

To whom it may concern,

As anyone in the publishing business knows, sometimes when you do layout, you have a little extra space to fill on a page. The Pine Knot News, often referred to as “The Knot”, is no exception.

The “**WHY KNOT?**” / “**WHY** get the **KNOT?**” campaign was a fun little word play that also provided a solution to two problems. First, they helped to differentiate the Pine Knot News from our competition, the Pine Journal. Secondly, the ads were simple and straightforward enough to be easily adjusted to fill those awkward holes on the page.

We created the initial “WHY KNOT PUT IT IN THE PINE KNOT NEWS?” house ad as a longer format ad that enabled us to promote our larger circulation, local ownership, local office, numerous awards and peer recognition and promote all the paper provides to the communities we serve by elaborating on the “IT” people might want to put in the Pine Knot. “IT” could be any number of things readers and advertisers like to see and expect to find in their newspaper – stories, classified ads, obituaries, advertisements, etc.

The “**WHY** get the **KNOT?**” campaign reinforced the many reasons readers should subscribe and poked a little fun at our staff and notable local personalities.

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