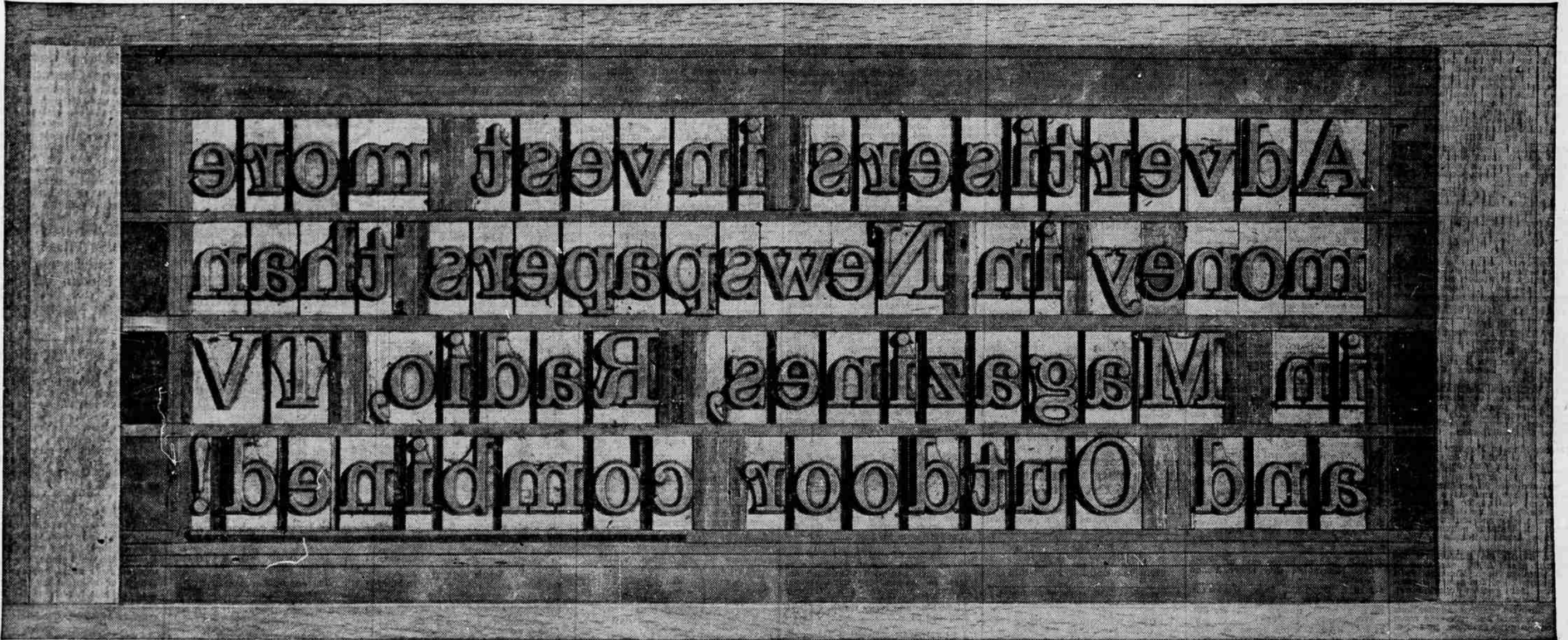


*no matter how you look at it,
the story stays the same!*



Advertisers invest more money in Newspapers than in Magazines, Radio, TV and Outdoor combined!

• The figures have changed but the story's the same. In 1956 advertisers spent a *record* \$3,305,000,000 in newspapers—again surpassing their *combined* expenditures in TV, magazines, radio and outdoor.

The figures have changed, too, in daily newspaper circulation—now up to a *new high* of over 57,000,000 and growing. This growth enables newspaper advertisers to penetrate any or every corner of the country whenever they wish, in any degree they want. This is one of the reasons why advertisers—big and small, national, regional and local—spend billions in newspapers.

How do advertisers rate leading media by the money they spend? Here are the McCann-Erickson—Printers' Ink Preliminary Estimates

of Advertising Expenditures for 1956, published on February 8, 1957:

Newspapers	\$3,305,000,000
Television	1,255,000,000
Magazines	782,000,000
Radio	565,000,000
Outdoor	200,000,000

No matter how you look at it—from the vantage points of circulation, penetration or adaptability—newspapers continue to give you the best return for your money.

All business is local... and so are all newspapers.