

*For immediate release*

### **Grocery Stores Add to their Circular's Value with NewsNotes® Advertising**

Middleton, WI, USA – March 18, 2013 Grocery stores may now have NewsNotes repositionable adhesive notes auto-applied to their circulars as they are printed.

Designed to drive store traffic and increase coupon redemption, NewsNotes adhesive notes feature dollar-off coupons, scratch-off discounts, in-store specials, and game pieces. The 3" x 3" notes are easily removed without damaging the circular for consumer redemption. Studies show notes on circulars call consumers to action and increase advertising response rates, allowing a grocer's circular to stand out among others inside a newspaper.

Previously only seen on newspaper front-pages, NewsNotes adhesive notes are auto-applied at press speeds at the commercial printer to provide the most cost-effective and expedient means of affixing the value-added product.

NewsNotes Advertising works with hundreds of newspapers titles in the United States plus newspaper titles in Australia, New Zealand, the Middle East, and South America. In addition to circular and newspaper advertising, NewsNotes Advertising also offers auto-applied notes for direct mail, magazines, and catalogs.

Specialty note products are available including SnapOFFer – for loyalty programs, Scrambled Messages, Silhouette Shapes, Bar Codes, and Scented Labels.

More information about NewsNotes adhesive advertising note products, contact Nicola Porto, NewsNotes Marketing Coordinator, at [nicolap@nastar-inc.com](mailto:nicolap@nastar-inc.com) or visit [www.news-notes.com](http://www.news-notes.com).