

READER OFFERS

"THERE'S NO SUCH THING AS A FREE LUNCH"

Not necessarily true, especially if you're a free newspaper!

If you want to get on the front cover of Metro, one possible route is to set up a Reader Offer. Have you got something you'd like Metro's urbanite readers to try for free, or an exclusive discount?

Metro reader offers are usually for free food or drinks such as a free coffee or a sandwich, or a Krispy Kreme doughnut. We've also run reader offers for a free plate of sushi at Yo Sushi, a free gym pass at Virgin Active, £15 off your weekly shop at Tesco's and even free cab rides courtesy of MarioKart on Nintendo DS – perfect if you've just been to spend your £15 Tesco voucher and need a hand getting home!

Brief us with what you'd like to offer and how the readers can get their hands on it – i.e. is it redeemable at Tesco's, how long is the offer open for and will people need to use a barcode voucher printed in the paper? Then we'll pitch the idea to the Editor to secure front cover exposure. Front cover flashes are at his discretion.

Reader Offers use a minimum of 20x3 colour space and usually appear in the front half. Price includes Metro creating the artwork for your approval. Alternatively, you can provide your own artwork through the usual Repro House channels.

"We were delighted with the response to the promotion we ran with Metro. Not only did the promotion lift sales in our established Central London locations, it also had a positive effect on our businesses in Leeds, Birmingham and Manchester. We found the staff at Metro straightforward and easy to deal with, and would have no hesitation recommending Metro in the future."

Michele Jennings,
Marketing and Procurement
Director, Tragus Group

SIZE	NATIONAL	LONDON ONLY
Quarter page (20x3)	£8,568	£5,754
Strip (10x7)	£9,996	£6,713
Half page (17x7)	£16,993	£11,412

*Please add £500 to the cost if you would like Metro to create your artwork.

ADD METRO.CO.UK

Boost redemption by using Metro.co.uk **COST £2,000**

A one week offer page includes:

- SEO-ed offer page promoting the client and offer
- Link on Competitions channel homepage to offer page
- Shortcut URL including the client's brand name

Boost redemption by using Metro's offers email database **COST £2,000**

Takeover of this e-mail list includes:

- E-mail copy build, or use of client built copy
- E-shot to 27,000 opt-in recipients interested in offers
- 15% open rate subject to offer

PIZZA FOR £6*
At PizzaExpress, Thursday & Friday only

Please fill in your details and hand to your waiter to redeem this offer.

Name

Email

Please tick here to sign up to the PizzaExpress mailing list for future news and offers.

Terms and conditions

*Redeem this voucher for 2 classic or Laganos pizzas, pastas or salads for £12. Upgrade to a Romana pizza for £1.50 extra per pizza. The cheapest items on the bill will be discounted. Only one pizza is included from this offer. Receipts made up not included. This offer is available Thursday (9th & 16th) and Friday (23rd) only. This voucher has no cash value and may only be redeemed once. We're sorry but you can't use this voucher in PizzaExpress Eat-In, Takeaway, Promoter Head Office, Stafford House, Highbridge Estate, Oxford Road, Uxbridge, UB8 3LX.

Thursday & Friday Only

LEAD TIME: 2 weeks

TO BOOK OR FOR MORE INFORMATION PLEASE CALL YOUR METRO REP OR 020 3615 0815 FOR PR REP