



PRESS RELEASE

Contact:
Stanton Communications
Amy Bowman
abowman@stantoncomm.com
410-727-6855

VERTIS COMMUNICATIONS LAUNCHES NATIONAL COMIC SALES SUPPORT PROGRAM

Vertis Leverages Media Expertise and National Footprint to Streamline Placement and Printing of Advertisements in Sunday Newspapers

BALTIMORE, MD (February 14, 2012) – Vertis Communications, a results-driven marketing communications company, today unveiled its new turnkey National Comic Sales Support Program. Designed to make newspaper insert advertising available to more marketers, the new program will drive increased store traffic through premium placement in the highly visible comics section of the Sunday paper.

Now advertisers can capture greater attention and improve sales by adding a wrap, gatefold or slip sheet into the Sunday comics section of more than 70 newspapers in key markets across the country. From negotiating rates and managing placement to printing and delivery, Vertis' new program will benefit newspaper advertisers wanting to increase their ROI.

"We are very excited about Vertis' new National Comic Sales Support Program. We now have one source that can place our advertising inserts in Sunday papers across the country," said Daniel Stanton, President, Stanton Optical. "With Vertis as our trusted partner, we know we'll get quality and creativity that drives greater exposure and compels consumers to visit our stores."

Vertis is the premier provider of Sunday comics for newspapers such as the Sacramento Bee, Pittsburgh Post-Gazette and Tucson Arizona Daily Star. Through the National Comic Sales Support program, Vertis provides an affordable option for securing key inserts placement in top publications using innovative formats that capture the attention of consumers when and where they shop.

"The National Comic Sales Support program is ideal for marketers who are not already producing ad inserts or who want greater visibility by advertising in the most widely read section of the paper," said Richard Constand, Executive Vice President, Advertising Inserts Sales, Vertis Communications. "Research proves that advertising inserts have the highest visibility rating, and that the comics section is the most frequently read. This exciting new service doubles the opportunity for marketers to leverage customer engagement and positively impact the bottom line."

For more information on Vertis' new National Comic Sales Support Program, please contact Larry Santillo at 951.961.3379 or lsantillo@vertisinc.com. For more on the company's integrated marketing capabilities, please contact Amy Bowman with Stanton Communications at 410.727.6855 or abowman@stantoncomm.com.

About Vertis Communications

Vertis Communications is a results-driven marketing communications company that delivers inventive advertising, direct marketing and interactive solutions to prominent brands across North America. Our deep industry knowledge and extensive range of offerings—including integrated data solutions, digital program management systems, creative services, world-class

print and mail production, logistics, out-of-home and business process outsourcing—are used to deliver superior program performance that drives bottom line results for our clients. With 100 strategically positioned locations and more than 5,000 dedicated professionals, we deliver impeccable quality and fast turn-around to any market. For more information, visit www.vertisinc.com.

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