**Pricing Objections**

* **Emphasize Value**

“The cost of your subscription is only $?? per day. That includes the convenience of having your newspaper delivered to your home.”

 “The increase is less than ?₵ a day.”

“While newspaper prices have increased in the last few years, the price of your newspaper still represents an amazing value. “

 “Like all businesses, costs continue to rise. We try to absorb additional costs; however, sometimes we need to increase our subscription prices.”

 “The single copy price is ? per day and ? on weekends. That’s ? per week compared to our Total Access price of ?.”

 “The advertising materials can save you far more than the cost of your subscription.”

(Customers should be reminded of the potential savings they can find in the newspaper, as well as access to trusted local businesses and professionals. Your newspaper may or may not have coupons. If not, the sales and special offers are sure to save readers money, time and effort.)

 “We include NAME OF MAGAZINE as part of your subscription.”

 (You should also highlight other sections/products).

 (Remind customers that we provide vital local news, sports, advertising and other content they cannot get anywhere else at any price. Emphasize that our pricing is in place to ensure a long and successful future for their local newspaper, so we can continue to provide the important stories they rely on.)

* **Promote Digital Options**

 “Your subscription includes all of our digital products. Have you activated your digital access?”

(Digital content will continue to grow. Breaking news alerts, mobile apps, newsletters, videos, games, podcasts and much more. Be aware of what your newspaper offers online. Even if not interested in these options, the subscriber should know that this is part of what their subscription payment provides to them.)

* **Promote EZ-Pay/Auto-Pay**

 “EZ Pay is convenient and our lowest price.”