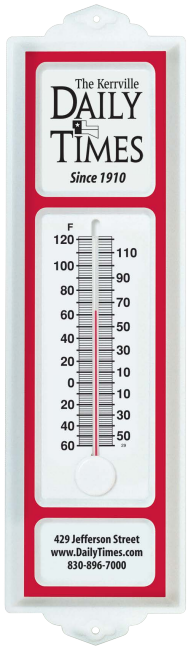




IDEA OF THE WEEK!

#100 One Hundred Thermometer & #845 Water Drop Rain Gauge...



The Kerrville Daily Times is using our #100 Thermometer and #845 Rain Gauge as an incentive to boost circulation!

Their goal was to have a product that is used everyday and has their contact information easily located for new and existing customers to contact them to renew or begin a new subscription. A 6 month renewal or new subscription allows the customer a choice of a thermometer or rain gauge. A 1 year subscription includes an additional gift (along with a thermometer or rain gauge) of a gift certificate to a local grocery store, plant house or a restaurant.

Everyone of us is served by a local newspaper, there are hundreds of small town, county dailies, and bi-weeklies where this idea can work. Every newspaper, big or small, is struggling with circulation issues, a thermometer or rain gauge is the perfect incentive to help attract and keep customers.

Call or email for your free sample today 800-247-4093 - bob@morcoline.com