

## Free FYI Weekly Designed as a Quick, Value-Packed News Update

Though they might wish they had time for more, people who are constantly on the go often have to get their news the same way – on the run. It's a plus when that information comes in the form of quickly read, easily digestible bites that can travel with them. And even better when it's surrounded by ads for value-priced products and services, along with listings for jobs that could start or advance a career.

Timely news, great deals and hot jobs are the focus of FYI, a new weekly newspaper published by [The Daily Press](#) of Newport News, Va., every Wednesday. The publication, designed in a convenient, take-along tabloid format, is available free on display racks at WaWa and Food Lion stores in Hampton and Newport News, as well as at more than 80 other locations in those cities where readers live, shop and work.

The heart of the tab is "Your News in 10 Minutes," a two-page center-spread featuring condensed versions of high profile news stories with local impact. Additional content in the 15,000 copies of FYI to be distributed each week includes "The Last Word," a compendium of comments from [dailypress.com](#) online users about timely issues and events; "Crime Watch," featuring photos and details about individuals wanted by area police; and other timely topics.

Advertising opportunities in FYI are affordable – as little as \$55 per issue – and intended to appeal to businesses targeting customers for whom price and value are top considerations, especially restaurants, salons and spas, and automotive services. This month, help-wanted classified listings for \$2 per line are being added to the content mix, allowing even small businesses to advertise job openings to a local audience.



SNPA eBulletin 3-5-09