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- 1.** E-mail FrontDeskTeam@fauquier.com or call 540-347- 4222 to tell us which e-mail you want the digital edition sent to.
- 2.** On Wednesdays, open the e-mail from us labled 'Fauquier Times Digital Edition.' Click the 'start reading' button. Save the e-mails to access later.
- 3.** The digital edition will open in your browser where you can click the arrows to flip through the news, or download your copy to read later.



THANK YOU TO OUR CARRIERS

**CAROLYN KINDER | COLLEEN KOEHR | HOWARD BRUNDAGE | JEANNE JAMES | JOE WILBURN | KIM OWENS
LEONARD GAGNON | LUCINDA BAKER | MEGAN MCGHEE | MIKE ASHBY | PETE KELLY | PRICILLA HOFFMAN
| RICHARD HUDGINS | SCOTT POOLE | SHARON AND PAUL SMITH | VALERIE ELLEN LEE**

The Fauquier Times wants to thank Nancy Keyser and her team (above) for their years of service. As a subscriber we are sure you have come to know your carriers personally and wish them well on their future endeavors.

Please email us if you have questions or concerns at FrontDeskTeam@fauquier.com

You can also send a message using this email if you would like to send a personal message for your carrier.

PUBLISHER'S STATEMENT

Fauquier Times to be delivered with your mail

Starting Wednesday, March 11, your Fauquier Times newspaper will be delivered with your daily mail. For some folks, this means you'll receive your paper a little earlier on Wednesday, for some, a little later.

The method of delivery is changing, but the paper remains your best source of local community news.

Using the U.S. Postal Service to deliver the Fauquier Times is an innovative initiative that should reduce our delivery costs, while having minimal impact on our readers.

Our goal is to make sure all our subscribers receive their paper on Wednesday as usual, but as with any major change, we expect there will be some issues as we roll out the new delivery system. Delivery will still depend on people to make sure you receive your paper, and it may take a week or two to iron out any inconsistencies.

We will work to correct these as quickly as possible.

If you do experience any delay or do not receive your paper, please email frontdeskteam@fauquier.com. Include your name, address, and the problem you would like to see addressed.

We appreciate your support of the Fauquier Times and your patience as we roll out the new delivery system.

Catherine Nelson
Publisher

Strategy: In 2020 we changed our delivery system, and part of the campaign involved increased emphasis on the Digital Edition of the paper. The above part of the ad provided instructions for how to access it for new and current subscribers. We wanted to thank our newspaper carriers as we transitioned to mailing, and their names are listed with emphasis. The bottom part of the ad also includes a statement from our publisher.

The background imagery depicts silhouettes of various vehicles made of printed newspapers, to symbolize our carriers. This was inspired by the then-common sight of the carriers and their vehicles of all types parked at the *Fauquier Times* loading dock to take in papers for delivery on Wednesdays.