



REASONS WHY THE DAILY NEWSPAPER GIVES YOU MORE FOR YOUR ADVERTISING DOLLAR

1. Newspaper advertising reaches more people than any other medium. 88% of the nation's families get a newspaper every day. Over 100 million people, 82% of all people 12 years of age and over, read a newspaper on an average day. Every one of these people has the opportunity to see every ad in the daily newspaper. Only a small number of these people could be reached with any TV, radio or magazine ad.

2. People like advertising in newspapers better than in any other medium. People feel friendly toward advertising in newspapers. Surveys show that far fewer people want advertising in other media. An advertiser wants his customers to like him, so it stands to reason he will benefit if he runs his ads where they please instead of annoy people.

3. Newspapers deliver more "ready to buy" prospects than any other medium. Newspapers offer something for everybody — information, entertainment, editorials, advertising. And the reader is attracted to the ad that interests him. This means that readership ratings on ads represent live prospects for the advertiser. These people are easy to sell because they have a product interest. On the other hand broadcast ratings indicate people with an interest

in the program, not necessarily a buying interest in the product.

4. Newspaper advertising gets more action than any other medium. As a news medium, the daily newspaper gives advertising an atmosphere of action and believability. People have confidence in and believe in newspapers. This prompts action on the part of the reader.

5. Newspaper advertising offers more local selling flexibility than any other medium. Advertisers can use newspapers market-by-market — to protect strong markets, to bolster weak markets, to vary advertising where potential varies, to meet competitive attacks, to get better timing with their sales and merchandising programs than is possible in any other medium.

6. Newspapers give more flexibility in selling copy than any other medium. An advertiser can tell his story in the size that suits his needs. He can use a two-page spread to tell a detailed copy story, or he can tell his story in the same or smaller space with just a few words. He can run a 100-line or a 1,000-line ad, depending on his budget and strategy. A newspaper offers advertisers more physical and creative flexibility than any other medium.

7. Newspaper advertising offers better retail merchandising than any other advertising. Four million U. S. retailers invest about 2½

billion dollars in the daily newspaper — more than they spend in all other media combined. No other medium has as close a relationship with retailers as the daily newspaper.

8. Newspaper advertising is a safer and surer investment than advertising in any other medium. In some media a good percentage of the results are affected by the variables of the medium, and by the medium's own competition. In newspapers, the advertising stands on its own feet, unaffected by such variables. Newspaper advertising is always ready and waiting to suit the time, place and pleasure of the consumer. The daily newspaper is always selling.

9. Newspaper advertising produces more sales per dollar of advertising cost than do other media. The cost of an advertising medium depends on a combination of two things: First, how much it costs to reach a person with a sales story. Second, what action that sales story causes the person to take — or, how much it costs to make a sale. The best figures available indicate that the newspaper delivers a message to a person for a typical advertiser at a cost at least as low as the cost of delivering the message through television or magazines. And the other eight points guarantee more sales action per message delivered.