



What you see above is known as "white space." It's what newspaper advertisers buy. It's what they bought to the tune of \$3,650,000,000 in 1960. They bought it for one purpose — to sell more goods and services. Must be a good investment, because advertisers put more money into newspaper white space last year than ever before, more than in television, radio, magazines and outdoor combined.*

An all-time high of almost 59,000,000 newspapers are published on an average day and 9 out of 10 families get a daily newspaper on an average day. It follows that *practically every sale of every product or service is made to a newspaper reader.*

Television	\$1,595,000,000
Magazines	938,000,000
Radio	672,000,000
Outdoor	203,000,000
Total, 4 Media	\$3,408,000,000
Newspapers	\$3,650,000,000
<small>Source: Printers' Ink Preliminary Estimates</small>	

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Herald and News

Printed in the interest of more effective advertising by