

Circulars and Supplements

Circulars are mailed to every household in a specified area, whereas supplements are “stuffed” or “inserted” inside newspapers. Normally the dailies insert the most supplements on Sunday, whereas the weeklies stuff on the day they publish.

These are usually printed at the corporate headquarters and distributed where the local store demands. There is only one section of the circulars or supplements the local store operator controls. This is the “mailer” section. Here the store operator determines what is printed. It contains the address and telephone number and bulk rate stamp. However, there is space for other printed messages. This is where your water safety message may appear.

Check to see which one is located near your lake. Take the PSA artwork with you to the first meeting. Nearly every operator will say it’s printed at the headquarters and it is impossible to get any message printed anywhere. Simply point out the “mailer” area. An example is the True Value Hardware circular. It is printed in Chicago. If the operator will go along with your request he or she needs to contact the printing company and tell them what addition is needed and pay a one-time nominal fee to change the mailer plate. Your PSA artwork will be needed to mail to the printing company. That’s it. No cost to you.

Remember, too, the operator wants to show the customers they care about their welfare. It is simply good business to accommodate your request.

Every time the True Value Hardware’s circular is mailed throughout the year, it will have your water safety message printed on the back. The “Don’t Swim Alone, Take Me Along” life jacket piece of art with “Your Safety Our Concern” on the bottom is an excellent visual for the circular.

The good part of this project is every time the circular is mailed it reminds everyone to wear their life jacket, in this case, even the mailman. It is possible to accomplish this in one visit, if you’re lucky.

Don’t forget the smile and hardy handshake. When the first circular arrives, a photo is always a winner. It’s news the first time it hits the mailboxes, not the second time.

This is one area that could go nationwide, but it will take time. After the first printing, stop by the store, thank the person, and see if the operator knows another owner or operator who might do the same. Then if it works, ask the local operator to help the project go nationwide.

And, there are so many other companies that use both the circulars and supplements.

Remember, if another store operator says to you, “Why do you have a Corps of Engineers life jacket on So-n-So’s circular?”, your quick answer might be, “When do you want me to bring the artwork for your circular? We would love to have the life jacket PSA on yours, too. Thanks for volunteering the space.” A suggestion is to provide different water safety artwork to the new person.

A government employee may question its usage this way, “Why is the Corps of Engineers saying buy True Value Hardware items (in this case)?” Your answer might be, “The Corps of Engineers is not saying buy from True Value Hardware. The Corps is saying wear a life jacket, nothing more, nothing less.”

Which circular or supplement are you going to try? Good luck in your search for the best one to help you save a life.