

# The Daily Post-Athenian

160TH YEAR

WWW.DAILYPOSTATHENIAN.COM

## Online subscriptions available

Starting Nov. 1, 2009, The Daily Post-Athenian, McMinn and Meigs Counties' only complete news source, announces a return to its Web site, [www.dailypostathenian.com](http://www.dailypostathenian.com), as a subscriber-site, offering all local news and features published in The DPA's printed version. The new site will offer The DPA's daily local content only to paid subscribers.

"The newspaper's site will offer all visitors the headlines from the current day's edition and information about the area in general, and some photos but the news content of The Daily Post-Athenian will be available only to our paid subscribers," said DPA Publisher Tommy Wilson.

"The newspaper industry has bounced back and forth on the

***"While there is always an organization, or person, who says they can offer news, we know no one is better at it than The Daily Post-Athenian," said Publisher Tommy Wilson.***

question of paid Web sites versus free sites for several years now. Having operated both ways, I have come to the conclusion we are giving away our core product, which is very expensive to produce," said Wilson. "We should not devalue our news product by giving it away. While there is always an organization, or person, who says they can offer news, we know no one

is better at it than The Daily Post-Athenian. We spend more time and resources gathering news and getting it delivered than any organization.

"Most of the 'news' you hear on area TV stations comes from the anchors simply reading what's being reported in our newspaper or on our Web site. The larger metro newspapers cannot devote the resources to offer the coverage we do," said Wilson.

Local Area Subscribers will receive both the print and online subscription at their current subscription rates.

Subscribers outside the McMinn/Megis coverage area will be offered a choice of area news with "online only" subscriptions for only \$99 per year or online and

the print version of The DPA for \$250 per year.

The online version of The Daily Post-Athenian will not offer just

the news from the printed version of the newspaper but extended stories with more information and photos and video.

## How to activate your online subscription:

1. Go to [www.dailypostathenian.com](http://www.dailypostathenian.com)
2. On the top right, click register now.
3. Enter the first and last name from your mailing label.
4. Enter your account number.
5. Choose a user name and password.
6. Enter your e-mail address.

9888 R002 00000  
JOHN DOE  
320 S. JACKSON ST.  
ATHENS TN 37303-4715

**Sample**

## Mail label key to site:

The number directly above your name on the left-hand side of the mail label is your DPA subscriber account number. See sample above.

Your name is printed as we have it in our records.

## Subscriptions:

- DPA home delivery and online version .....\$108/year
- Online only – Out of county .....\$99/year
- Print and online – Out of county .....\$250/year