

Goodies...

You may have seen the Carrier of the Month and Carrier of the Year ads in the Cortland Standard. These programs are a points-based system that is geared to the route contract- paying your bill is worth points, good service is worth points, selling subscriptions is worth even more points.

Throughout the year, we give away several hundreds of dollars in prize money to our carriers, along with our proudly telling our subscribers who our best people are.

We hope that when you join us, you will also want to join the ranks of ten years worth of Carriers of the Month, Carriers of the Year, and Honors Carriers. These are not empty titles to us- they are our best, and we rely on them to set an example in excellence.

And excellence in service has another great benefit- tips. As a carrier, you aren't really selling a newspaper- you are selling Service. In a restaurant, good waiters and waitresses get left tips because they took good care of their customers.

Our subscribers will be your customers, and they have been very generous to our carriers in the past. It is not unknown to have a route collect two or three hundred dollars in tips during the holiday season, over and above the weekly tips.

As in any service-oriented position, you will get extra benefits based on what you put into the job. You have the opportunity to operate a carrier route that has room to grow, which will increase your profits. You have the opportunity for a neighborhood to get to know you, which may help you greatly in the future.

You have the opportunity to succeed. We hope you make the choice to join our ranks as a Cortland Standard carrier.

Thank you for coming...

We are happy that you chose to join us today to learn about the opportunities available as a Cortland Standard carrier.

Before you can begin your career as a carrier, there are some details that need to be covered. Some are required by state law, others are required by the Cortland Standard to make sure that there are no misunderstandings about what is expected of a carrier.

This (hopefully) short little pamphlet will help you by providing some information that you will need to get you started.

The staff of the Cortland Standard Circulation Department will also

be available to answer any questions you may have, and please, please... ASK!

Once again, thank you for coming today. We hope you choose to join us as a carrier.

Now open up,



and let the adventure begin.