



LANDIST™ NEWS

LANDIST™ = LAND + Income + Stewardship

March 2009

Dear *Landist™ News* Distributor,

Thank you for allowing us to provide *Landist™ News* for your customers' enjoyment. During our introductory phase, we have realized steadily increasing readership. As we prepare to significantly expand our distribution points, we are re-designing our newsletter

*This space is yours
ONLY*

\$5

919-300-5541 or
kbatson@landist.com

to make it even more interesting and useful to our readers, and **to help increase your sales.**

You may have noticed that the March 14th edition has a section like the example to the left. For the nominal price of \$5, we are offering you the opportunity to place a coupon in our March 28th issue. All placements will be on a first-come, first-served basis.

DID YOU KNOW?

- Coupons are very popular with **small business owners** because they are so inexpensive to distribute and because of their historical effectiveness.
- **Consumers** are attracted to coupons because they offer immediate value and savings.
- 63% of coupon shoppers say that coupons influence them to try new products.
- Coupon shoppers spend 76% more annually than total households.
- Heavy coupon shoppers (12+ coupons annually) spend 197% more annually than total households, and generate 2 1/2 times more shopping transactions annually.

Every coupon-placing business will be given at least 100 extra copies – more if they wish – folded so that the coupons are prominently displayed. To ensure widespread distribution, we will ask that advertisers hand a copy of the paper to each customer when they complete a purchase.

Where else can you get 500 coupons printed and distributed in multiple locations for only \$5?

Please call Kim Batson today at 919-265-9820 or email her at kbatson@landist.com if you would like to be part of *Landist™ News*' inaugural coupon issue. Please let us know of any ideas you have to improve our paper or other ways we can help increase your business.

Sincerely,
Andy Louis-Charles
Publisher

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