

Onsert adds advertising impact on Caxton newspapers

A new media type, the onsert or Power Note has specially formulated glue that allows it to be stuck on local newspapers and peeled off easily for immediate advertising impact. Originally developed in the US and Europe with great success, it is exclusively available to Caxton products for one year.



"The Power Note is another opportunity for marketers to be creative and highly effective in local newspapers," says Gill Randall, joint MD of NAB. "It is a 'post it' sized ad (76mm x 76mm), which can be stuck directly on to the front page of any of Caxton's local newspapers. It's easily removable, interactive and immediately demands attention. It is currently being used on most leading daily and weekend press in the US with huge success."

The Power Note will be available to just one advertiser per week per newspaper and will be handled on a first come first serve basis. Advertisers can select any number of publications, based on their objectives or opt to select all publications for a national reach. The Power Note is also easily transferable to other surfaces, making it the perfect way for consumers to 'remember' or re-post the advertising message elsewhere in the home or business.

There has been interest and initial demand for the Power Note, which will be available to advertisers from March 2013.

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