

Special Editions

On Demand Revenue Strategy

Special Edition Overview

- Growing Revenue
- Retail Positioning
- Value Pricing - \$4.99 SRP
- On Location Marketing
- 5 Markets
 - Kansas City Chiefs [8/25](#)
 - Miami Football Preview [9/1](#)
 - Charlotte Panthers [9/1](#)
 - Charlotte Fall Arts Preview [9/8](#)
 - Sacramento Senior Resource Directory [9/8](#)
- Thanksgiving Week
 - All markets
 - Wednesday & Thursday



Rack Card

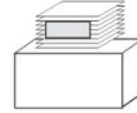
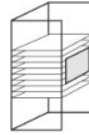
SENIOR RESOURCE DIRECTORY

ONLY IN THE WEEKEND BEE
September 7 & 8

THE SACRAMENTO BEE



Bundle Hanger



INCREASE SALES AND PROFIT

Please fold on the dashed line and insert in stack of newspapers located in racks or on counters as illustrated.

A guide to services in Sacramento
for seniors and those who care for them

SENIOR RESOURCE DIRECTORY

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THE SACRAMENTO BEE

Email Marketing

Resources for seniors and caretakers | This Weekends Sac Bee ▾ Storage/Creative - Marketing X



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THE SACRAMENTO BEE

SENIOR RESOURCE DIRECTORY INSIDE THIS WEEKEND'S EDITION



If you're a senior or care for a loved one, you'll find helpful services and resources in The Sacramento Bee's Senior Resource Directory.

**Pick up a copy in stores
September 7 - 8.**

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Masthead

LABOR DAY *Sale*
UP TO 20% OFF

NATUZZI
ITALIA

SPORTS, DA
Jim Langer, a leader on Miami Dolphins' title teams, dies at 71

SUNDAY FOOTBALL SECTIONS
Season outlooks for Fins, NFL, Cans, college, high school

FOR THE PEOPLE

BUILDING BLOCKS

SPECIAL EDITION

VOLUME 76, No. 25
50¢ CONNECTED #MIAMIHERALD

FACEBOOK.COM/MIAMIHERALD
TWITTER.COM/MIAMIHERALD

NUMBER OF 25
PAGES 100

SUNDAY SEPTEMBER 1, 2019

\$6.99
Early copy: [caldwell@herald.com](#)
\$7.99 (see 2A)

Miami Herald

HURRICANE DORIAN

*Early
Sunday
Edition*

SPORTS

This could be a huge season for local JC football 1B

SPECIAL SECTION

Your guide for services and resources around Sacramento Inside

senior
RESOURCE DIRECTORY

Your guide
to SERVICES and RESOURCES
in the SACRAMENTO



SAVE UP TO
\$419
IN COUPONS
INSIDE

SPECIAL EDITION

FOUNDED 1857
VOL. 307, NO. 250



FACEBOOK.COM/SACRAMENTOBBE
TWITTER.COM/SACBEE_NEWS

SPECIAL EDITION

SUNDAY SEPTEMBER 8 2019

\$4.99



Mostly sunny
-79°/57° See 12A



THE SACRAMENTO BEE


SACBEE.COM

Other Markets / Promotions

**CHIEFS
SPECIAL
SECTION**

Sunday, August 25

THE KANSAS CITY STAR.
SPECIAL EDITION

The image shows the cover of a special section from The Kansas City Star. The cover is red and features a large, reflective globe in the center. Inside the globe, a player in a Chiefs uniform is visible. Above the globe, the text reads 'FOOTBALL 2019' and 'TROPHY HUNTERS'. Below the globe, there is a smaller image of a player and some text, including the name 'VOICE MAIN'.

Pick up Sunday's copy of The Star for
**CHIEFS PRESEASON
INSIGHTS**
SPECIAL EDITION



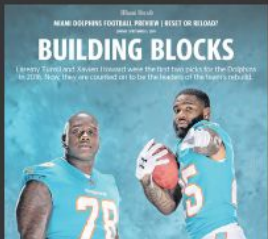
They've got the league MVP under center. The brilliant-minded head coach. The retooled defense. But do the Chiefs have what it takes to reach – and win – a Super Bowl?

Pick up a copy of The Kansas City Star for these insights and more in the Chiefs Special Section – only available in Sunday's edition. Features from your favorite journalists include:

- **The Loss, Revisited:** The AFC championship game will be remembered for Dee Ford's late-game offside, but the loss to the Patriots featured many jaw-dropping moments worth revisiting.
- **Mahomes Effect:** Are youngsters playing peewee trying to throw no-look passes? Just what does their idolization of the new NFL MVP look like?
- **1988 Defense:** The Chiefs' 1988 defense now features six Hall of Famers. Take a look back at that team, where they are now and what was happening in Kansas City at the time.

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Get your copy of the Miami Herald for
**DOLPHINS
 PRESEASON INSIGHTS**
 SPECIAL EDITION



Football season is here! Pick up today's edition of the Miami Herald for the Dolphins Special Section.

Read these features from your favorite journalists:

- In just three seasons, the Dolphins' Laremy Tunsil and Xavier Howard have become not just the two best players on their team, but two of the best in the entire league.
- Miami Dolphins second-year linebacker Jerome Baker is really good, but unafraid to ask for ways to get better – on and off the field.
- Dolphins rookie defensive tackle Christian Wilkins has a flair for the dramatic that should make him a fan favorite in Miami for years to come.

Plus get stats and insights on University of Miami, University of Florida and Florida State University football.

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FALL ARTS PREVIEW
 INSIDE SUNDAY'S EDITION



Your guide to all that's cool in Charlotte's diverse arts scene

In a 20-page special section, the Observer spotlights the upcoming season of Charlotte's vibrant and increasingly diverse art scene – from the genie bursting forth in "Disney's Aladdin" to world-class violinist Itzhak Perlman performing with The Charlotte Symphony.

Other highlights include:

- **Milestones:** We spotlight the Gantt Center for African-American Arts + Culture and the Bechtler Museum of Modern Art as they mark big anniversaries
- **"Hidden Cool":** From the only place to hear free, professional chamber music, to the local debut of a musical about one of Billie Holiday's final performances, we'll let you in on the surprising pleasures of the season.
- **Calendar listings:** This is your source for what's happening in local theater, ballet, jazz, classical music, the opera, literary events, museums and galleries.

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Get your copy of The Charlotte Observer for
**PANTHERS
 PRESEASON
 INSIGHTS**
 SPECIAL EDITION



Football season is here! Pick up today's edition of The Charlotte Observer for the Panthers Special Section. Read these features from your favorite journalists:

- **Cam Newton's legacy:** Explore the now-30-year-old quarterback's role in transforming the NFL.
- **High school influence:** Read how the Carolina Panthers helped turn Charlotte-area high school football into a juggernaut.
- **25 memorable moments:** As the Panthers enter their 25th season, take a look back at the 25 most memorable moments in team history.

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