

# 6 REASONS WHY ADVERTISING CAMPAIGNS WORK.

- 1. WISE INVESTMENT.** Smart businesses consider advertising an investment, not an expense. Like exercise, consistent, steady, patient, stick-to-itiveness advertising can produce amazing results. A local newspaper's reach and community readership is one of the most cost-effective methods of advertising regularly to local consumers.
- 2. BUILD BRAND/ NAME.** Consistent advertising builds familiarity, which creates consumer confidence. Steady advertising ensures a business becomes a reliable, trusted friend even with consumers who have not done business with you – yet!
- 3. ANSWER COMPETITORS.** Your competition is advertising. Even if you are the only game in town, direct mail, catalogs, and the Internet websites are aggressively promoting and competing with you.
- 4. FIND NEW CUSTOMERS.** Studies show that nearly 50% of consumers move every five years. Consistent advertising introduces a business to these new customers and replaces those lost by attrition.
- 5. NET DOLLARS BEING SPENT NOW!** Speaking very generally, on average, 2.4% of all consumers are buying YOUR type of product or services TODAY! Another 2.4% enter the market for YOUR type of product or services TOMORROW! Consistent advertising captures their attention NOW.
- 6. ADVERTISING MARKETPLACE.** More advertisers invest in newspaper advertising each year than in any other media. But, don't expect overnight miracles. Its consistent advertising that generates the greatest awareness. It's consistent advertising emphasizing consumer benefits and/or unique services that produces the maximum response.

 **INDEPENDENT NEWSPAPERS, INC.**

Delaware State News • Sussex County Post • The Journal • Milford Chronicle • Dorchester Banner • Eastern Shore Banner • Crisfield-Somerset County Times

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