

Special Section Helps Educate Readers and Spotlight Local Advertiser Services

Freestone County Times
Fairfield, Texas

A Texas newspaper leveraged audience interest in fitness and nutrition features to engage readers and get more eyes on advertiser promotions.



CREATE: The Freestone County Times recently used Metro’s fully templated Fitness & Nutrition Themed Special Section to produce a successful insert that coordinated with services offered by related local advertisers. Editor Karen Leidy cites limited staff as a core challenge for the newspaper, and says the template was easy to use, saving them production time.

SELL: The newspaper ran the Fitness & Nutrition section as an insert on premium-quality paper to enhance its advertiser appeal and price point, offering ads exclusively in color. They printed an overrun and distributed copies at a local back-to-school teachers’ breakfast event. The section’s themed features complemented advertiser offerings, and the publication was even able to incorporate native advertising from a local Pilates studio.

PROFIT: Leidy reports the section generated just over \$6,100 for the publication, in addition to great feedback from readers. She says the team plans to incorporate more special sections throughout the year as a way to expedite ad sales.

Karen Leidy, Editor
Freestone County Times
news@freestonecountytimes.com
903.389.6397