production: creative artwork, list selection, offer optimization as well as all printing and production logistics. Start putting this experience to work at your newspaper today. Contact John at john.marcano@nsslpl.com or at 740-417-4989 to receive a direct mail proposal specifically designed for your newspaper.