

ROP Program Overview



As part of the Automotive Program, our ROP offering provides a single source solution to dealers with newspaper advertising needs.

ROP is particularly strong with this lucrative demographic. It's also the ideal choice for competitive situations. Be assured, with our database of 15,000+ newspapers (one of the largest in the industry), we can place any size program quickly and accurately.

- Reach over 100 million adults with general and niche publications
- Convenience of digital tear sheets and easy-to-track billing
- Full service: placement to negotiation to analytics

Benefits

- Extended reach beyond shared mail program.
- Weekday or weekend date availability.
- Streamlined art process & aggressive deadlines - comparable to newspaper.
- Compliance approval assistance.

43%
ad recall

Run-of-press
ads generate

RAM Inserts Study, Nov. 2015