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FOR IMMEDIATE RELEASE

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### **MultiAd Celebrates National Newspaper Week with Special Half-Off Pricing**

*Limited-time pricing includes access to stock photography, illustrations, ad templates and more at half the standard price for the first half of a new art services contract for CreativeOutlet.com.*

PEORIA, ILL. (September 30, 2001). In honor of National Newspaper Week (October 2-8), MultiAd is offering discounted, limited-time pricing to both current and new customers for all art service products.

New customers are eligible to receive half off the first half of a new subscription to CreativeOutlet.com, while current customers are eligible for half off any added services for the first half of their contracts. This offer provides newspapers the opportunity to access quality art content, including royalty-free photos, illustrations, ad templates and automotive art for a significantly reduced price. The limited time offer is available now through Friday, October 14.

National Newspaper Week is the only industry observance of newspapers during the year. This site offers a variety of materials for newspapers to promote themselves in their communities, such as ads, articles, cartoons and crosswords. All content is available free of charge to registered users. This year's theme is "Newspapers—the number one source for local news." National Newspaper Week is sponsored by the Florida Press Association, Florida Society of News Editors and the Newspaper Association Managers.

"MultiAd believes strongly in continuing our support of the newspaper industry," says Jill Addy-Wright, SVP of Operations. "Newspapers remain the primary medium for advertising; and this week-long event is the perfect opportunity to offer our content at a reduced rate. Our art, ads and photos are effective for building both print and online ads for newspapers, in addition to driving new business for both the newspaper and the advertiser."

Any media outlet wishing to take advantage of this offer should contact MultiAd prior to October 14 at 800.245.9278, [create@multiad.com](mailto:create@multiad.com) or by submitting contact information on [creativeoutlet.com](http://creativeoutlet.com).

About MultiAd

Since 1945, MultiAd has been a leading provider of advertising products and services with a progressive, client-centered approach. MultiAd offers a portfolio of solutions designed to increase productivity and revenue including: mobile application development, custom web application development, Creator Professional, Creative Outlet, Recas®, Kwikkee®, ePublish (interactive online versions of print publications) and several self-service advertising solutions. For more information on MultiAd, visit <http://www.multiad.com>.

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