

Shoreline Insertion Order

Insertion #

319424

Submitted

2022-01-03 14:05:51

Sales Rep

L-104 Shelley Kovar

Account Name

Your Turn Travel

Advertiser Status

Existing

Product Details

Product

Magazine

Magazine Ad Size

1/4 Page V 2x4.5

Caption

spec ad

Color

Yes

Color Charge / Day

\$0.00

Special Section / Pages

bridal book

Publications

Publication 1

9LSS

Price / Day

\$140.00

Date(s)

Sat 02/12/22

Publication 2

9OSS

Price / Day

\$0.00

Date(s)

Thu 02/17/22

Publication 3

9WSS

Price / Day

\$0.00

Date(s)

Sun 02/13/22

Additional Information

Pickup?

No

Proof Needed?

Yes

Email Proof Toskovar@ludingtondailynews.com**Tear Sheets?**

No

Copy Instructions

Julie I've included the whole conversation with Meryl. Would you please create a dynamite spec ad for her? Read from bottom up. Thanks

Maybe add something about me being local, but not my address . That may help . I know I'd rather deal with local businesses

Thanks

1/4 size - leave my photo in there. I don't offer any incentive except free travel consultation .

Thanks

Meryl

On Mon, Jan 3, 2022 at 8:55 AM Shelley Kovar <skovar@ludingtondailynews.com> wrote:

Hi Meryl,

I certainly understand. I do think this is a great guide for brides to be to use reaching readers in Mason, Oceana and the North Muskegon area. This is a very good value for the investment. Making sure your brand is out there is key to getting in front of an ever changing market. The more you show what you offer is an opportunity to build your brand.

I am happy to have our graphic artist create a spec ad for you to look at. Do you offer a special incentive for first time clients? Would you like the quarter page ad size?

Thanks,


Shelley Kovar
Advertising Representative
Ludington Daily News

231.843.1122 ext 322
skovar@ludingtondailynews.com

On Jan 3, 2022, at 8:51 AM, Meryl Smith <yourturntravel@gmail.com> wrote:

Hi Shelley,

I'm interested but hesitant as I haven't gotten any leads the last 2 times I've placed the add.

Maybe you can help me with a more "intriguing " add 

Thoughts?

Have a good day

Meryl