

Double Exposure Means Twice the Impact for Your Ad!

SmartSource InsideSM Twin Tab Gets Your Message Out!



Advertise with **SmartSource InsideSM**, a stand-alone supplement in SmartSource Magazine® and your message becomes a destination within the destination that millions of consumers go to for information and value. **Advertise with SmartSource Inside Twin Tab** and your ad gets maximum exposure. With premium position—Twin Tab ensures consumers will pull out your ad and read it first.



**Heavier paper
stock makes your
ad stand out and
demand attention!**

Leverage the power of your advertising message with SmartSource Inside and get:

- Complete category exclusivity that ensures dedicated attention to your message
- Special production capabilities that make your message pop
- Customized reports that identify the most effective newspapers and focus on specific markets
- Flexibility in reserving advertising space and guaranteed premium position
- Greatest reach—over 140 million adults¹—at the best efficiency

¹ABC Data

Take advantage of SmartSource Twin Tabs today! Call your Account Director or call 212-782-1958.

Stand Out and Deliver. Call Your Account Director or 212-782-1958 Today.