**Changing to Mail Delivery**

“For many years, finding carriers to deliver our newspaper has been a challenge. In many cases, it has created inconsistencies in delivery times. Like most newspapers, we are finding that delivery by the U.S. Postal Service is more reliable.”

“After a short period of adjustment, most readers adjust to the new delivery time. Many like the fact that their newspaper arrives around the same time each day. And, there are rarely missed deliveries.”

“As a reminder, included with a same-day mail subscription, customers receive unlimited digital access to our electronic edition, which is an exact replica of the print newspaper. And, the E-edition is available early in the morning. Have you tried our electronic edition?”

(The digital edition may be helpful to address the time of delivery. It is available in the early morning providing immediate news content for readers. Then, they can follow up with the print product in the afternoon or evenings.)

**Call to Subscriber**

“Hi Ms/Mr. \_\_\_\_\_\_. This is \_\_\_\_\_\_ with The NAME OF NEWSPAPER. You are a valued subscriber of NAME OF NEWSPAPER. Currently your newspaper is being delivered by an independent contractor. This will change on DATE, as we are changing how your newspaper will be delivered to you. Beginning DATE, your subscription will be delivered by the United States Post Office with your daily mail.