

Best Practices for a Price Adjustment

These materials are recommendations for how to administer a price adjustment. Each market is unique and should amend accordingly. Please allow yourself at least 45 days in advance of the desired adjustment to place all the components into action.

The following are steps that need to be completed before the rate adjustment. You should create a timeline including the person assigned to the task.

1. Conduct an intense sales initiative focusing on former subscribers. No discounts; offer the current full rate.
2. Create marketing materials that include in-paper ads, billing inserts, texts, emails, etc., promoting the value of your product and why it is worth the cost.
3. Develop ads to encourage reader activation.
4. Send letter to EZ Pay customers with new rate. In the past, some newspapers have alerted all readers about a change in price. That is unnecessary and can create panic. As with most businesses, it is fine to adjust your price without notifying every subscriber.
5. If carriers are buy/sell, notify of price adjustment and re-contract with new rates.
6. Set up new rates in circulation system. Notify Vision Data and IT Support.
7. Test rates to make sure they are working properly.
8. Update rates in-paper and online (email help@cnhionline.com to update online rates).
9. If single copy increase, notify Nexxus and I-Control 30 days prior. Notify other retailers two weeks prior.
10. Make sure you have a thorough retention plan in place. Every effort must be made to have a "live" conversation with each person who wants to stop.
11. Send out communication to all internal employees, so that everyone is aware and able to answer questions from the general public. This should include old/new price comparisons and talking points.
12. When speaking to a customer, engage them in a friendly conversation and always show them that you care and want to help them. Be genuine and honest.

Rate Adjustment Talking Points

- Like all businesses, costs continue to rise. We try to absorb additional costs; however, sometimes we need to increase our subscription prices.
- To offset rising costs, some newspapers have reduced the number of publishing days. We prefer to continue to deliver your newspaper **7 days a week, 365 days a year**.
- The increase is less than **7¢** a day.
- The home delivery price is just **82¢** a day, less than a **???** (cup of coffee). Think about the last thing you bought for 82¢?
- The single copy price is **\$1.50** per day and **\$3** on weekends. That's **\$12 per week** compared to our Total Access price of **\$5.76**.
- And don't forget about the convenience of having the newspaper delivered to your home.
- EZ Pay is our best value, saving customers **\$2 a month** off the regular price. Plus, because it is an automatic withdrawal, you do not need to worry about paying a bill.
- The money-saving coupons and advertising materials save you far more than the price of your Total Access subscription.
- We are a multimedia organization that provides readers with local news as it happens.
 - All home delivery customers get unlimited digital access to all of our online reporting.
 - Have you activated your digital access? **(Include activation instructions here)**
 - An added value, digital reporting will continue to grow in content – streaming video, audio, additional photos, expanded content, and breaking news – are all included with your Total Access subscription.
 - If you do not use your digital subscription, you can share your login info with another family member who may enjoy using the digital content.
- We include **Inside Pennsylvania** Magazine as part of your subscription. **(You should also highlight other sections/products).**
- Our newspaper is a must-read for local news and analysis, engaging photos, local sports, community announcements and notices, entertaining features and opinions.