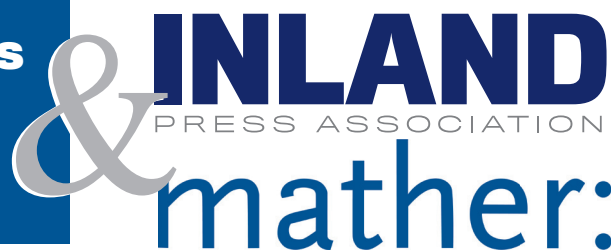


Introducing Publisher Benchmarks – a new standard in newspaper performance benchmarking



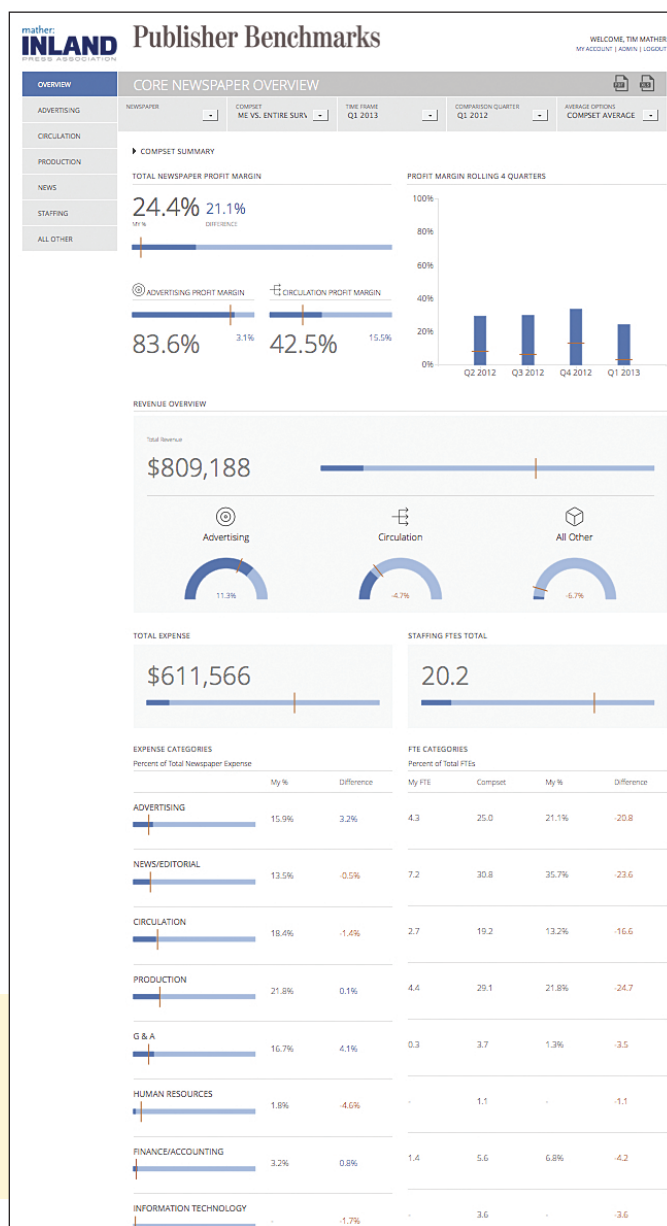
A revolutionary management tool—reimagined for the dynamic business environment facing newspapers today

The Inland Press Association and Mather Economics LLC have created a cutting edge newspaper benchmarking tool enabling flexible and customized performance visibility for management across your business.

This powerful decision-making tool includes:

- Metrics updated quarterly and available 24/7, 365 days a year
- A highly interactive and attractive dashboard
- Easily customizable dashboard to compare your unique competitive data set—by industry average, top performers, circulation, region, operational similarities and more.
- In-depth insights into the evolving world of digital media revenues and expenses.
- New insights into labor efficiency and effectiveness.
- Enterprise-wide permission capabilities allow you to control how data is shared within your organization.
- Flexible data collection requirements.

Gain valuable insights into your performance and identify opportunities in real time!



For more information and pricing details, contact Inland Financial Studies Manager, **Tim Mather**, at (847) 795-0380, tmather@inlandpress.org or **Bob Terzotis**, VP/Operations, Mather Economics, LLC, (318) 216-5342, bob@mathereconomics.com

Publisher Benchmarks

Annual Fee*

Inland Members	Volume Discount				
	0%	5%	10%	15%	25%
Newspapers Participating	1	2 to 4	5 to 19	20 to 39	40+
Average daily circulation	All fees are per paper				
Up to 20k	\$750	\$713	\$675	\$638	\$563
20k+ to 70k	\$1,000	\$950	\$900	\$850	\$750
70k+	\$1,500	\$1,425	\$1,350	\$1,275	\$1,125

Non-Members	Volume Discount				
	0%	5%	10%	15%	25%
Newspapers Participating	1	2 to 4	5 to 19	20 to 39	40+
Average daily circulation	All fees are per paper				
Up to 20k	\$863	\$819	\$776	\$733	\$647
20k+ to 70k	\$1,150	\$1,093	\$1,035	\$978	\$863
70k+	\$1,725	\$1,639	\$1,553	\$1,466	\$1,294

* There is also a one-time setup fee equal to the Annual Fee above.

The early reviews are in!

"Inland has always been the 'go to' choice for industry research. The monthly GPA takes the pulse on an ongoing basis and Cost & Revenue has always been a great check point once a year. The choice to partner with Mather Economics and make the Publisher Benchmarks dynamic and automatic, ups the game to a whole new level. The ability to get regular updates all year on comparable operations is going to be invaluable for anyone seeking the 'winning' business model for modern media companies."



~**Doug Phares**
President/COO
Sandusky Newspaper Group

"The Publisher Benchmarks Study has long been an outstanding tool for benchmarking one's newspaper operation against peer newspapers. With this new program, Inland has rebooted this comparative tool, in the process making it more relevant and more timely. Inland, in partnership with Mather Economics, has focused on the most contemporary and useful metrics, and the quarterly frequency of the data obviously will be far more current than the once-a-year snapshot that we didn't see until six months or more after the close of our fiscal year. This is a generational improvement in this program."



~ **John Montgomery**
Vice President
Harris Enterprises, Inc.



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