

# Ten Reasons To Advertise in **THE INDEPENDENT** during tough economic times

## 1. You're Open.

You still turn your lights on. Why not invite people in? If you are open for business at all, you must market that business.

## 2. Opportunity.

When the pie gets smaller you can still get a larger slice. Advertising during tough times increases your odds of being the vendor of choice and seizing share from your competitors.

## 3. Reliability.

When your business gets softer, increase your core media. Media mix is a desirable goal except during tough times when you need to rely more heavily on your base medium; newspaper.

## 4. Proven Results.

*The Independent* gets proven results. During tough times, your advertising needs to be focused on ROI (return on investment) and not other nice options. Advertising in *The Independent* is a proven ROI vehicle.

## 5. Fish Where the Fish Are. .

*The Independent* offers the best local reach and that means that *The Independent* is the first place to look for consumers for your services.

## 6. Tough Customers.

Consumers research purchases more during tough times. Be among the considered choices. *The Independent* is the marketplace for local shoppers and if you aren't there, you may not be considered as a choice for those who are buying.

## 7. Credibility.

Advertising in a credible medium like *The Independent*, is an indication that you are credible.

## 8. Bravado.

Never show your fear. Advertising indicates your confidence in your business.

## 9. Convert Wants Into Needs.

During tough times, consumers buy what they need and not what they merely want. It is up to you to convince consumers they need what you offer.

## 10. Start the Funnel.

Even if customers are not buying today, advertising is your opportunity to start people thinking about what is important to buy and who from. It will pay off later.

# THE INDEPENDENT

*Providing your community news and information for over 25 years.*

To advertise, call or write:  
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The Independent  
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