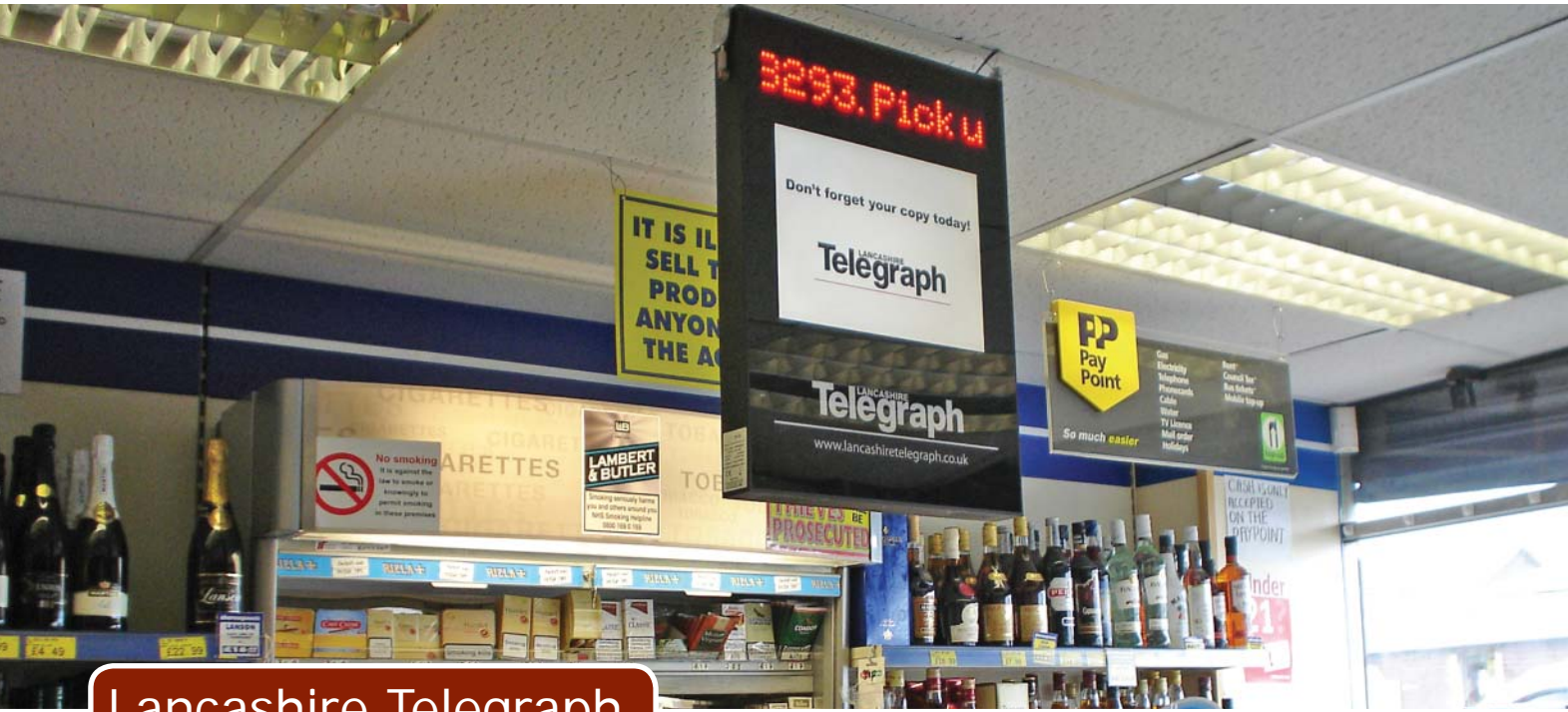


case study



Lancashire Telegraph

company

Lancashire Telegraph is a local tabloid newspaper distributed in East Lancashire. It is owned by Newsquest, a division of the US firm Gannet, the largest Newspaper publisher in the US. Lancashire Telegraph has a circulation of 32, 685 copies and a readership of 89, 553. Newsquest has 18 daily titles and almost 300 weekly newspapers, with a circulation of more than 10 million copies and a weekly readership of more than 13 million.

needs

Lancashire Telegraph was experiencing a steady decline in annual circulation and associated advertising revenue. As one of the pioneering regional newspapers that first put daily and updated news online in 1995, they quickly recognised that in-store advertising would create an additional advertising revenue stream, when first introduced to the extra... system.

solution

Following a successful trial involving local advertisers, newsagents and convenience store retailers, Lancashire Telegraph deployed Comtech's extra... digital display system. Fully integrated wireless in-store displays present news headlines on a scrolling LED ticker and display advertisements and news on a high brightness 15" LCD screen. Multiple adverts are displayed weekly and news updated daily, directly from head office, to maximise on queue dwell times.

benefits

Lancashire Telegraph have complemented their print and online business with an additional revenue stream. Based on the success of the trial, a contract has now been signed giving Newsquest the opportunity to increase its network of extra... digital display units across the group.

Comtech M2M

is the UK's leading machine-to-machine (M2M) technology company. M2M is the ability to connect remote devices with central IT systems and business processes without human intervention. µWEAVE is a robust communication platform for monitoring, controlling and managing any remote equipment across wide ranging industries. extra ... is a wireless digital signage application that operates on the proven µWEAVE communication infrastructure.

“ The units provide a fantastic opportunity for a new advertising revenue platform as well as an up to date method of visually marketing our brand to consumers at the point of purchase. ”

Ben Leach, Sales Manager, Lancashire Telegraph

