



# Delaware State News

## Advertising theme days, every day!

**SUNDAY'S High Readership** with leisure time to read and peruse a hefty package of local news, advertising, and information along with the popular Parade magazine and the always fun TVSelect & Color Comics!



**MONDAY'S Business** report keeps readers up-to-date on local commerce with business briefs from a legal, financial, and marketplace perspective. Timely, useful news about Greater Dover businesses is featured, from the small retailer to the professional offices to the corporate community.

**TUESDAY'S Education** advertising is recommended for colleges, charter & public schools, self-development classes, career & training sessions targeting motivated individuals, parents, and families early in the week!



**WEDNESDAY'S Health & Wellness** section leads with a local feature article followed by briefs, photos, and a calendar! Here, quick and easy to read, are the latest local medical-related information about technology, education, fitness, treatments and more from local hospitals, doctors, clinics and special services.

**THURSDAY'S Sampling Day** expands circulation to 32,700 to create a highly effective and cost-efficient distribution to reach more than 70% of the Central Delaware. Every sampled newspaper is home delivered to Greater Dover non-subscribers.



**FRIDAY'S Entertainment** coverage delivers Downstate Delaware's coolest activities, newest happenings, and hottest performances. Our cover story reviews the weekend's most exciting event, while Craig Horleman's "Best Bets" column takes readers on a quick tour of Central Delaware's most popular comings and goings.

Every week readers find news to use about exhibits, concerts, nightlife, and theater venues, while entertainment briefs summarize where to go and what to do. A full color dining guide serves up casual to fine dining suggestions, while local advertising promotes great goings-on.



**SATURDAY'S Home Services** & worship directories kick off the weekend advertising with real down-home and family relevance. It is the big day for sales, shopping, and outings of every kind, too!

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The State Capital Daily

**TO ADVERTISE: 302-741-8200, [adsupport@newszap.com](mailto:adsupport@newszap.com)**