

Ed Finn  
*Office of the President*

**BARRON'S**

You are entitled to  
▶ **4 FREE Issues!**

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TERM	COVER PRICE	YOU PAY	YOU SAVE
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Automatic Renewal Benefits for credit card: If you choose to pay by credit card, your subscription will continue without interruption until you notify us of your desire to discontinue your subscription. You may discontinue your subscription at any time and receive a full refund for all remaining issues. Your credit card will be charged at the rate indicated above for each annual period. You will be notified in advance of any changes in subscription rate. If, at any time, your credit card cannot be charged, you will receive a bill.

I prefer to pay in full. Enclosed is my check for \$XXX.XX, which includes applicable sales tax.

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**RENEW YOUR SUBSCRIPTION BY XX/XX/2011  
— AND GET 4 FREE BONUS ISSUES!**

Dear Name A. Namexxxxx,

To achieve outstanding profits, your positions must lead the market, not follow it. The information you need is in every issue of *Barron's* and is also available 24/7 on *Barrons.com*.

Renew your subscription today and you'll receive an additional month — 4 issues — absolutely FREE with your special Preferred Subscriber Savings Rate of \$XXX. This includes full 24/7 access to *Barrons.com* — a \$149 value alone.

This is a one-time-only opportunity to lock in your best savings. We're only making this offer once, so renew today!

Cordially,

Ed Finn, Jr.

Editor and President

**Keep the tax receipt on back for your records.**  
For faster service, call toll-free 1-800-544-0422.

## PREFERRED SUBSCRIBER INFORMATION UPDATE

Please let us know if you're changing your address.

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NEW BILLING ADDRESS

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Address \_\_\_\_\_

City \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Business Phone \_\_\_\_\_

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Keep For Your Records

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***Barron's***

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Amount paid: \$ \_\_\_\_\_

By Check: *Check No.* \_\_\_\_\_

By Credit Card: *Account* \_\_\_\_\_

From time to time we will contact you with information related to special offers from Dow Jones products and services. We also make subscriber information available to companies whose products and services we feel might be of interest to you. If you would like to be excluded from these communications, simply send your request along with your mailing label to:

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200 Burnett Road  
Chicopee, MA 01020

**BARRON'S**

200 Burnett Road  
Chicopee, MA 01020

A Savings Credit of **\$XXX**  
is applied to the account of:

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123 Any Street  
Apt 123  
Anytown City, ST 01234-5678



**URGENT ACCOUNT NOTICE**

**Open Immediately Upon Receipt.**

# PREFERRED SUBSCRIBER SAVINGS

TERM	COVER PRICE	YOU PAY	YOU SAVE
52 Weeks	\$409	\$XXX	\$XXX

Charge my credit card quarterly for \$XX.XX with the Automatic Renewal Benefits listed below.

AmEx  MC  Visa  Discover

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I prefer to pay in full. Enclosed is my check for \$XXX.XX, which includes applicable sales tax.

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**Sample A. Samplexxx**, thank you for your previous subscription to *Barron's*. We are pleased to offer you a Preferred Subscriber Savings Credit of \$XXX. With your credit, you'll get a year of *Barron's* for just \$XXX.

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REF. NO.:	DESCRIPTION:	AMOUNT:
001	Regular rate for <i>Barron's</i> and <i>Barrons.com</i> analyses and insights on companies, industries, sectors, the global economy, and financial markets	<del>\$409</del>
002	Your discounted rate after your special Preferred Subscriber Savings Credit is applied	Only \$XXX
003	Spotlights on undervalued stocks the market is missing	Included
004	Pullout "Market Week" section that gives you a perspective on the market's action over the past five trading days, and what it means	Included
005	Insightful analysis and commentary on market trends and their implications for the future	Included
006	Market-savvy columns like Alan Abelson's "Up and Down Wall Street" and "Streetwise" by Michael Santoli	Included
007	In-depth features on specific companies that analyze and rate the companies' prospects as investments	Included
008	Sophisticated coverage of hedge funds, mutual funds, ETFs, bonds, and options not found in other publications	Included

### IMPORTANT: SAVE WITH YOUR TAX RECEIPTS

If used for business purposes, your subscription to *Barron's* may be tax deductible. Consult with your financial adviser. Keep bottom portion for your records.

### 100% MONEY-BACK GUARANTEE:

If at any time you are not satisfied with *Barron's*, just let us know and you will receive a full refund of the unused portion of your subscription.

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**URGENT!**

**Lock in your BEST SAVINGS now!**

**LOCK IN YOUR BEST SAVINGS**

TERM	COVER PRICE	YOU PAY	YOU SAVE
52 Weeks	\$409	\$XXX	\$XXX

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**HURRY!** **Get Your Best Savings Now!**

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To achieve outstanding profits, your positions must lead the market, not follow it. The information you need is in every issue of *Barron's* and is also available 24/7 on *Barrons.com*.

**You can't afford to miss an issue — or miss out on your Best Savings.**

Enroll in our Automatic Renewal Program today to ensure that you always get the lowest renewal rate in effect. And that you don't miss any essential issues.

Simply check your payment option on the form above and mail it today. Don't wait! This is your **LAST CHANCE** to sign up for this Automatic Renewal Program — and guarantee that you never miss a single issue of *Barron's*. Act now!

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**Urgent Authorization Form Enclosed**





**Hurry...** you must reply  
within 10 days.

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Deliver to recipient only.

Do not forward.



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**Act Now!**

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**Renewal Instructions Enclosed**

**CONTINUATION INSTRUCTIONS**

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**Act Now!**

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**EXPIRATION STATEMENT**

TO: Sample A. Samplexxxxxx

FROM: Ed Finn, Jr. Editor and President

➔ **PLEASE TAKE NOTICE:** Your subscription to *Barron's* has expired.

IMPORTANT:

The world's foremost individual and professional investors consider *Barron's* must reading.

But at this time, your subscription has expired. Are you sure you want to invest without *Barron's*? Here are three reasons to renew right now, before you miss additional issues:

1. Like you, savvy investors subscribe to *Barron's* and *Barrons.com* for solidly researched insights on companies, industries, sectors, and global markets they can count on.
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3. *Barron's* is the essential tool for smart investment decision making.

Only *Barron's* delivers the authoritative mix of market reporting and well-tempered opinion that you can rely on to shape your investment future.

➔ **Although your subscription has recently expired, because you are a valued subscriber, we've reserved the discounted rate for you. Act Now!**

Sincerely,  
  
Ed Finn, Jr.  
Editor and President

**Keep the tax receipt on back for your records.**  
For faster service, call toll-free 1-800-544-0422.

BARRON'S

**REPLY REQUESTED  
WITHIN 10 DAYS**

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**URGENT!**

**OPEN UPON ARRIVAL**







## SERVICE RESTART CONFIRMATION

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TERM	COVER PRICE	YOU PAY	YOU SAVE
12 months	\$409	\$XXX	\$XXX

AmEx    MC    Visa    Discover

Card #: \_\_\_\_\_ Exp.: \_\_\_\_\_

Enclosed is my check for \$XXX.XX, which includes applicable sales tax.

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Dear Name A. Namexxxx,

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Take advantage of the special service restart savings we're offering you, and profit from:

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Editor and President

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**NEW ORDER CONFIRMATION**

**Please review immediately.**



Ed Finn  
*Office of the President*

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**FINAL NOTICE**

