

get

40%

more

out of

your

advertising

budget

by

using

newspapers!

NEWSPAPERS give you 40% more customers per advertising dollar than does nighttime spot TV. These findings are shown in a new study which also reveals that daily newspapers give up to 203% more customers than daytime spot TV!*

If cost per thousand influences your media decisions, then you will be interested in reading the chart below.

NIGHTTIME SPOT TV vs NEWSPAPERS		
	Cost per M	Newspaper Advantage
3-20 SEC. SPOTS.....	\$3.91	40%
3-500 LINE ADS.....	\$2.79	
DAYTIME SPOT TV vs NEWSPAPERS		
	Cost per M	Newspaper Advantage
12-20 SEC. SPOTS.....	\$3.27	203%
12-100 LINE ADS.....	\$1.08	

In other words, at nighttime, for every 100 spot commercial impressions delivered by TV, daily newspapers will deliver 140 confirmed advertisement noters. Thus, by using newspapers, you can get at least 40% more out of your advertising budget!

Use the daily newspaper and get *more* for your advertising dollar!

*Source: Bureau of Advertising, American Newspaper Publishers Association, Inc. For a complete breakdown and full information of the study, please contact this newspaper.

Herald and News