

Our Advertisers Are Talking About Us...

Here's what they're saying.

"After running just a few ads in the Delaware State News, we received several phone calls asking about our photo restoration special. Over the years we have tried other media and have had no results. We are very pleased with the results from the Delaware State News and plan to continue using it for our advertising."

- R. Eric Young, owner, Young's Studio of Photography

"The Delaware State News makes it easy and affordable for us to notify our patrons of coming events. As soon as our ads hit the Delaware State News the phones begin to ring with ticket orders!"

Sandra F. Conner, Executive Director, Schwartz Center for the Arts

"The Merle Norman Cosmetic franchise has been open in Dover since 1953. Like any business, we strive to provide quality service to our loyal patrons while still looking to reach potential new customers. By expanding our advertising with the Delaware State News, we've succeeded in bringing in new customers. The staff is helpful in their suggestions for ad placement and timing based on events and seasons. When we sit down with a new customer, we ask where they heard about us. When they respond 'the State News,' it lets us know our advertising is working."

Helen McCusker, Owner, Merle Norman Cosmetics

"Four times a year I submit to Ad Consultant Heather Cregar details about our upcoming Dover Symphony concerts. Four times a year she and her staff design unique, eye-catching and accurate advertisements. Audience development is important to the Dover Symphony Orchestra. We rely on Delaware State News ads to help us reach our audience."

Harriet Davies, Publicity, Dover Symphony

"The Biggs Museum values its relationship with the Delaware State News. We trust the Advertising Department's expertise to reach our target market according to our needs. The continued success of our well-attended programs and exhibitions is due in part to the help of our advertising in the Delaware State News. I would refer any type of business or organization to the Delaware State News. They will help develop a strategy and program that best suits your needs."

Sarah E. DiMondi, Marketing Coordinator, Biggs Museum of American Art

"People always say to me 'We saw your ad in the State News...' I get a lot of compliments from our Delaware State News ads, and great response too. We've re-worked our advertising mix so we can run more ads with the Delaware State News!"

- John Green, owner, Delaware Bay Trading Company

"You don't have to have a large advertising budget to get results. As a new business owner, I don't have a lot to spend, but I'm really pleased with the results from my ads in the Delaware State News and on Newszap.com. People tell me they saw the ads when they come in the door, what more could I ask for?"

Timothy J. Liggett, Owner, Carpets Plus Color Tile of Camden



Delaware State News
The Downstate Daily

For more info: 800-282-8586 ext. 8200 or 741-8200 or email us at adsupport@newszap.com